



November 2023 TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 2,805 users visited the website in November, with 2,741 new users and 3,270 sessions (lower than October).

Top keywords: "Rockaway Beach," "Rockaway Beach Oregon," "pronto pup," "rock hounding"

User demographics: Seattle, Portland, Beaverton, Quebec City, Vancouver, Salem, Los Angeles, San Jose, Phoenix, Tigard

Pages most visited: restaurants, Grumpy's Café, story behind glass floats, events, how to spot rocks when rockhounding

How did they find the site: Google, Bing, duckduckgo, Yahoo, beachconnection.net, tillamookcoast.com

Actions (events) taken: Get the Guide (79 requests)

SOCIAL MEDIA (see attached)

Facebook: Added 62 followers, now at 10,853 followers

Facebook posts reached 102,583 with 6,178 post engagements

Posts with the most reach and engagement: 67,385 impressions, 66,607 Post reach, 3,299 engagements, "An Early Christmas Present from Tillamook County Roads." Nov. 22 2023 (attached)

Instagram: added 8 new followers, now at 1,61 followers (see attached for most liked images)

ONLINE

Willamette Week "Winter Guide" email and large website banner – launched November 1 (see attached)

TRI-MET BUS ADS

Launched September 15, continues through April 2024

Focused on West Metro side to downtown Portland bus routes.

DESTINATION MANAGEMENT (online)

Two new decorated trash cans ordered with graphics of food and Lake Lytle

Design underway for single-post gateway signs for Anchor Park and Lake Lytle

COMMUNITY AND DESTINATION MANAGEMENT PLANNING

Workshop 3 rescheduled for Dec. 4.

