



## December 2023 TOURISM MARKETING REPORT

### WEBSITE ANALYTICS (see attached reports)

**User Behavior:** 2,956 users visited the website in December, with 2,903 new users and 3,467 sessions (higher than November).

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

**User demographics:** Seattle, Portland, Salem, Beaverton, Quebec City, San Jose, Vancouver, Hillsboro, Los Angeles, Dallas, Bend

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

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

**Actions (events) taken:** Get the Guide (59 requests)

### SOCIAL MEDIA (see attached)

**Facebook:** 8 new followers, now at 10,861 followers

Facebook posts reached 20,600

**Post with the most reach and engagement:** 5,766 Post reach, 741 engagements, "My friend you bow to no one." A tribute to Lee Blackmon, Animal Haven by the Sea. Dec. 20. 2023 (attached)

**Instagram:** 1534 followers, up 8 followers from November (see attached for most liked images)

### TRI-MET BUS ADS

Launched September 15, continues through April 2024

Focused on West Metro side to downtown Portland bus routes.

### DESTINATION MANAGEMENT

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

**Designs approved** for single-post gateway signs for Anchor Park and Lake Lytle

### COMMUNITY AND DESTINATION MANAGEMENT PLANNING

Planning documents sent to city.

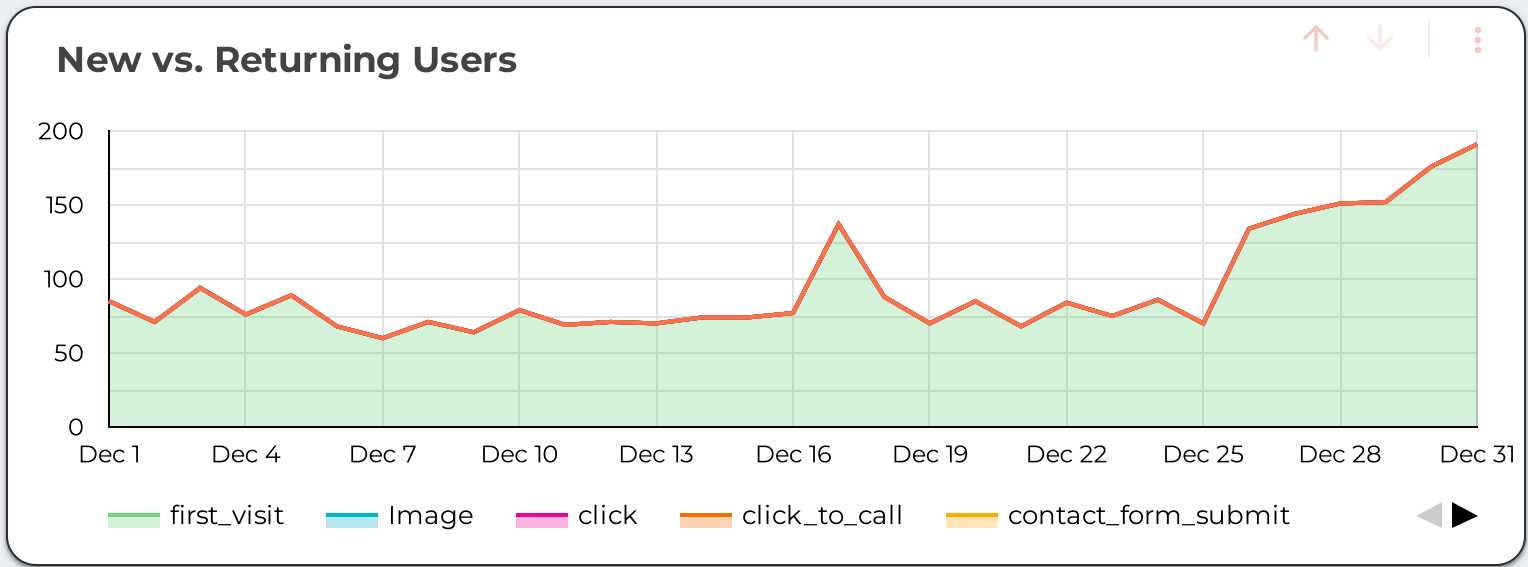
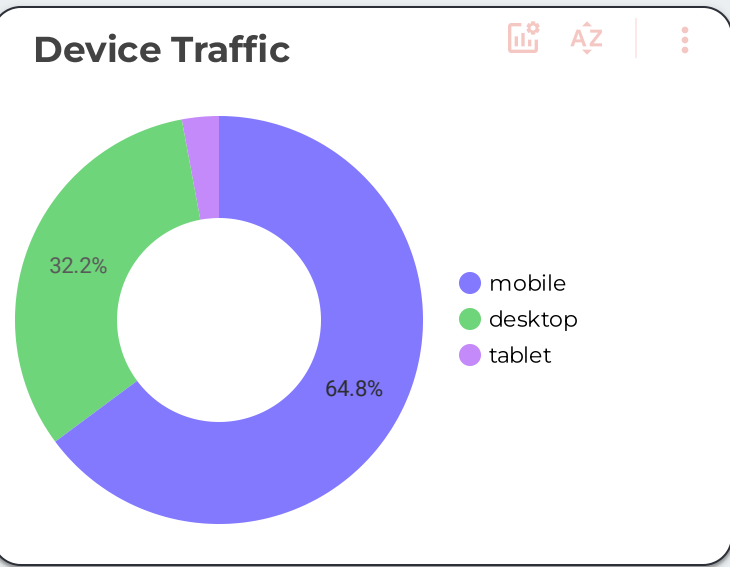
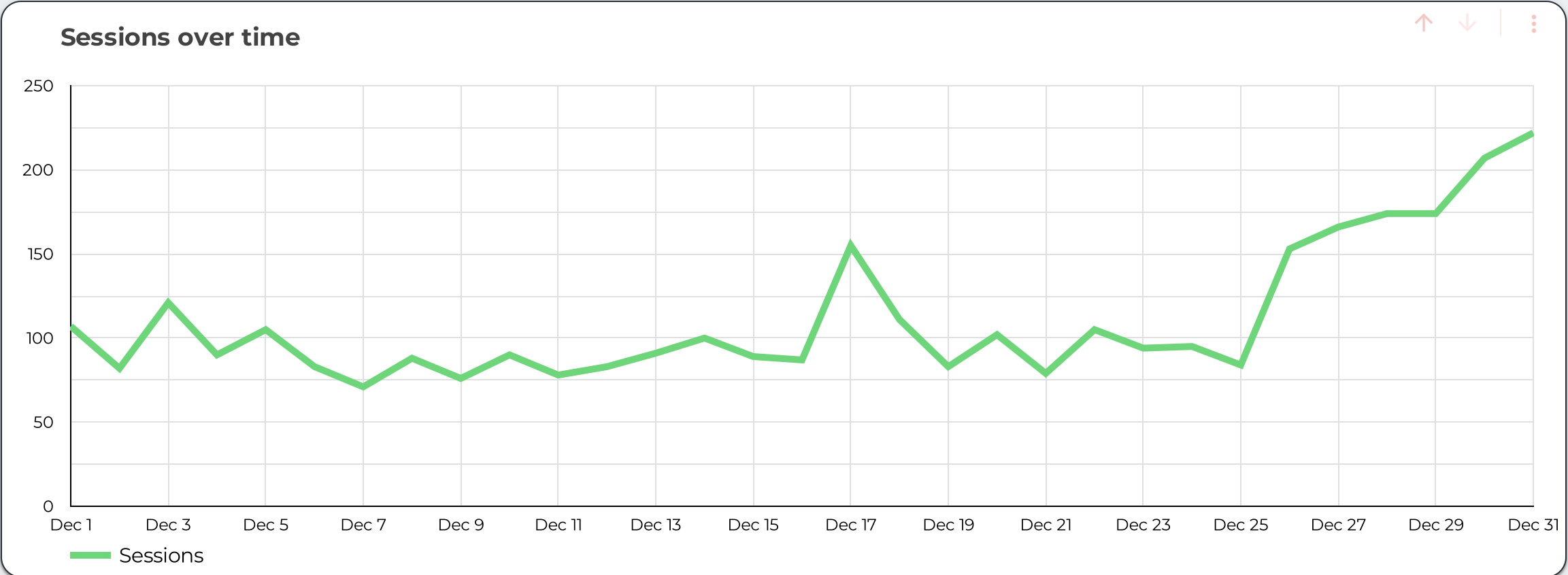
### GRANTS

Façade improvement grant applications sent to city.

