



January 2024: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 2,865 users visited the website in January, with **2,798 new users** and **3,267 sessions**

Top keywords: "Rockaway Beach," "Rockaway Beach Oregon," "rock hounding," "Rockaway weather"

User geolocations: Seattle, Portland, Beaverton, San Jose, Los Angeles, Vancouver, Salem, Chicago

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

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

Actions (events) taken: Get the Guide (101 requests)

SOCIAL MEDIA

(Gained many followers and engagement in January, thanks to people at home during bad weather)

Facebook: **380 new followers**, now at **11,241 followers**

Facebook posts reached **251,985: 10X more than December!**

Post with the most reach and engagement: **136,748 Post reach, 5,384 engagements**, "In Rockaway Beach, Oregon at the nature preserve, is the largest western red cedar, 152 ft tall and 50 ft around. The boardwalk allows visitors to view closeup but not compact the wetland in this old growth preserve. It is estimated to be about 900 years old." January 8, 2024 (attached)

INSTAGRAM: **1,645 followers, up 111 followers from December** (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.

KATU-TV PROMOTION & SEATTLE MET spring break promotions

- TV campaign will launch Feb. 5. Provided videos, copy points, images, logo to KATU. Mayor McNeilly will be interviewed by reporter Wesleigh Ogle and will be featured in a segment on AM Northwest.
- Online stories, newsletters, banner ads will appear in February on the **Seattle Met** digital properties from mid-February to mid-March, targeting Washington State spring break weeks.

EARNED MEDIA

Atlas Obscura, and its food-related sister site, **Gastro Obscura**, published: *The Original Pronto Pup Rockaway Beach, Oregon Ride a mechanical corn dog at the alleged birthplace of America's favorite deep-fried wiener.*

https://www.atlasobscura.com/places/original-pronto-pup-oregon?utm_medium=gastro-page&utm_source=facebook&fbclid=IwAR2wgVqegdWWJYgGxngBfXR7jQ18lg1BB8sniNlfuklXl3KtItYOODV1Bi4

PRINT AD

Renewed Rockaway ad in Oregon Coast Visitors Association visitor guide (managed by Media America).

DESTINATION MANAGEMENT

Two new decorated, ADA-friendly trash cans ordered with graphics of food and Lake Lytle, arrived January 29.

