



September 2023 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 5,294 users visited the website in September, with 5,188 new users and 6,130 sessions
Top keywords: "Rockaway Beach," "Rockaway Beach Oregon," "pronto pup," "rock hounding"

User demographics: Portland, Seattle, San Jose, Beaverton, Vancouver, Chicago, Salem, Hillsboro, Los Angeles, San Francisco, Forest Grove.

Pages most visited: Grumpy's Café, Pronto Pup, restaurants, how to spot rocks when rockhounding

How did they find the site: Google, Direct, Bing, DuckDuckgo, beachconnection.net, Yahoo, tillamookcoast.com, Portland Monthly

Actions (events) taken: Get the Guide (196 requests)

SOCIAL MEDIA (see attached)

Facebook: Added 367 followers, now at 9,896 followers (lots of new followers!)

Facebook posts reached 27,737 with 4,148 engagements (3X more than August)

Posts with the most reach and engagement: 10,053 impressions, 599 engagements, "A stroll along the old growth cedar walkway restores the soul." Sept. 14, 2023 (attached)

Instagram: added 28 new followers, now at 1,597 followers (see attached for most liked images)

ONLINE

Portland Monthly sponsored content, e-blast and e-newsletter (launched August 28, 2023, continues through September)

Sponsored article: <https://www.pdxmonthly.com/sponsored/2023/08/rockaway-beach-adventures-await-you-this-fall-activities-the-whole-family-will-enjoy>

TRI-MET BUS ADS

Launched September 15 - focused on west side to downtown Portland bus routes.
(See attached graphics)

EARNED MEDIA (online)

OPB: A classic American concession was first fried in Oregon: the corn dog

<https://www.opb.org/article/2022/07/16/first-corn-dog-made-in-oregon-pronto-pup>

GRANTS

Marketing and façade improvement grants go live Oct. 1.