*Report prepared by Tillamook Coast Visitors Association, December 31, 2023*

## User Behavior

<b>Users</b> <b>2,956</b> <small>↑ 3.8%</small>	<b>New users</b> <b>2,903</b> <small>↑ 3.9%</small>	<b>Sessions</b> <b>3,467</b> <small>↑ 3.9%</small>	<b>Add-to-carts</b> <b>0</b> <small>N/A</small>	<b>Contact Form</b> <b>3</b> <small>No data</small>	<b>Get the Guide</b> <b>59</b> <small>↓ -24.4%</small>	<b>Click to Email</b> <b>No data</b> <small>No data</small>
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## How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	2,537	2,193	2,170	1.16
(direct)	456	367	345	1.25
bing	139	124	121	1.12
beachconnection.net	123	116	115	1.06
duckduckgo	45	35	34	1.29
yahoo	38	32	30	1.23
tillamookcoast.com	19	17	17	1.12
task.taskassembly.com	12	12	12	1
localadventurer.com	10	9	9	1.11
thestokefam.com	7	6	6	1.17
visittheoregoncoast.com	4	3	3	1.33
epocia.org	4	3	3	1.33
<b>Grand total</b>	<b>3,467</b>	<b>2,956</b>	<b>2,903</b>	<b>1.18</b>

## Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	8,273	40	0.48%	7.28	7.28
rockaway beach oregon	6,826	183	2.68%	6.27	6.27
rockhounding	1,898	2	0.11%	11.53	11.53
rockaway beach weather	1,035	1	0.1%	14.73	14.73
twin rocks	930	2	0.22%	3.92	3.92
pronto pup	887	20	2.25%	7.72	7.72
beach access near me	763	1	0.13%	11.99	11.99
rockaway beach resort	702	11	1.57%	5.49	5.49
what is a sneaker wave	692	2	0.29%	9.89	9.89
rock hounding	649	1	0.15%	8.59	8.59
kelly's marina	629	1	0.16%	5.63	5.63
rockhounding near me	608	2	0.33%	20.84	20.84
oregon coast vacation rent...	583	1	0.17%	56.98	56.98
sneaker waves	526	2	0.38%	17.3	17.3
jetty fishery	506	0	0%	8.35	8.35
rv parks near brighton ontario	505	0	0%	47.02	47.02
rv parks brighton ontario	500	0	0%	43.87	43.87
<b>Grand total</b>	<b>159,333</b>	<b>2,182</b>	<b>1.37%</b>	<b>24.98</b>	<b>24.98</b>

 [See details](#)

Page title

## What Pages Did Users Visit?

Sessions  
**3,467**  
↑ 3.9%

Page views  
**5,445**  
↑ 0.3%

User engagement  
**43:06:54**  
↓ -3.8%

Page path	Sessions	Page views
/	742	846
/the-story-behind-glass-floats/	287	278
/rockaway-beach-restaurants/	281	371
/restaurants/grumpys-cafe/	234	277
/rockaway-beach-annual-events/	194	229
/how-to-spot-rocks-when-rockhounding/	187	189
/things-to-do/	166	187
/current-events/	148	170
/restaurants/original-pronto-pup/	134	140
/outdoor/	117	131
/bonfires/	107	113
/rockaway-beach-shopping/	100	128
/rockaway-beach-lodging-guide/	95	116
/eat-sleep/	91	103
/twin-rocks/	77	80
/indoor/	74	84
/shopping/flamingo-jims-gifts-clothing/	72	89
/how-to-get-here/	62	66
/lodging-guide-vacation-rentals/	56	67
/time-come-watch-whales/	47	48
<b>Grand total</b>	<b>3.5K</b>	<b>5.4K</b>