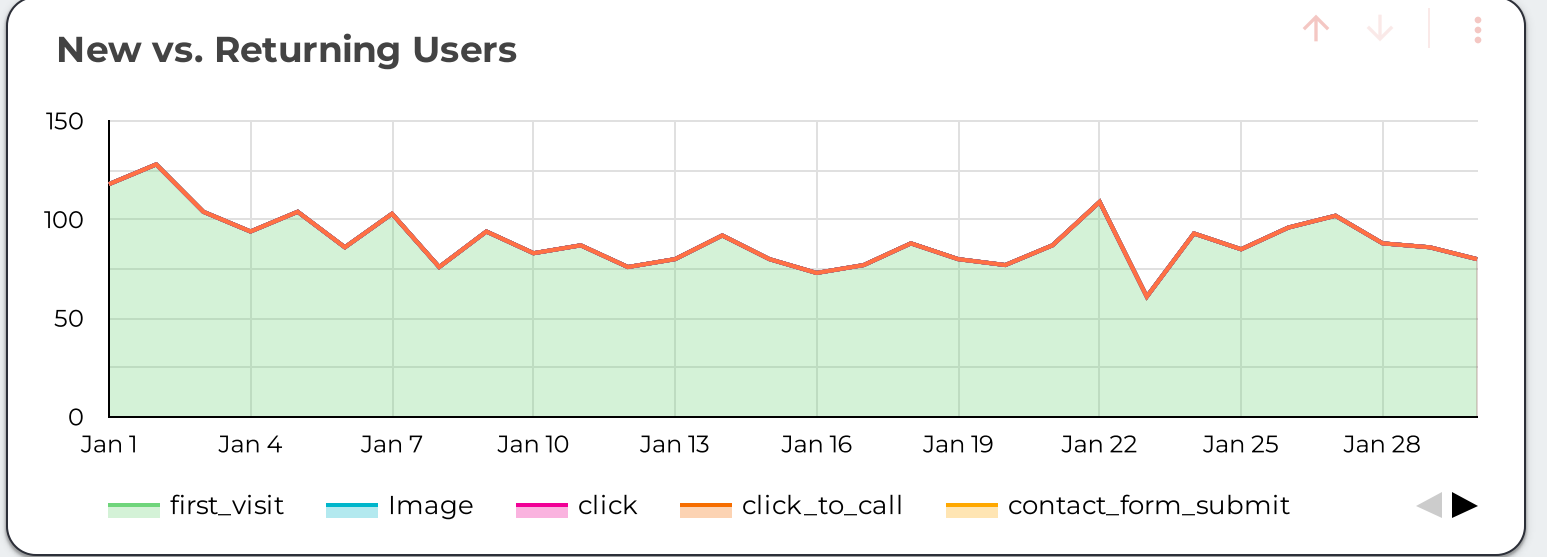
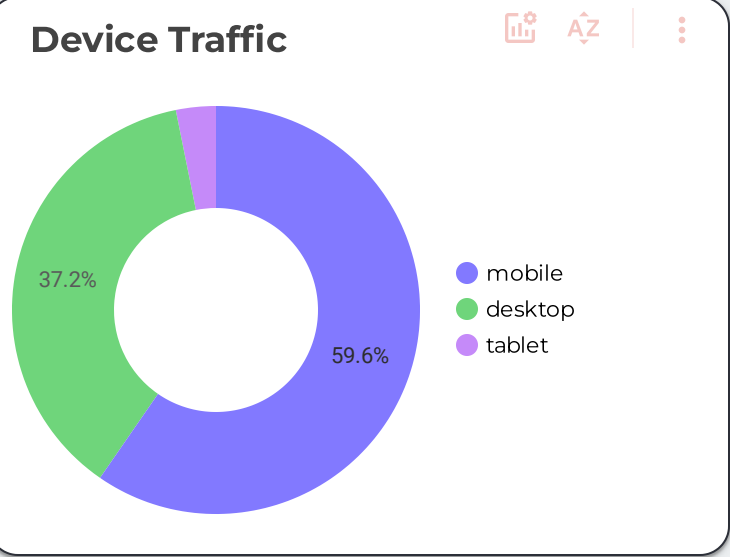
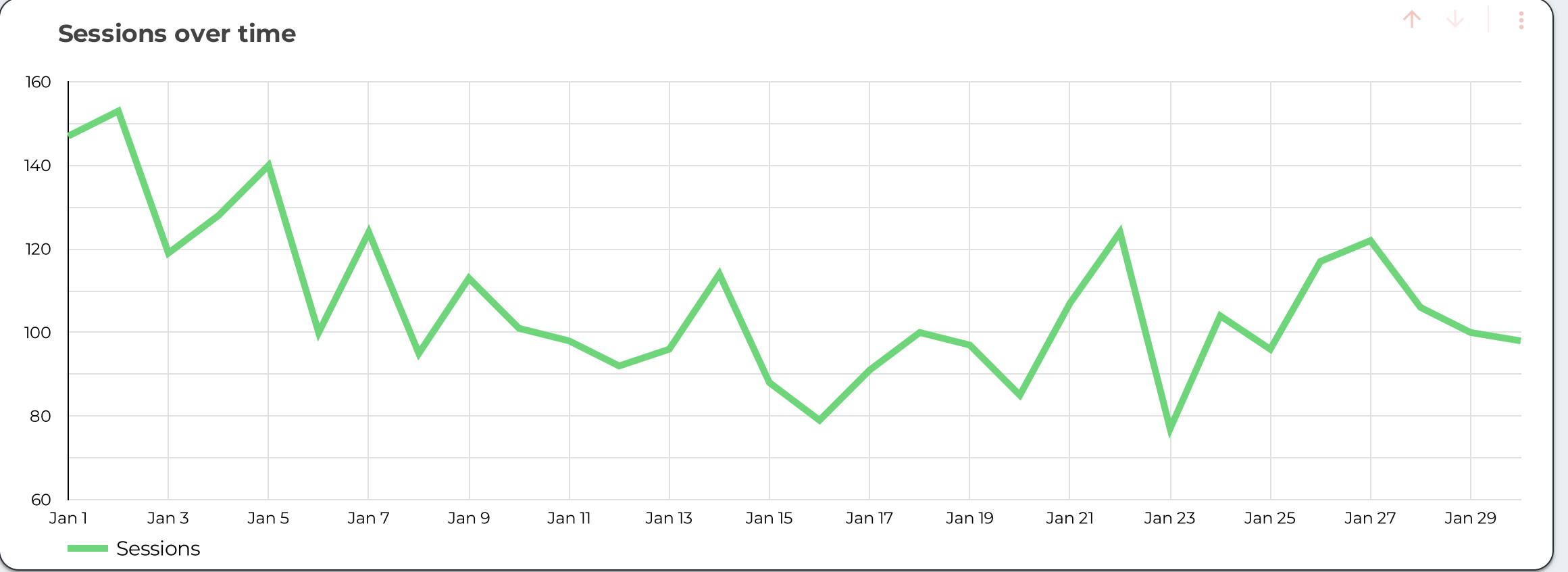
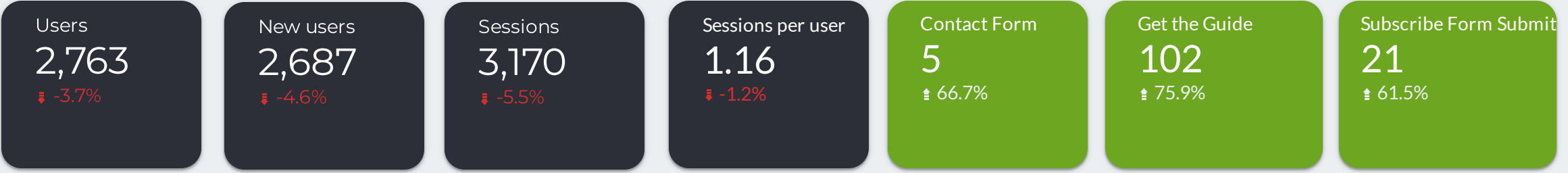
See attached photos

