Rockaway Beach
OREGON
small town. big beach.

March 2024: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 5,380 users visited the website in February, with **5,264 new users and 6.351 sessions – 2000+ more than in February 2024.**

Top keywords: "Rockaway Beach," "Rockaway Beach Oregon," "Rockaway Big Tree Trailhead," "rockhounding," "Rockaway beach weather"

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

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

How did they find the site: Google, **Seattle Met**, Bing, Travel Oregon, Facebook, duckduckgo, tillamookcoast.com

Actions (events) taken: Get the Guide (160 requests) new newsletter subscribers: 27

SOCIAL MEDIA

Facebook: 86 new followers, now at **11,507 followers** Facebook posts reached **48,538**

Post with the most: Post reach **15,104**; engagements **205** "Cold and grey with sone white on the hills." March 4, 2024 **(attached)**

INSTAGRAM: 1,648 followers, up 20 followers from Febuary (see attached for most liked images)

ONLINE ARTICLES

Beach Connection.net **(see attached)**

https://www.beachconnection.net/news/rockaway_begins_improvement_program_sprucing_up.php

TRI-MET BUS ADS

Launched September 15, continues through April 15, 2024 Focused on West Metro to downtown Portland.

UPCOMING ONLINE CAMPAIGN

Here is Oregon/Oregonian campaign – starting in mid-April to mid-June.

GRANTS

Updated application for Round 2 façade improvement grant; presented to city manager for approval.

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

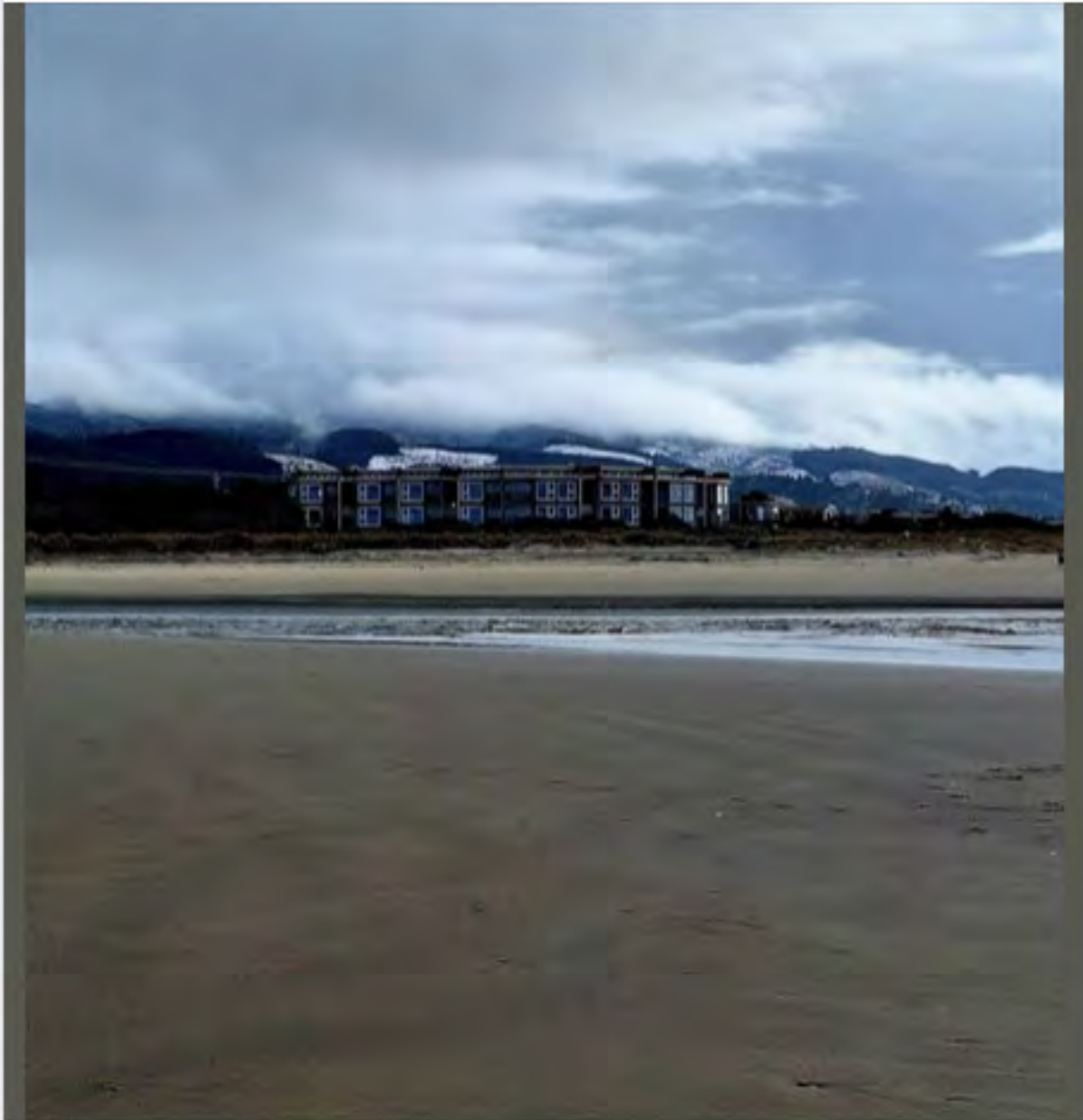**Rockaway Beach**
Published by Dan Haag · March 4 at 7:02 AM