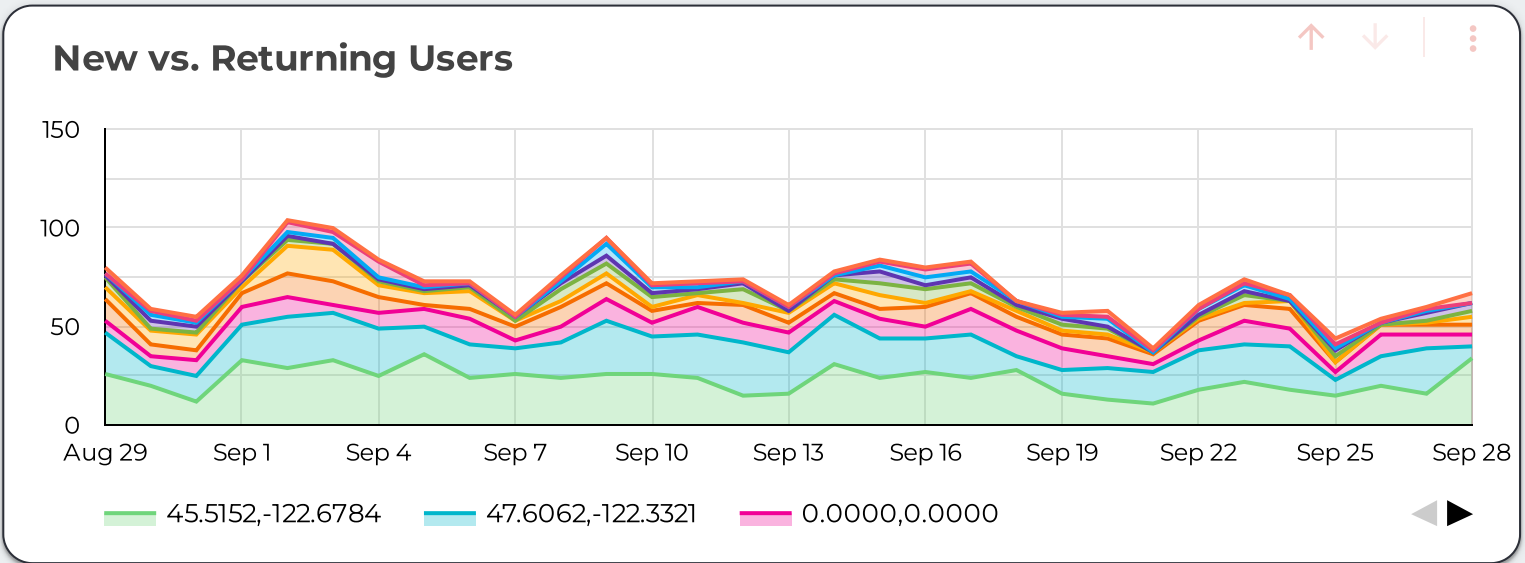
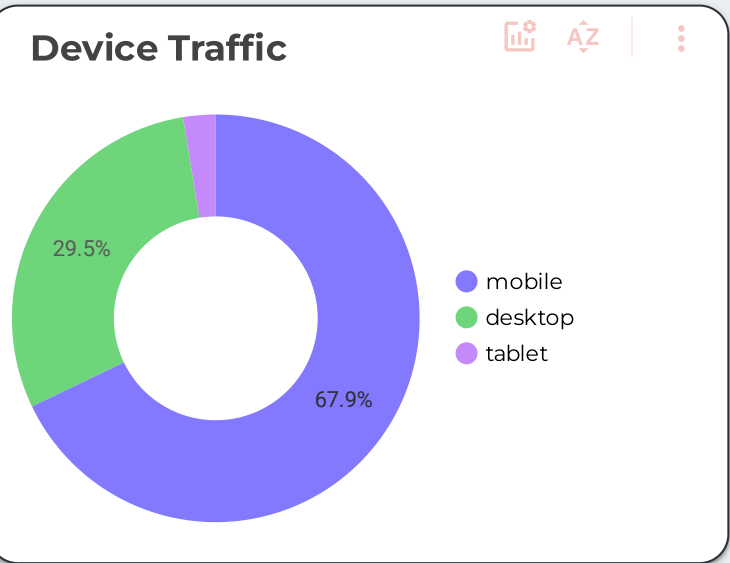
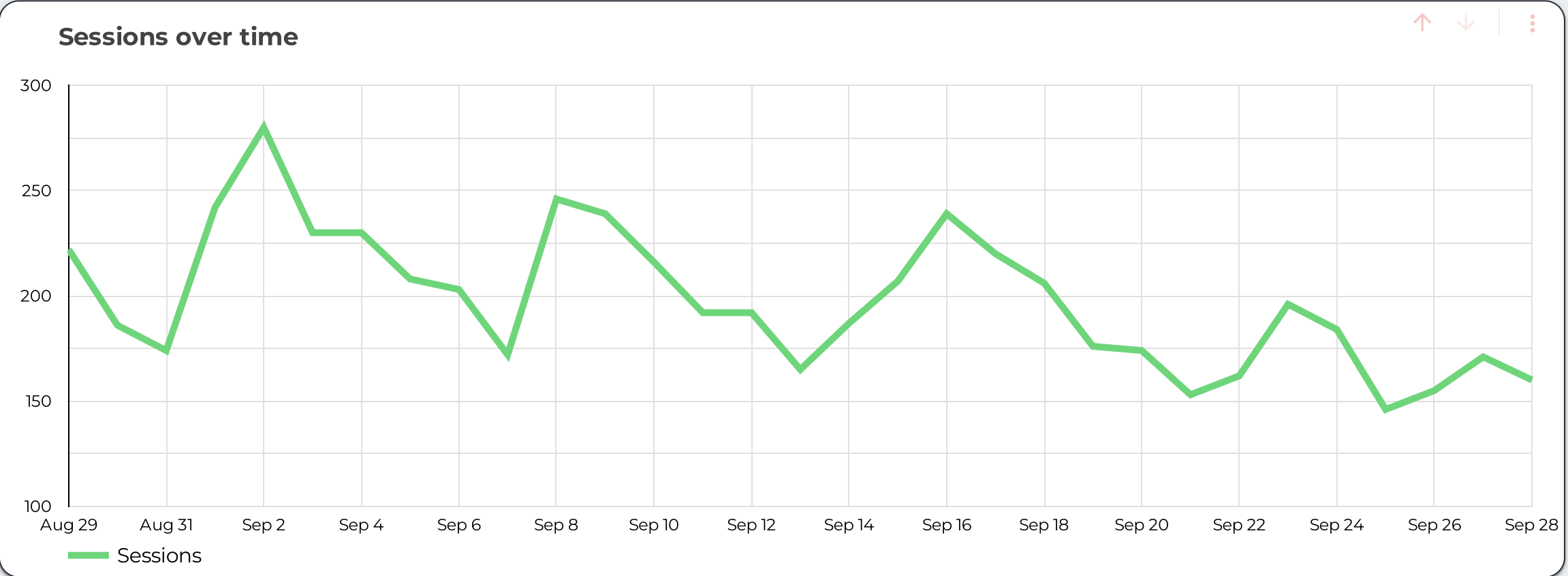
Marketing grant deadline is Nov. 15; Façade improvement grant deadline is Dec. 15.