GRANTS

Marni Johnston conducted two grant workshops on Nov. 9

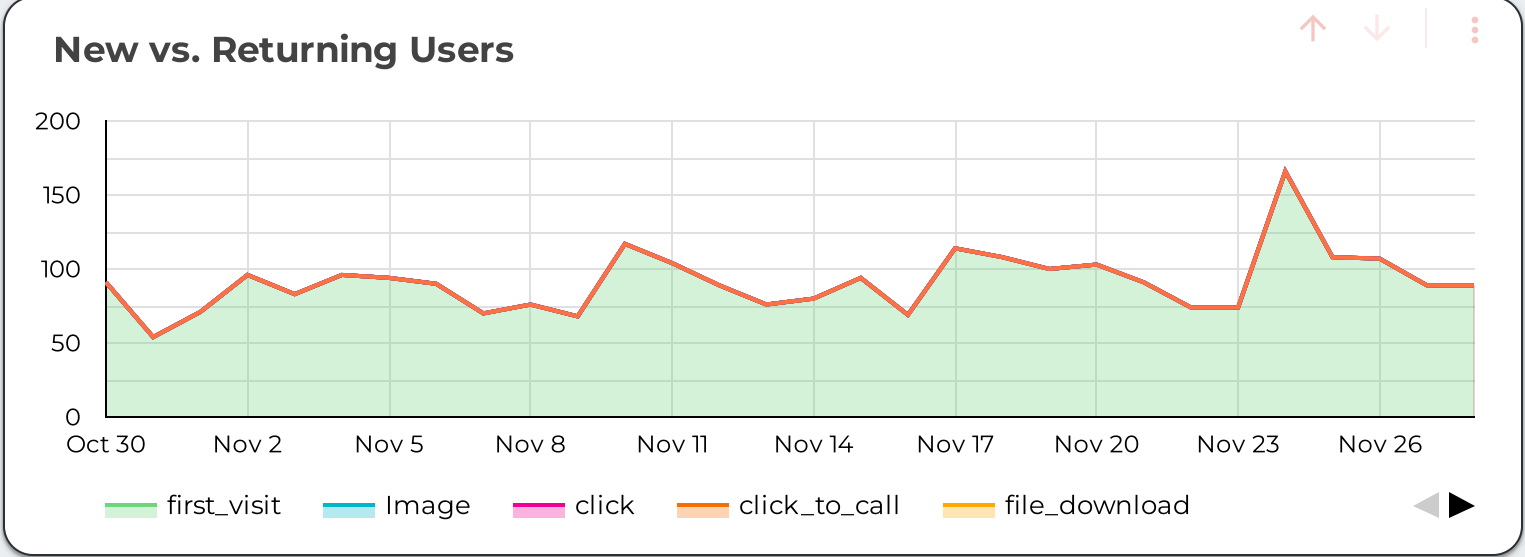
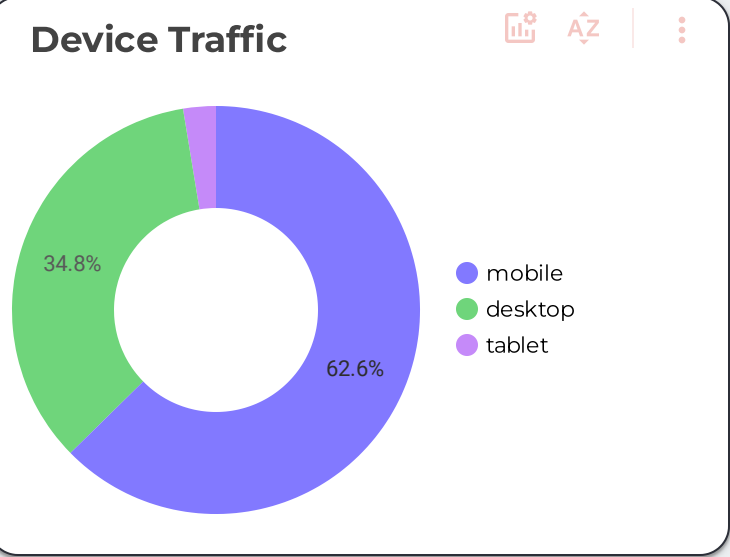
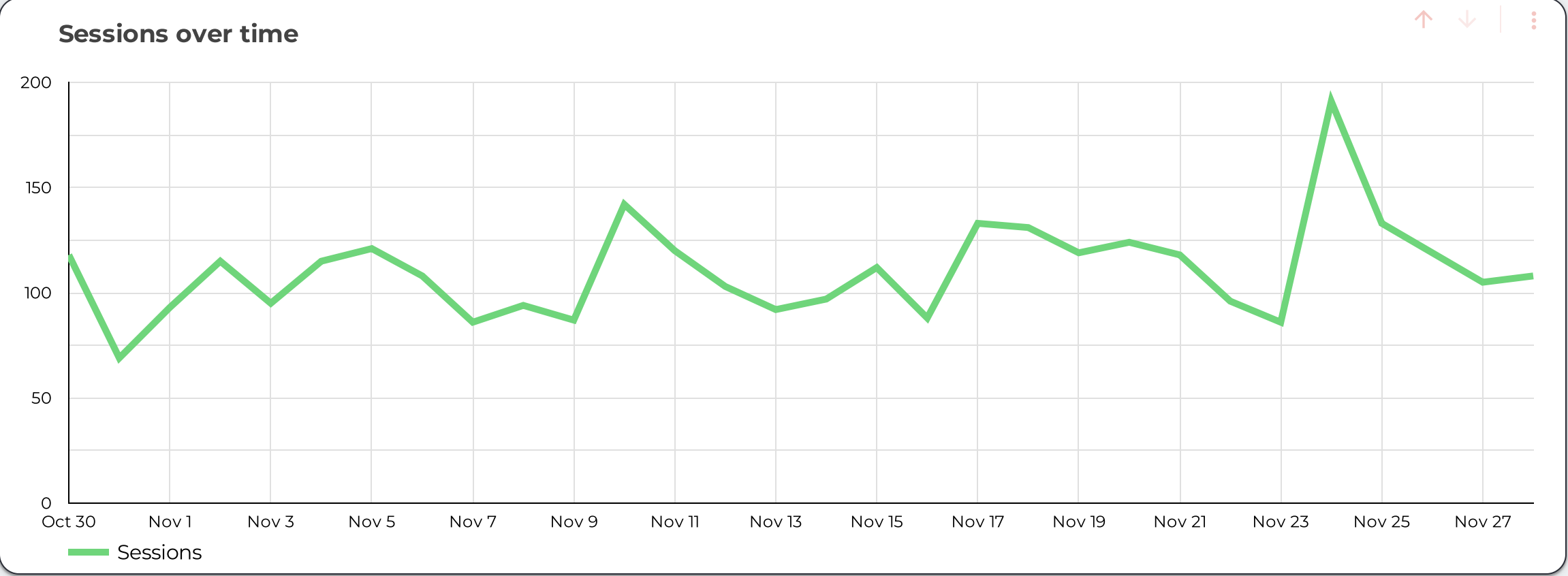
Façade improvement grant deadline is Dec. 15.