Region

City

Audience name

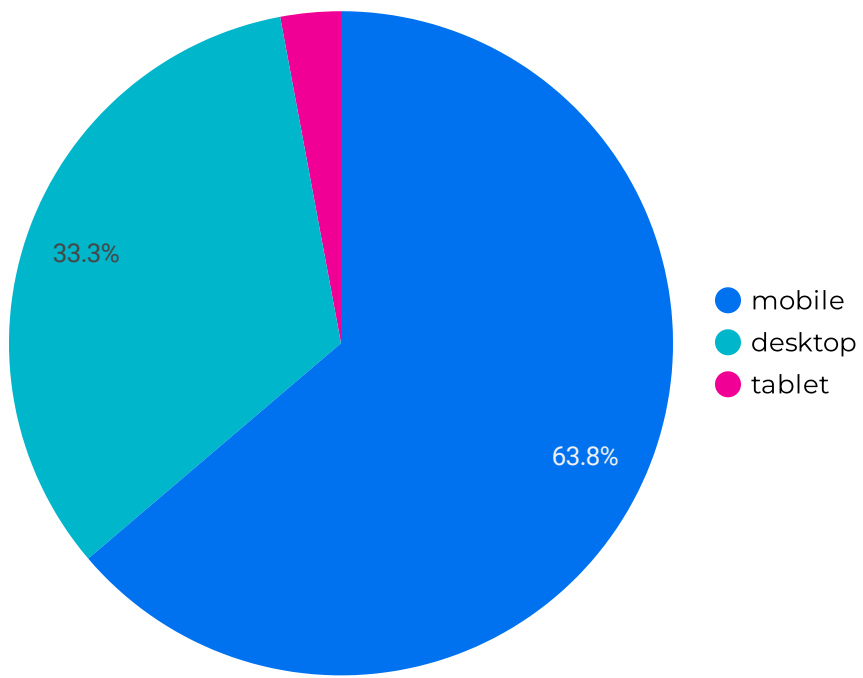
## Visitor Demographics

Users  
**2,956**  
↑ 3.8%

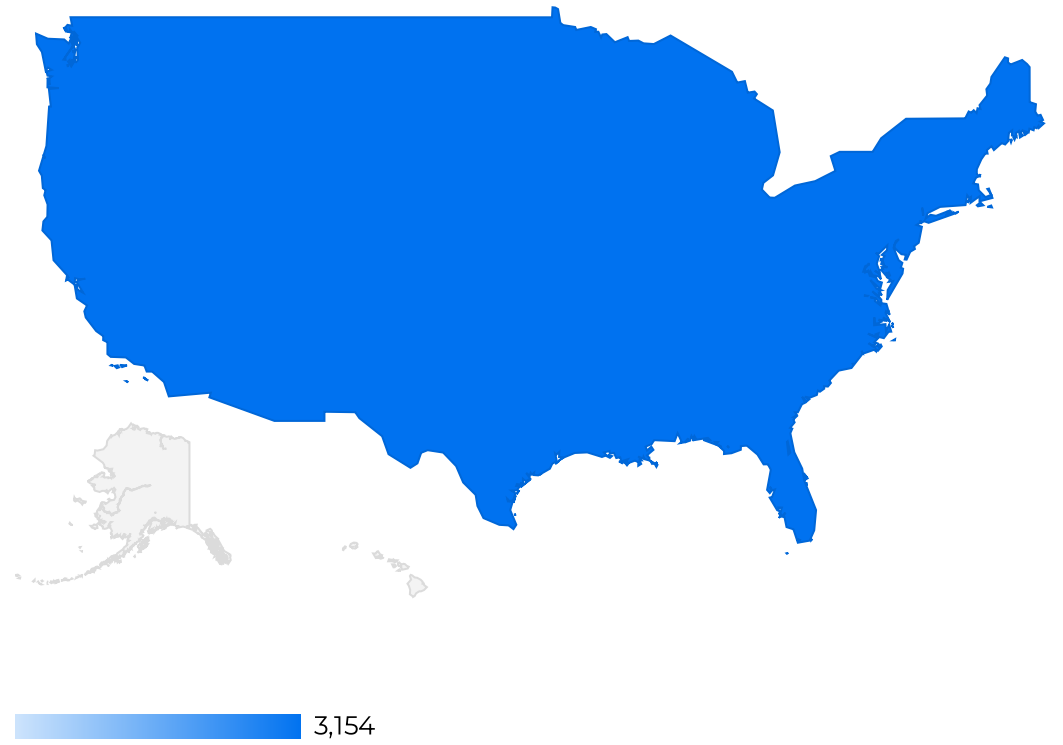
New users  
**2,903**  
↑ 3.9%

Sessions  
**3,467**  
↑ 3.9%

Sessions by Device



Sessions by City



City	Sessions	Users	New users	Sessions per user	User engagement
Seattle	505	430	399	1.19	05:47:44
Portland	359	317	305	1.13	05:30:39
(not set)	195	188	163	1.04	02:01:32
Tillamook	186	154	140	1.22	01:53:53
New York	95	90	89	1.07	00:43:09
Salem	57	37	34	1.54	00:25:44
Beaverton	54	27	25	2	00:23:05