GRANTS

Facade improvement grant applications sent to city for review at city council meeting on Feb. 14, 2024.

Report prepared by Tillamook Coast Visitors Association, January 31, 2024

User Behavior



How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	2,277	1,956	1,919	1.17
(direct)	420	350	321	1.25
bing	170	157	153	1.08
duckduckgo	62	54	51	1.15
beachconnection.net	51	47	47	1.09
yahoo	48	37	35	1.33
m.facebook.com	31	31	31	1
tillamookcoast.com	31	26	26	1.19
l.facebook.com	20	20	20	1
lm.facebook.com	15	15	15	1
localadventurer.com	12	12	12	1
visittheoregoncoast.com	7	6	6	1.17
Grand total	3,170	2,763	2,687	1.16

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position
rockaway beach	10,539	38	0.36%	7.95
rockaway beach oregon	8,284	167	2.02%	6.3
rockhounding	2,097	1	0.05%	9.18
rockaway beach weather	1,552	2	0.13%	14.06
twin rocks	927	2	0.22%	4.05
rock hounding	889	0	0%	6.11
rockaway beach resort	844	12	1.42%	5.22
weather rockaway beach	834	0	0%	13.51
where is rockaway beach	692	3	0.43%	5.49
beach access near me	637	0	0%	11.43
pronto pup	594	16	2.69%	7.57
rockhounding near me	549	2	0.36%	20.2
oregon coast vacation rent...	532	0	0%	57.77
rv parks brighton ontario	488	0	0%	39.3
rv parks near brighton onta...	488	0	0%	49.25
rockaway	475	1	0.21%	19.98
rockaway beach, oregon	458	7	1.53%	6.08
Grand total	154,504	1,885	1.22%	23.69

What Pages Did Users Visit?