<https://visitrockawaybeach.org/grants>

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

User Behavior

Users 2,805 ↓ -30.4%	New users 2,741 ↓ -30.3%	Sessions 3,270 ↓ -31.0%	Add-to-carts 0 N/A	Contact Form No data No data	Get the Guide 79 ↓ -30.7%	Click to Email No data No data
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How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	2,388	2,033	2,003	1.18
(direct)	486	397	377	1.24
bing	166	146	138	1.15
duckduckgo	66	49	48	1.35
yahoo	59	48	47	1.23
beachconnection.net	50	44	40	1.14
tillamookcoast.com	29	25	25	1.16
m.facebook.com	10	10	10	1
l.facebook.com	10	8	8	1.25
visittheoregoncoast.com	9	9	9	1
ecosia.org	9	5	5	1.8
localadventurer.com	6	6	6	1
Grand total	3,270	2,805	2,741	1.17

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	8,379	53	0.63%	8	8
rockaway beach oregon	6,903	157	2.27%	6.83	6.83
rock hounding	1,710	0	0%	9.54	9.54
rockhounding	1,459	1	0.07%	11.57	11.57
what is a sneaker wave	1,450	2	0.14%	10.54	10.54
pronto pup	1,138	48	4.22%	7.31	7.31
kelly's marina	973	2	0.21%	5.91	5.91
twin rocks	952	4	0.42%	4.09	4.09
rockaway beach weather	789	1	0.13%	14.58	14.58
rockaway beach resort	743	9	1.21%	6.46	6.46
jetty fishery	651	0	0%	8.17	8.17
oregon coast vacation rent...	573	0	0%	38.95	38.95
rv parks brighton ontario	490	0	0%	38.69	38.69
sneaker waves	485	2	0.41%	18.91	18.91
rv parks near brighton onta...	483	0	0%	43.14	43.14
rockaway beach hotels	464	4	0.86%	7.49	7.49
kelly's brighton marina	451	1	0.22%	6.43	6.43
Grand total	166,514	1,922	1.15%	23.79	23.79

 [See details](#)

Page title

What Pages Did Users Visit?

Sessions
3,270
↓ -31.0%

Page views
5,283
↓ -30.4%

User engagement
43:57:39
↓ -28.6%

Page path	Sessions	Page views
/	720	806
/rockaway-beach-restaurants/	335	412
/restaurants/grumpys-cafe/	276	344
/the-story-behind-glass-floats/	184	182
/current-events/	160	179
/how-to-spot-rocks-when-rockhounding/	155	153
/things-to-do/	151	176
/restaurants/original-pronto-pup/	148	153
/rockaway-beach-lodging-guide/	119	141
/eat-sleep/	108	117
/outdoor/	95	91
/rockaway-beach-shopping/	92	110
/twin-rocks/	92	97
/bonfires/	77	80
/shopping/flamingo-jims-gifts-clothing/	67	80
/lodging-guide-hotels-motels/	66	85
/indoor/	64	64
/be-safe/	63	61
/travel-notice/	61	64
/how-to-get-here/	58	60
Grand total	3.3K	5.3K