Quebec City	52	52	52	1	00:00:10
San Jose	42	38	36	1.14	00:18:42
Vancouver	37	33	33	1.12	00:28:48
Rockaway Beach	36	33	27	1.16	00:41:45
Hillsboro	34	29	29	1.17	00:17:13
Ashburn	28	26	26	1.08	00:19:38
Los Angeles	26	24	19	1.13	00:27:28
Dallas	23	20	18	1.15	00:28:43
Bend	22	15	15	1.47	00:04:10
<b>Grand total</b>	<b>3,467</b>	<b>2,956</b>	<b>2,903</b>	<b>1.18</b>	<b>43:06:54</b>

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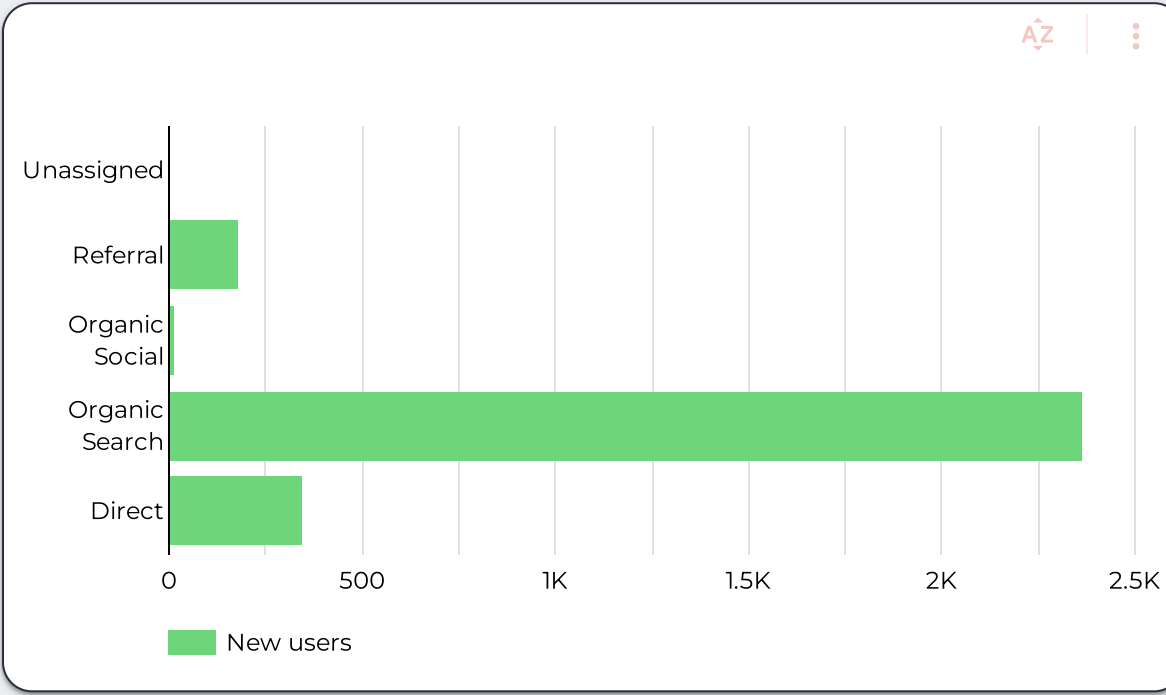
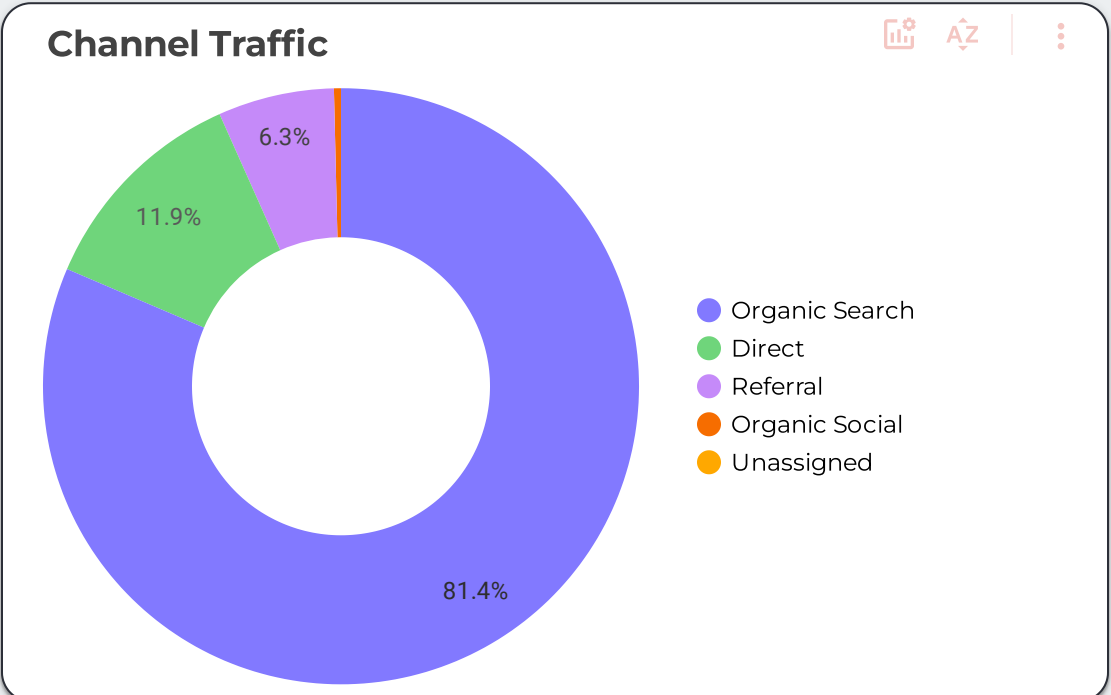
Contact Form  
**3**  
No data