<https://visitrockawaybeach.org/grants>

Report prepared by Tillamook Coast Visitors Association, September 30, 2023

User Behavior

<p>Users</p> <p>5,297</p> <p>↓ -30.0%</p>	<p>New Users</p> <p>5,191</p> <p>↓ -30.2%</p>	<p>Sessions</p> <p>6,133</p> <p>↓ -30.6%</p>	<p>Bounce Rate</p> <p>68.38%</p> <p>↑ 3.2%</p>	<p>Contact Form</p> <p>2</p> <p>↓ -33.3%</p>	<p>Get the Guide</p> <p>196</p> <p>↓ -26.9%</p>	<p>Click to Email</p> <p>No data</p> <p>No data</p>
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How Did Users Get To Our Website?

Source	Sessions	Users	New Users	Pages / Session	Avg. Session Duration
google	4,282	3,731	3,630	1.72	00:01:10
(direct)	807	724	719	1.56	00:00:58
bing	308	254	244	2.77	00:03:08
duckduckgo	131	108	105	2.08	00:01:31
beachconnection.net	130	105	101	1.83	00:01:21
yahoo	126	99	96	2.56	00:02:20
onlinetrackingstats.net	84	83	83	1.04	00:00:29
tillamookcoast.com	49	47	47	1.96	00:01:48
pdxmonthly.com	30	28	28	2.3	00:00:59
localadventurer.com	22	22	22	1	00:00:00
corb.us	17	13	9	2.35	00:01:08
m.facebook.com	16	16	16	1.31	00:00:07
Grand total	6,133	5,297	5,191	1.79	00:01:16

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	18,906	90	0.48%	9.18	9.18
rockaway beach oregon	13,754	291	2.12%	7.17	7.17
pronto pup	3,281	116	3.54%	7.3	7.3
rock hounding	1,544	0	0%	8.86	8.86
rockaway beach directions	1,522	1	0.07%	6.97	6.97
kelly's marina	1,460	5	0.34%	5.3	5.3
rockhounding	1,367	1	0.07%	10.71	10.71
twin rocks	1,160	3	0.26%	4.42	4.42
rockaway beach hotels	1,149	8	0.7%	8.11	8.11
rockaway beach resort	1,020	13	1.27%	6.71	6.71
old oregon smokehouse	919	20	2.18%	6.63	6.63
jetty fishery	876	1	0.11%	7.81	7.81
kelly's brighton marina	854	2	0.23%	7.29	7.29
rockaway beach restaurants	849	24	2.83%	4.89	4.89
rockaway beach, oregon	828	14	1.69%	6.98	6.98
beach access near me	807	3	0.37%	12.47	12.47
pronto pup rockaway	806	9	1.12%	4.66	4.66
Grand total	242,058	3,615	1.49%	18.48	18.48

What Pages Did Users Visit?

Sessions
6,133
 ↓ -30.6%

Unique Pageviews
9,359
 ↓ -31.7%

% Exit
55.92%
 ↑ 0.9%

Avg. Time on Page
01:36
 ↓ -0.8%

Page	Sessions	Unique Pageviews	Avg. Time on Page	% Exit
/	1.4K	1.5K	01:10	51.95%
/restaurants/grumpys-cafe/	479	521	01:26	63.26%
/restaurants/original-pronto-pup/	421	451	03:07	88.26%
/rockaway-beach-restaurants/	317	653	01:41	41.85%
/bonfires/	301	318	03:20	90.39%
/how-to-spot-rocks-when-rockhounding/	254	280	04:23	88.93%
/things-to-do/	157	297	59	39.15%
/the-story-behind-glass-floats/	140	141	07:58	89.54%
/shopping/flamingo-jims-gifts-clothing/	112	123	01:30	68.57%
/current-events/	108	289	02:13	49.23%
/twin-rocks/	108	110	02:38	78.86%
/lodging-guide-rv-parks-camping/	106	120	01:06	32.7%
/lodging-guide-hotels-motels/	91	147	01:24	30.69%
/restaurants/old-oregon-smoke-house/	87	127	02:15	74.62%
/how-to-get-here/	83	142	02:47	70.32%
/rockaway-beach-shopping/	79	207	01:24	42.38%
/emily-reed-shipwreck/	67	70	01:33	88%
/lodging-guide-vacation-rentals/	62	100	01:20	28.97%
/old-growth-cedar-wetlands-preserve/	62	64	02:36	77.46%
/rockaway-beach-annual-events/	60	126	01:17	40%
Grand total	6.1K	9.4K	01:36	55.92%