Region

City

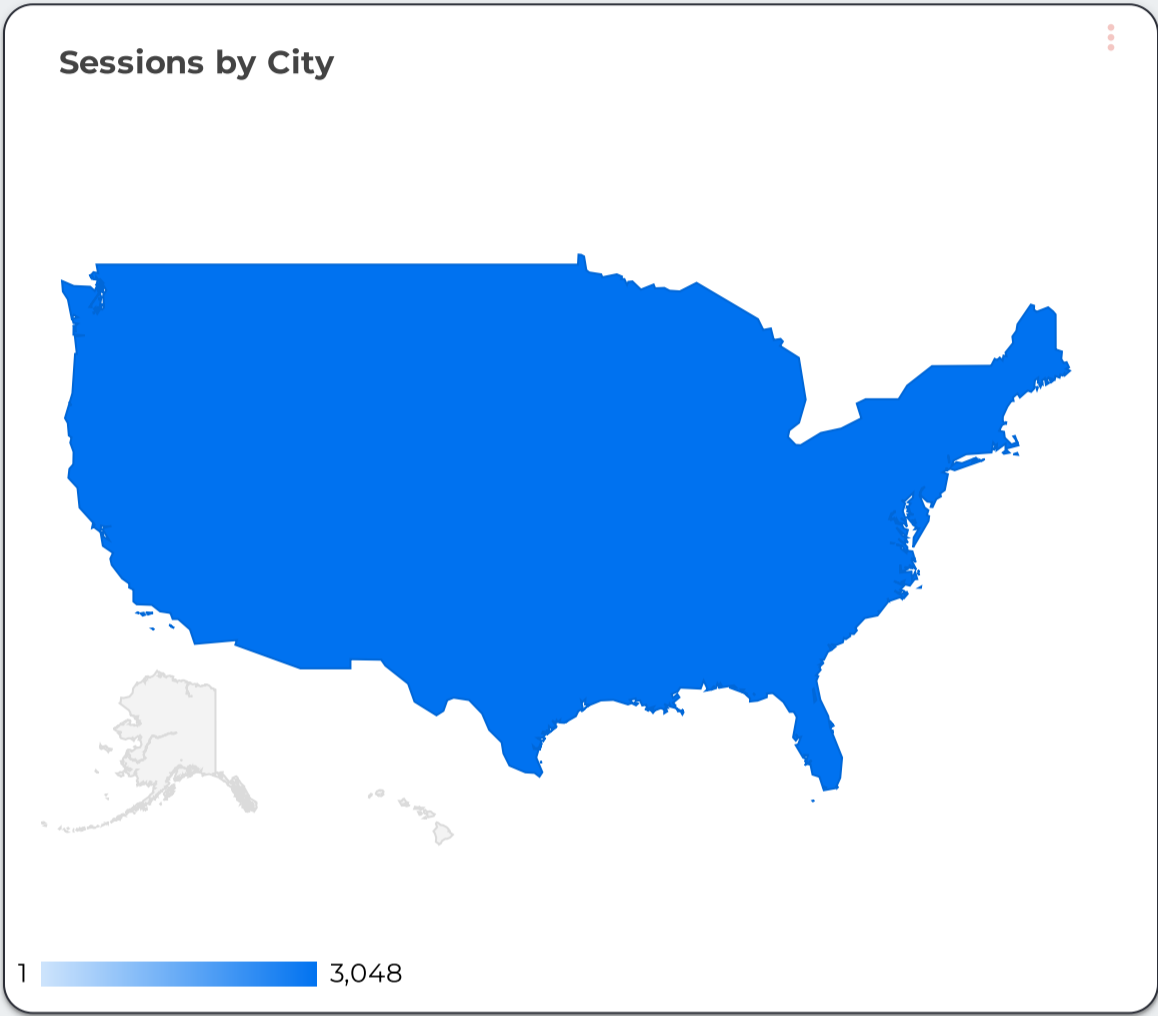