Sessions
3,170
 ↓ -5.5%

Page views
5,323
 ↑ 0.6%

User engagement
45:42:14
 ↑ 8.9%

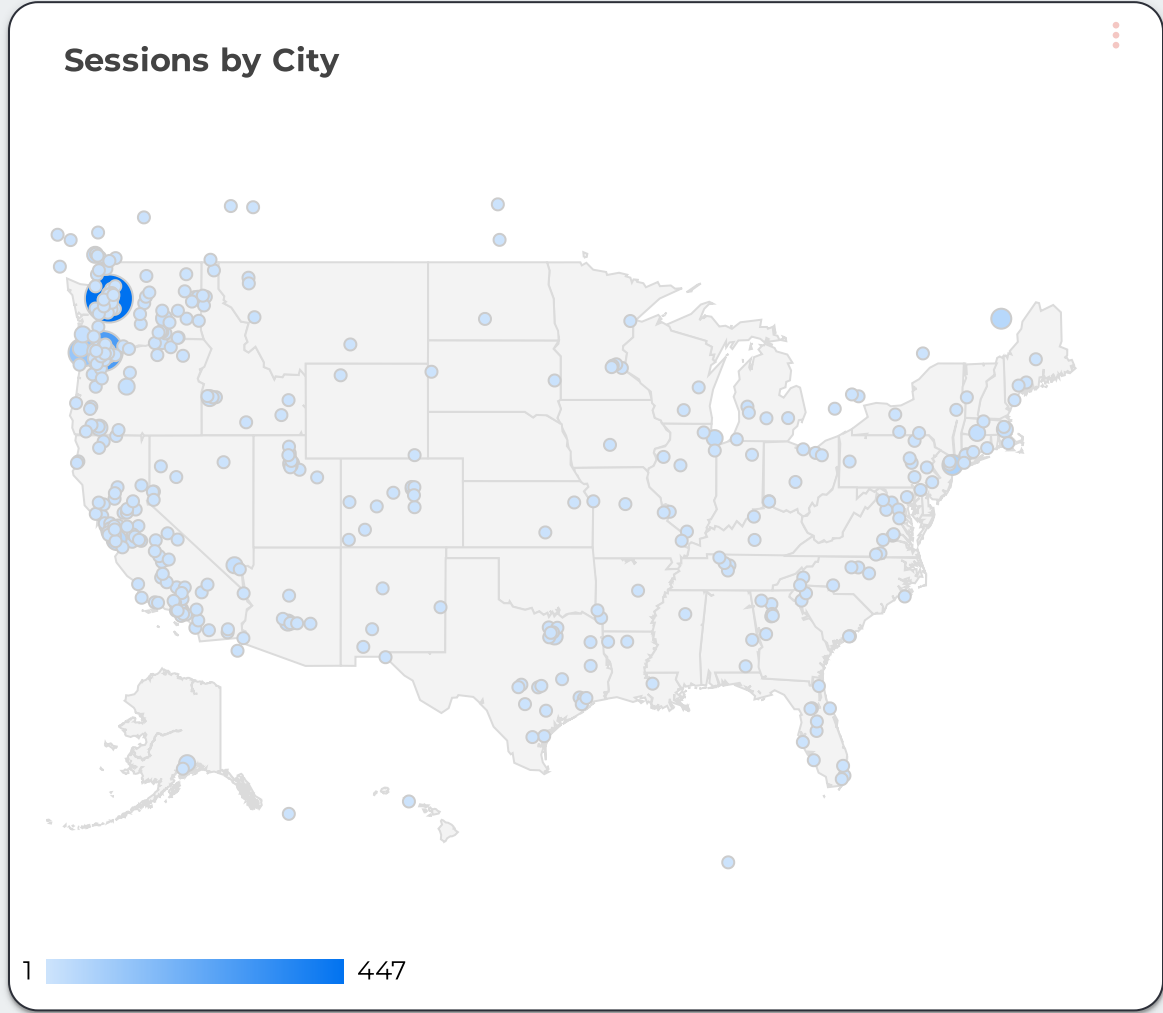
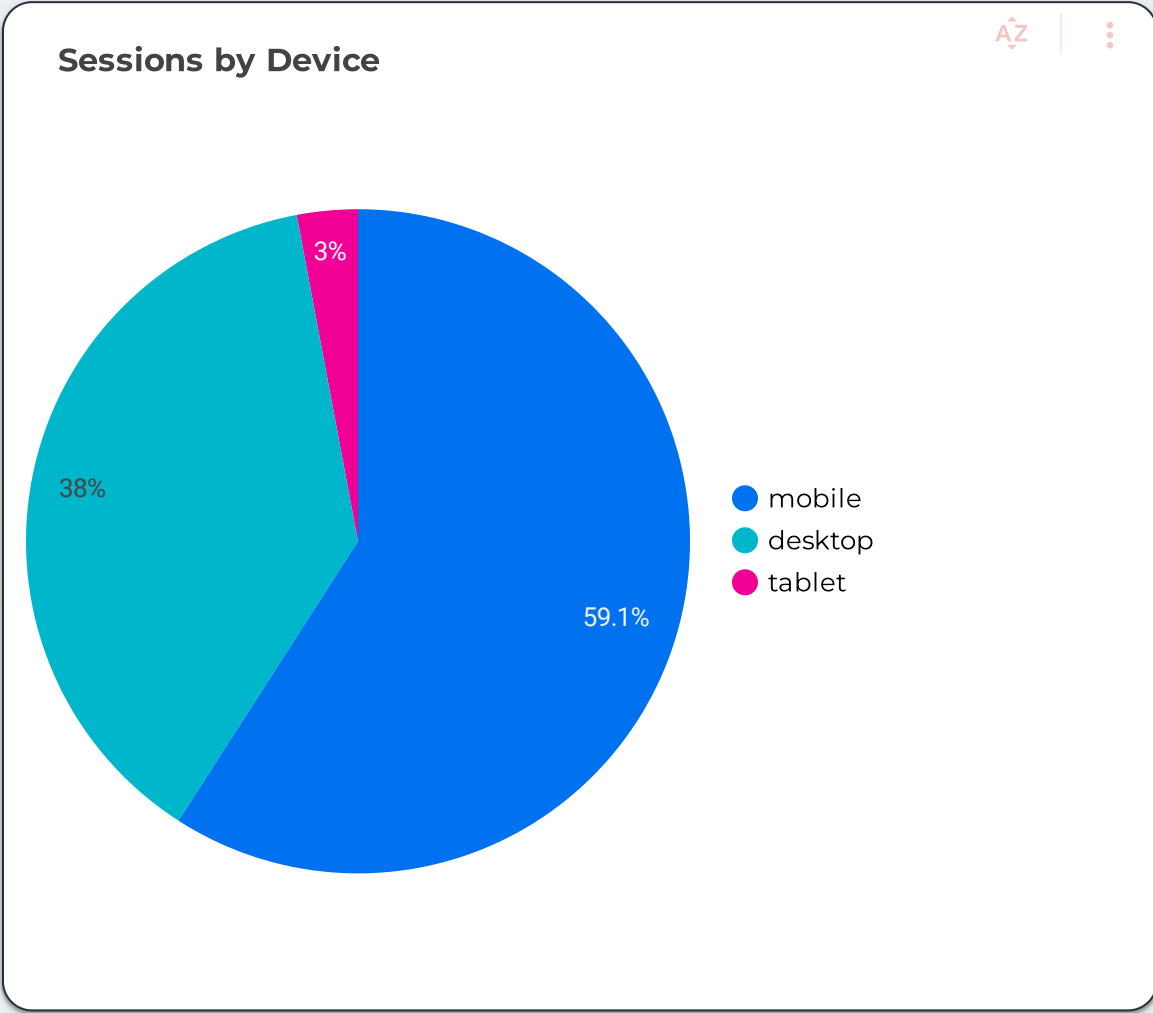
Page path	Sessions	Page views
/	728	823
/rockaway-beach-restaurants/	221	308
/restaurants/grumpys-cafe/	216	247
/how-to-spot-rocks-when-rockhounding/	206	204
/the-story-behind-glass-floats/	176	175
/restaurants/original-pronto-pup/	153	153
/things-to-do/	141	157
/outdoor/	125	114
/rockaway-beach-shopping/	96	111
/historic-rockaway-beach-the-natatorium/	95	101
/rockaway-beach-lodging-guide/	87	104
/current-events/	86	101
/eat-sleep/	82	90
/twin-rocks/	81	83
/lodging-guide-vacation-rentals/	75	94
/rockaway-beach-annual-events/	75	81
/lodging-guide-hotels-motels/	71	92
/lodging-guide-rv-parks-camping/	70	85
/bonfires/	68	73
/emily-reed-shipwreck/	68	72
Grand total	3.2K	5.3K