Visitor Demographics

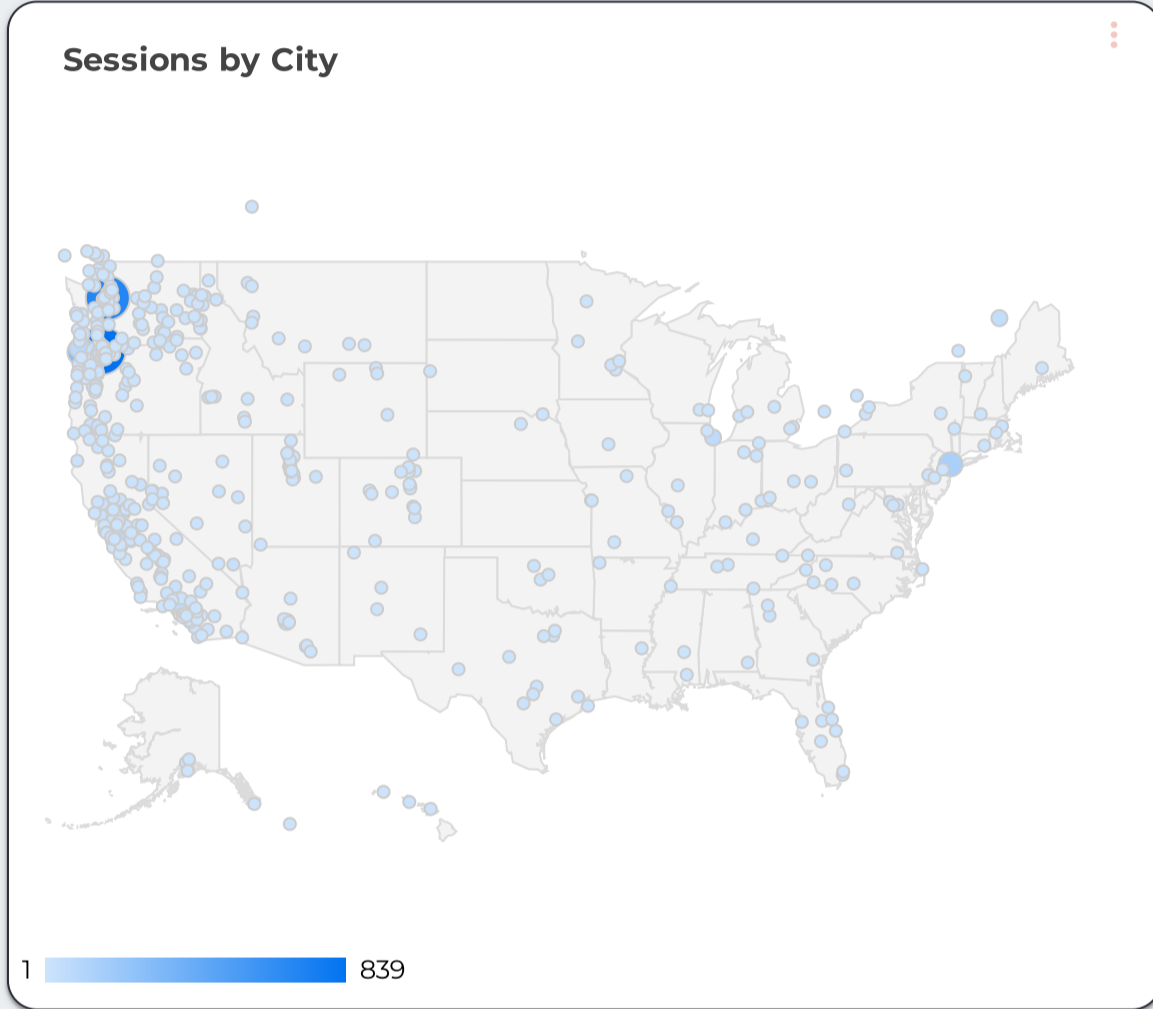