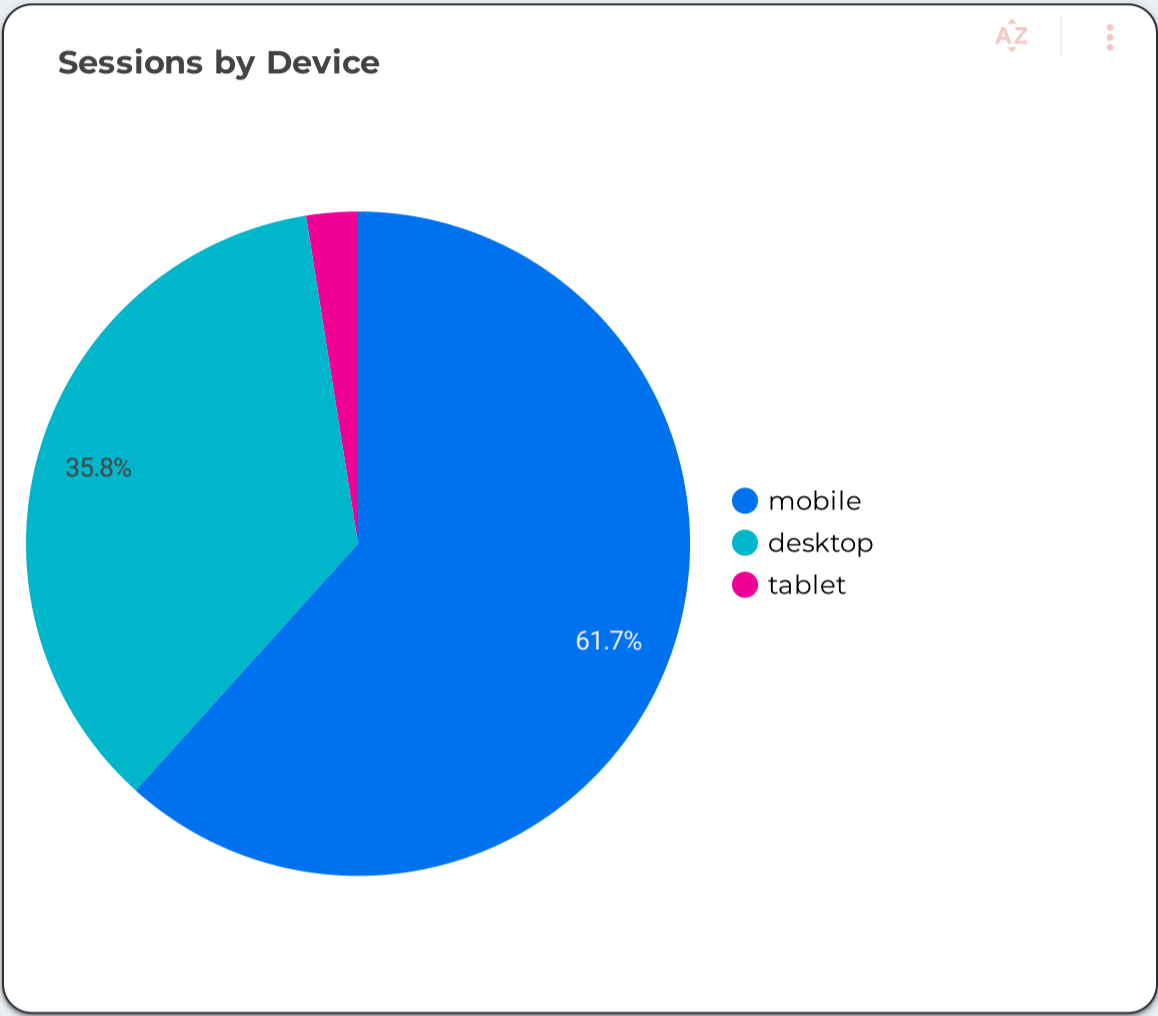
Audience name