Visitor Demographics

Users
2,763
↓ -3.7%

New users
2,687
↓ -4.6%

Sessions
3,170
↓ -5.5%



City	Sessions	Users	New users	Sessions per user	User engagement
Seattle	447	369	339	1.25	06:13:59
Portland	277	246	230	1.14	03:48:13
(not set)	175	165	140	1.07	01:46:23
Tillamook	114	101	91	1.14	01:29:54
New York	66	65	65	1.02	00:41:33
Quebec City	46	46	46	1	00:00:14
Beaverton	46	34	33	1.35	00:55:10
San Jose	41	30	27	1.41	00:27:47
Los Angeles	35	30	27	1.25	00:16:26
Salem	35	24	21	1.46	00:25:59
Rockaway Beach	33	29	23	1.18	00:38:10
Vancouver	31	29	28	1.07	00:18:40
Chicago	24	22	20	1.09	00:15:11
Phoenix	23	21	20	1.15	00:18:57
Oregon City	22	19	18	1.16	00:08:45
Hillsboro	21	20	19	1.05	00:51:33
Grand total	3,170	2,763	2,687	1.16	45:42:14

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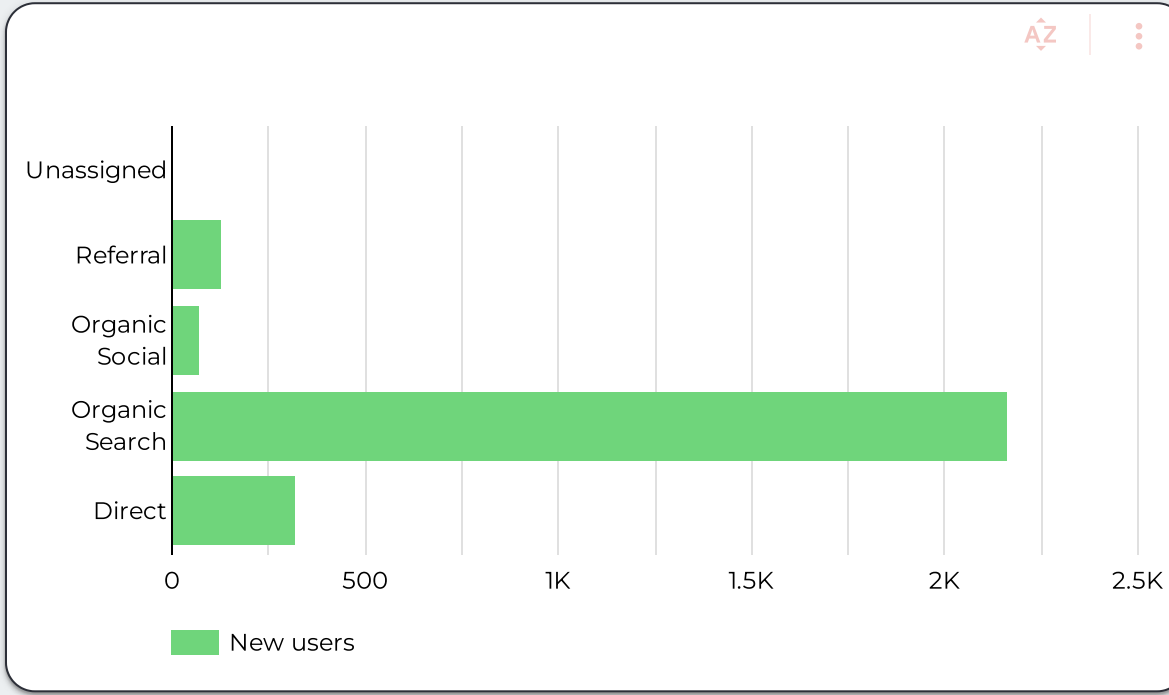
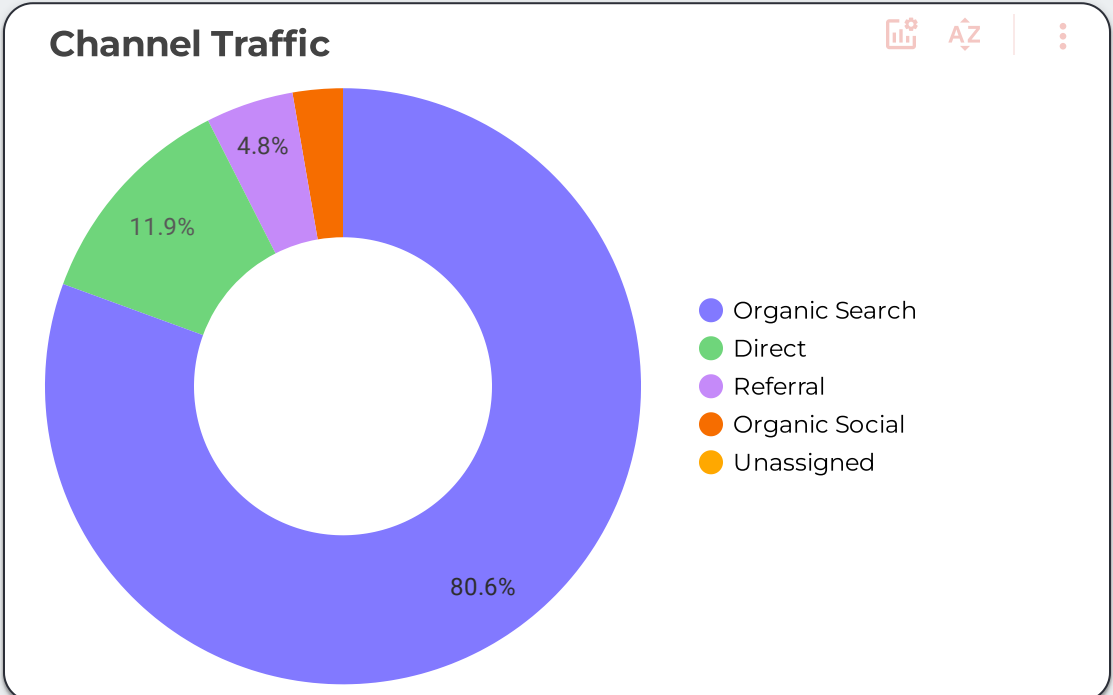
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bing	170	157	153	1.08	04:26:33
duckduckgo	62	54	51	1.15	01:03:26
beachconnection.net	51	47	47	1.09	00:56:44
yahoo	48	37	35	1.33	01:02:59
m.facebook.com	31	31	31	1	00:07:52
tillamookcoast.com	31	26	26	1.19	00:16:55
l.facebook.com	20	20	20	1	00:21:11
lm.facebook.com	15	15	15	1	00:07:50
localadventurer.com	12	12	12	1	00:04:56
visittheoregoncoast.com	7	6	6	1.17	00:18:59
corb.us	7	5	5	1.4	00:03:21
Grand total	3,170	2,763	2,687	1.16	45:42:14

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

Event count
47,796
↑ 3.9%

Events per session
15.08
↑ 10.0%

Event name	Event count	Events per session
view_search_results	18	1.3
video_start	2	1
video_progress	8	4
video_complete	2	1
user_engagement	4K	2
subscribe_form_submit	21	1.9
social_link_click	79	1.3
session_start	3.2K	1
scroll	1.7K	1.4
page_view	5.3K	1.8
get_the_guide	102	1.1
first_visit	2.7K	1
file_download	1	1
contact_form_submit	5	1
click_to_call	8	1.1
click	797	1.6
Image	29.9K	107.4
Grand total	47.8K	15.1

Facebook – post with most reach and response January 2024



Rockaway Beach

Published by Dan Haag · January 8 at 6:26 AM · 🌐

In Rockaway Beach, Oregon at the nature preserve, the largest western red cedar, 152 ft tall and 50 ft around. The boardwalk allows visitors to view closeup but not compact the wetland in this old growth preserve. It is estimated to be about 900 years old.

(Photo and info: Bill Hassell)

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Instagram January 2024



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553 posts 1,645 followers 191 following

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Local & travel website

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

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POSTS

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