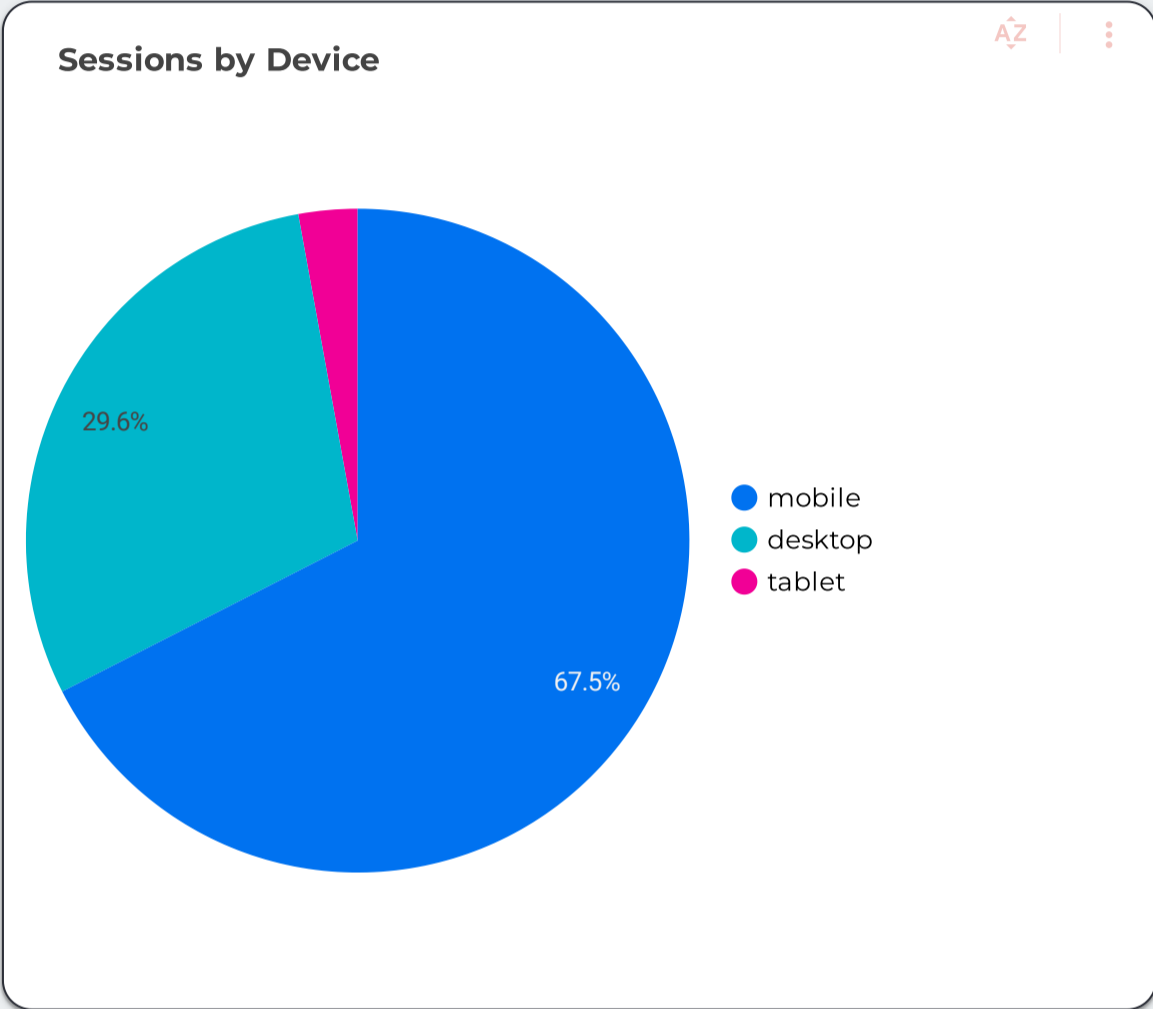
Users
5,297
↓ -30.0%