Visitor Demographics

Users
2,805
↓ -30.4%

New users
2,741
↓ -30.3%

Sessions
3,270
↓ -31.0%



City	Sessions	Users	New users	Sessions per user	User engagement
Seattle	520	444	409	1.21	07:13:47
Portland	363	320	299	1.16	04:51:49
Tillamook	194	157	139	1.26	02:22:27
(not set)	166	162	137	1.05	02:10:33
New York	80	75	69	1.1	00:38:51
Beaverton	49	31	29	1.63	00:36:36
Quebec City	48	48	48	1	00:00:13
Vancouver	47	40	37	1.21	00:50:40
Salem	42	27	21	1.56	00:35:40
Los Angeles	33	32	29	1.03	00:13:36
Rockaway Beach	33	32	25	1.03	00:29:30
San Jose	29	24	22	1.26	00:13:27
Phoenix	23	21	19	1.15	00:40:37
Tigard	21	20	19	1.11	00:17:39
Ashburn	20	20	20	1	00:06:09
Chicago	20	18	18	1.11	00:25:52
Grand total	3,270	2,805	2,741	1.17	43:57:39

Session default channel group...

See details

Device category

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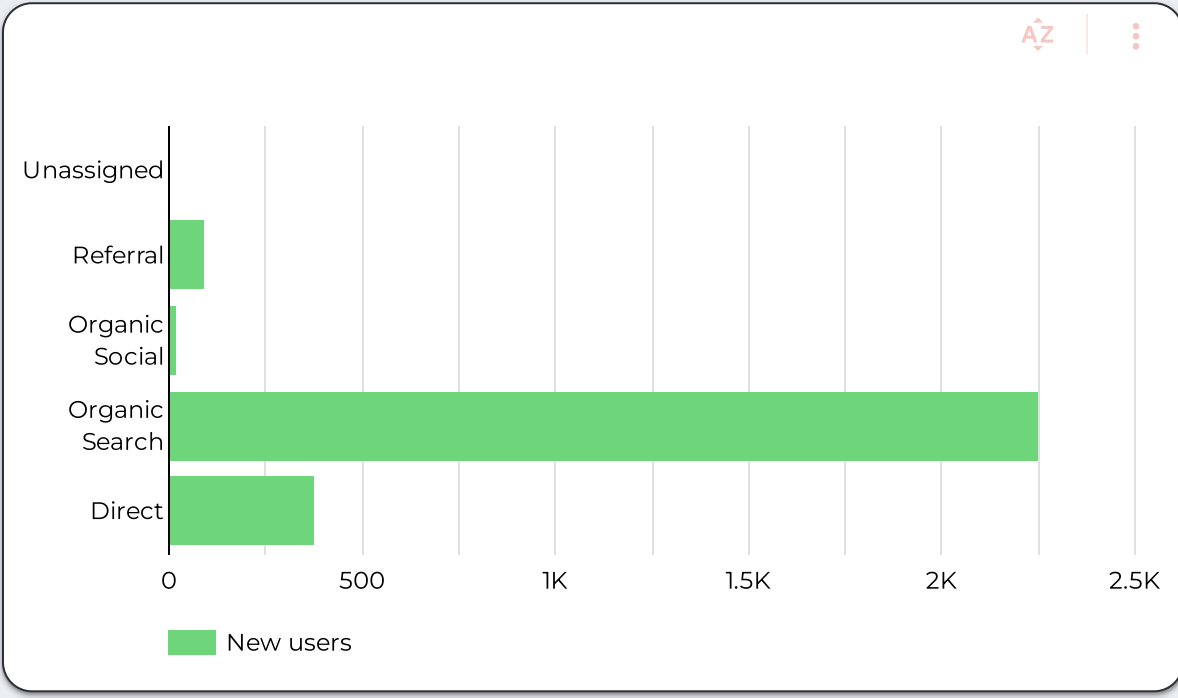
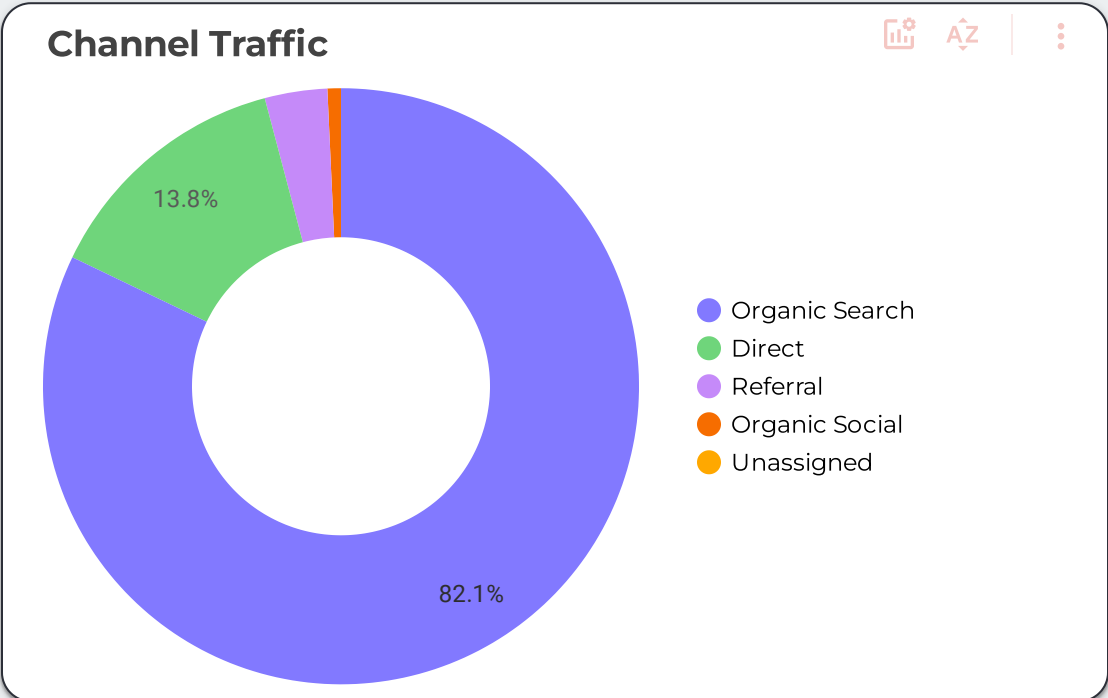
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Get the Guide
79
-30.7%