Get the Guide  
**59**  
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Click to Email  
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(direct)	456	367	345	1.25	02:48:29
bing	139	124	121	1.12	02:46:48
beachconnection.net	123	116	115	1.06	02:58:00
duckduckgo	45	35	34	1.29	01:15:33
yahoo	38	32	30	1.23	01:06:51
tillamookcoast.com	19	17	17	1.12	00:09:19
task.taskassembly.com	12	12	12	1	00:14:52
localadventurer.com	10	9	9	1.11	00:05:06
thestokefam.com	7	6	6	1.17	00:00:29
visittheoregoncoast.com	4	3	3	1.33	00:04:19
ecosia.org	4	3	2	2	00:00:16
baidu	3	3	3	1	00:02:34
<b>Grand total</b>	<b>3,467</b>	<b>2,956</b>	<b>2,903</b>	<b>1.18</b>	<b>43:06:54</b>

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Audience ID

See details

See details

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

Event count  
**46,744**  
↑ 18.4%

Events per session  
**13.48**  
↑ 14.0%

Event name	Event count	Events per session
view_search_results	16	1.6
user_engagement	3.9K	1.8
subscribe_form_submit	13	1.9
social_link_click	85	1.4
session_start	3.4K	1
scroll	1.7K	1.3
page_view	5.4K	1.6
get_the_guide	59	1
first_visit	2.9K	1
file_download	11	1
contact_form_submit	3	1
click_to_call	7	1
click	677	1.5
Image	28.5K	105.5
<b>Grand total</b>	<b>46.7K</b>	<b>13.5</b>



## Rockaway Beach

Published by Dan Haag · December 20, 2023 at 5:52 AM



"My friend, you bow to no one..." ❤️

We grieve the passing of Lee Blackmon, founder of [Animal Haven by The Sea Rescue](#) in Nehalem. Even if you only visited the north coast once a year, chances are you were aware of Lee's impact. He rescued countless animals over the years, including many who had gotten lost or separated from their people while camping or walking the beach. His care and energy extended to coaching sports for local kids and offering support and love to homeless... [See more](#)



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[visitrockawaybeach.org](http://visitrockawaybeach.org)

POSTS TAGGED