New Users
5,191
↓ -30.2%

Sessions
6,133
↓ -30.6%

Bounce Rate
68.38%
↑ 3.2%

Avg. Session Duration
00:01:16
↓ -2.8%



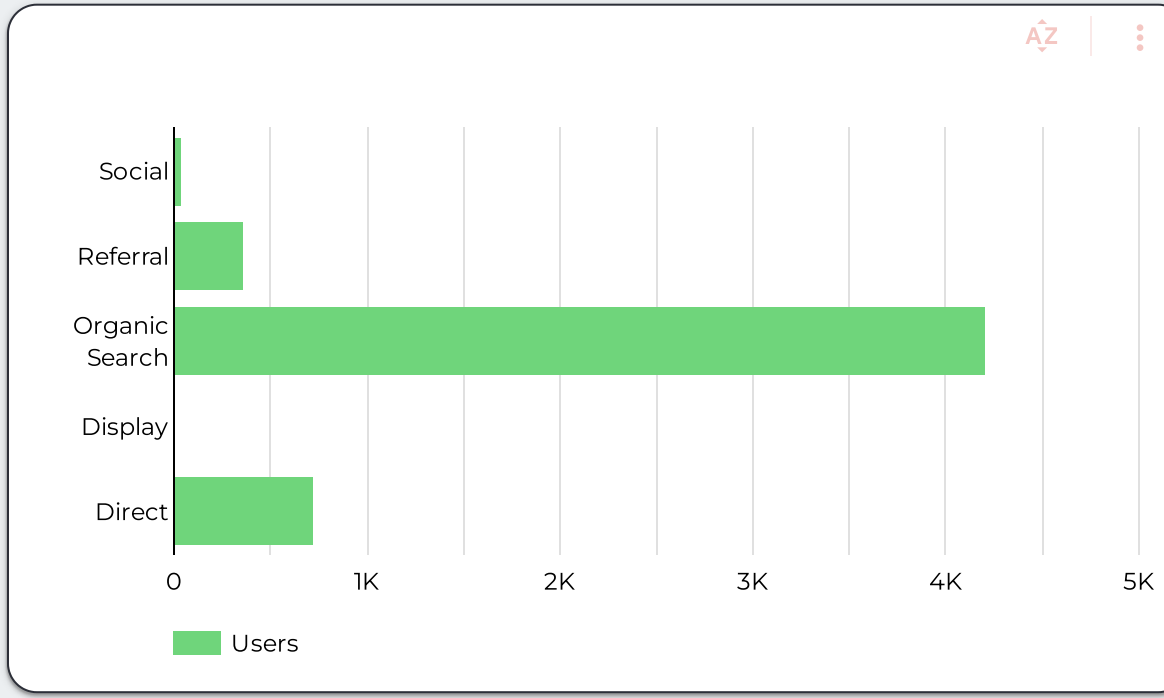
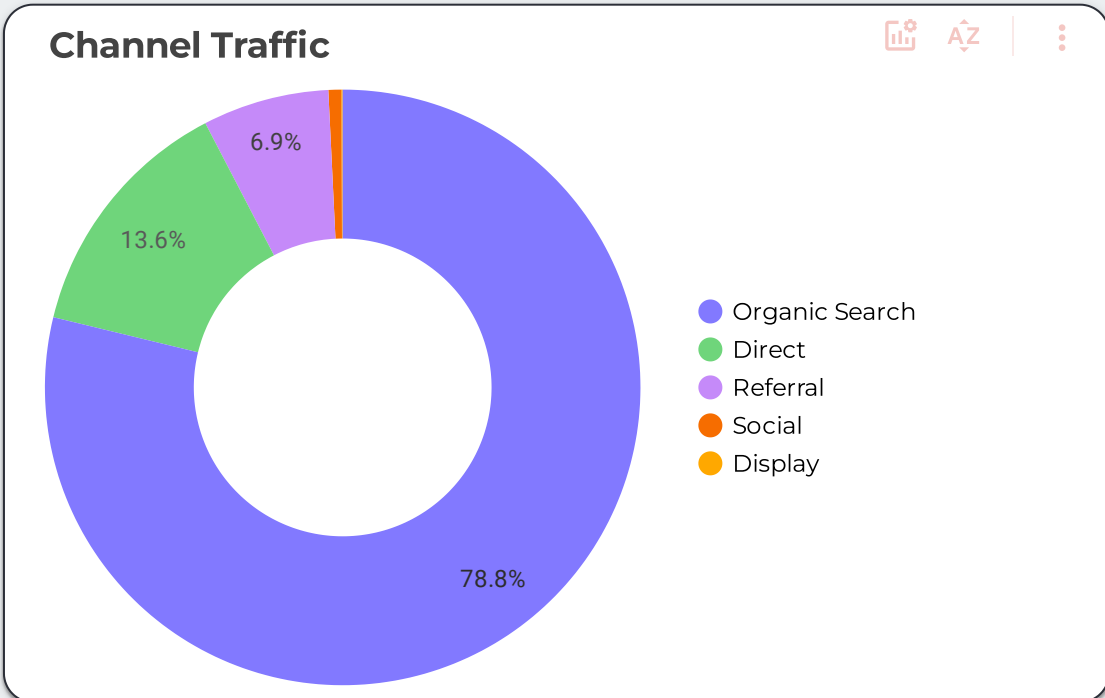
City	Sessions	Users	New Users	Pages / Session	Avg Session Duration
Portland	840	747	713	1.73	00:01:10
Seattle	694	608	562	1.75	00:01:17
Tillamook	280	251	218	1.79	00:01:14
New York	140	134	132	1.21	00:00:33
San Jose	99	95	85	1.57	00:00:46
Rockaway Beach	72	65	55	1.71	00:01:34
Beaverton	72	67	62	1.88	00:00:59
Vancouver	62	50	45	2.16	00:02:24
Chicago	58	53	48	1.95	00:01:22
Salem	55	45	43	1.98	00:01:47
Hillsboro	54	47	45	2	00:01:36
Los Angeles	51	48	43	1.59	00:01:08
San Francisco	45	42	36	1.87	00:00:58
Quebec City	40	40	40	1	00:00:00
Forest Grove	34	33	29	1.85	00:01:06
Phoenix	34	28	27	2.06	00:00:53
Grand total	5,829	5,041	4,932	1.79	00:01:16