Click to Email
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bing	166	146	138	1.15	03:34:57
duckduckgo	66	49	48	1.35	01:20:56
yahoo	59	48	47	1.23	01:16:30
beachconnection.net	50	44	40	1.14	00:45:15
tillamookcoast.com	29	25	25	1.16	00:22:47
m.facebook.com	10	10	10	1	00:00:01
l.facebook.com	10	8	8	1.25	00:04:10
visittheoregoncoast.com	9	9	9	1	00:09:51
ecosia.org	9	5	5	1.8	00:01:11
localadventurer.com	6	6	6	1	00:01:16
corb.us	4	4	4	1	00:03:03
Grand total	3,270	2,805	2,741	1.17	43:57:39

1 - 28 / 28



Audience ID

See details

See details

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

Event count
37,133
↓ -39.8%

Events per session
11.36
↓ -12.8%

Event name	Event count	Events per session
view_search_results	15	1.2
video_start	8	1.1
video_progress	24	4
video_complete	6	1.2
user_engagement	3.9K	1.9
subscribe_form_submit	3	1.5
social_link_click	75	1.3
session_start	3.3K	1
scroll	1.8K	1.4
page_view	5.3K	1.7
get_the_guide	79	1.1
first_visit	2.7K	1
file_download	24	1.3
click_to_call	14	1.6
click	625	1.4
Image	19.3K	122
Grand total	37.1K	11.4



Rockaway Beach

Published by Dan Haag · November 22 at 5:55 AM



Great news for all of Tillamook County, an early Christmas present from [Tillamook County Roads - Public Works!](#) 😊

The long awaited reopening of Cape Meares Loop is here following over a decade of closure. The project took two winters and two summers to complete and now provides a second way out of Oceanside (when Hwy 131 closes) and a second way out of the Community of Cape Meares (when Bayocean Road closes).

The new road has 12% grades and the Road Department will close the road during ice or snow events. We do not intend to close the gates for other reasons. Constructing a road with a flatter grade would likely double the cost and the road would never have been built. This road was built and funded by Federal Highway with the Road Department providing a 10% match.

Light work still remains on top of the Cape just off the road, most notably grading the Scenic Viewpoint, so expect to see construction workers.

The road is now officially open with the completion of the last guardrail on the afternoon of Monday November 20, 2023.

Drive safe and Happy Thanksgiving!



[See Insights and ads](#)

[Boost post](#)



You and 875 others

41 comments 124 shares



546 posts 1,622 followers 192 following

Visit Rockaway Beach

Local & travel website

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

📍 visitrockawaybeach.org

Followed by beachbakeshop, osuextension@lamookcounty, robtrostatestate + 98 more

POSTS TAGGED



Last Seen: 14 OCT 2023, GARIBALDI, OR



TOMMEY WAS LAST SEEN THE NIGHT OF 14 OCT 2023 LEAVING HIS FAMILY HOME IN GARIBALDI, OREGON UNDER DRESS. HE HAS FAILED TO SHOW UP FOR WORK THE FOLLOWING DAY (OCT 15).
A MISSING PERSONS ALERT HAS BEEN SENT THROUGH THE REGION. LAST SEEN AT THE GARIBALDI CHEVRON STATION @ 10:15 PM, 14 OCT 2023.

DESCRIPTION:
Age 21
White Male
5'08" tall (approx)
Short Dark Blonde Hair
Blue Eyes

IF YOU HAVE SEEN TOMMEY, OR HAVE TIPS REGARDING HIS CASE: PLEASE CALL DEPUTY BONDEAU
(754) 200-0878 (For Sheriff's)



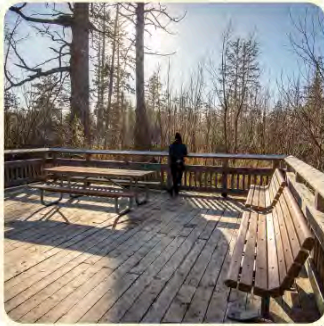
Rockaway Beach

Bask in the Beauty of the Northern Oregon Coast



Ride the Oregon Coast Scenic Railroad along the coast at Rockaway Beach! Rockaway Beach is home to seven miles of uninterrupted, sandy beaches, delicious restaurants serving local ingredients and eclectic shops full of unique treasures. People enjoy flying kites on our beach. We are home to Lake Lytle, which is great for fishing, kayaking, and paddle boarding. The Emily G. Reed shipwreck is visible on the beach at low tide. Lastly, our view of the Twin Rocks towering in the ocean is second to none.

WHAT'S AROUND: Rockaway Beach Old Growth Nature Preserve, Oregon Coast Scenic Railroad, Kilchis Point Reserve, the famous Pronto Pup, Wizard of Oz Putt Putt Golf Course



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Rockaway Beach

WHERE: Rockaway Beach

WEBSITE: visitrockawaybeach.net

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START PLANNING NOW

ROCKAWAY BEACH
OREGON
small town. big beach.

C H I L L
O U T



ROCKAWAY BEACH

OREGON

small town. big beach.

WARM
UP



BEACH
BAKESHOP

PASTRIES
SOUPS & SANDWICHES

*Ice Cream
Candy
Gifts*
 





ROCKAWAY BEACH

OREGON

small town. big beach.

CAST AWAY



ROCKAWAY BEACH

OREGON

small town. big beach.

PADDLE OUT