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Source / Medium	Sessions	Users	New Users	Pages / Session	Avg Session Duration
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(direct) / (none)	807	724	719	1.56	00:00:58
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beachconnection.net / referral	130	105	101	1.83	00:01:21
yahoo / organic	126	99	96	2.56	00:02:20
onlinetrackingstats.net / referral	84	83	83	1.04	00:00:29
tillamookcoast.com / referral	49	47	47	1.96	00:01:48
pdxmonthly.com / referral	30	28	28	2.3	00:00:59
localadventurer.com / referral	22	22	22	1	00:00:00
corb.us / referral	17	13	9	2.35	00:01:08
m.facebook.com / referral	16	16	16	1.31	00:00:07
visittheoregoncoast.com / referral	14	14	13	3.71	00:03:22
Grand total	6,133	5,297	5,191	1.79	00:01:16

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Event Category

Event Action

Event Label

What specific actions (events) did users take? *(use filters above to narrow down)*

Total Events
254
 ↓ -27.8%

Unique Events
240
 ↓ -25.7%

Event Category	Event Action	Event Label	Total Events	Unique Events
forms	submit	Subscribe Form	11	10
forms	submit	Contact Form	2	2
button	social profile click	Facebook	6	6
button	click to call	tel:(503) 368-5745	1	1
button	click to call	tel:(503) 355-8220	1	1
button	click to call	tel:(503) 355-8488	1	1
button	click to call	tel:(503) 355-2291	7	7
button	click to call	tel:(503) 355-0585	2	2
button	click to call	tel:(503) 355-3840	5	3
button	click to call	tel:800-452-5687	2	1
button	click to call	tel:(503) 355-3115	1	1
button	click to call	tel:(503) 709-6018	3	2
button	click to call	tel:(503) 887-1900	2	2
button	click to call	tel:(503) 322-3522	1	1
button	click to call	tel:(503) 355-3866	4	3
button	social profile click	Instagram	1	1
button	click to call	tel:503-355-2365	1	1
button	click to call	tel:(800) 243-7786	1	1
button	click to call	tel:(503) 355-8300	1	1
button	click to call	tel:(503) 355-2206	2	2
Grand total			254	240



Rockaway Beach

Published by Dan Haag · September 14 at 8:39 AM · 🌐

A stroll along the old growth cedar walkway restores the soul.

Photo: [The L'I Pink House](#)

[#visitrockawaybeach](#)





visitrockawaybeach

Following

Message



539 posts

1,597 followers

192 following

Visit Rockaway Beach

Local & travel website

Enjoy seven miles of beach and endless stories #smalltownbigstories #rockawaybeachoregon

visitrockawaybeach.org

Followed by beachbakeshop, osuextensionillamockcounty, robtrostbreakstate + 96 more

POSTS

TAGGED