···

Cold and grey with some white on the hills. A good day to find a warm fire and a good book.

Photo: Ashlyn Pool
#visitrockawaybeach
#snowday... See more

558 posts   1,668 followers   191 following

Visit Rockaway Beach
Local & travel website
Enjoy seven miles of beach and endless stories #smalltownbigstories #rockawaybeachoregon
🔗 visitrockawaybeach.org

▦ POSTS   ▣ TAGGED

Rockaway Beach Begins Improvement Program, Sprucing Up the N. Oregon Coast

(Rockaway Beach, Oregon) – Rockaway Beach has been one of the few Oregon coast towns with a richly-layered historic feel as you drive through it – but not one that's immediately recognizable. It takes maybe a few times to notice: this place has a bit of an Old West look to it in the spryly-painted buildings. There's an interesting vibe of retro yet boldly colorful. *(Photos Oregon Coast Beach Connection)*

Now, the City of Rockaway Beach has expanded its tourism grant program and is including a facade improvement effort in its tourism-related funding, announcing last week that some $105,883 had been approved by the city council. These funds will go for upkeep on those buildings, keeping the original architectural lines intact, while also upgrading and buffing them up where needed.

Some of these upgrades include more accessibility, efforts that Visit Tillamook Coast is spearheading all around the county in various ways.

The first round of $102,951 for north Oregon coast businesses went to Beach Bakeshop, Rockaway Snack Shack, Rockaway Mercantile/SAI Design Build, Sand Dollar Restaurant, Trash and Treasures, Upper Crust Pizza and Lakeside Hideaway. A total of $200,000 was set aside for the fiscal year 2023-24.

Some of the fund goes to keeping the beachgoing public safer.

"In addition, a $2,932 marketing grant was awarded to Rockaway Beach Community Education for brochures to inform visitors of safety issues on the beach," said Visit Tillamook Coast in a press release.

The facade improvement grant was launched in October, 2023 and comes from transient lodging tax. Businesses on the Oregon coast that rely on visitor spending are considered tourism-related facilities, as defined by Oregon Revised Statutes 320.300.

Luke Shepherd, city manager of Rockaway Beach, said this local tourist economy provides funds for city services on which many residents depend.

"By improving our buildings and making them more accessible, we can help build stronger economic development," he said. "We're already seeing that in numerous new tourism business investments here."
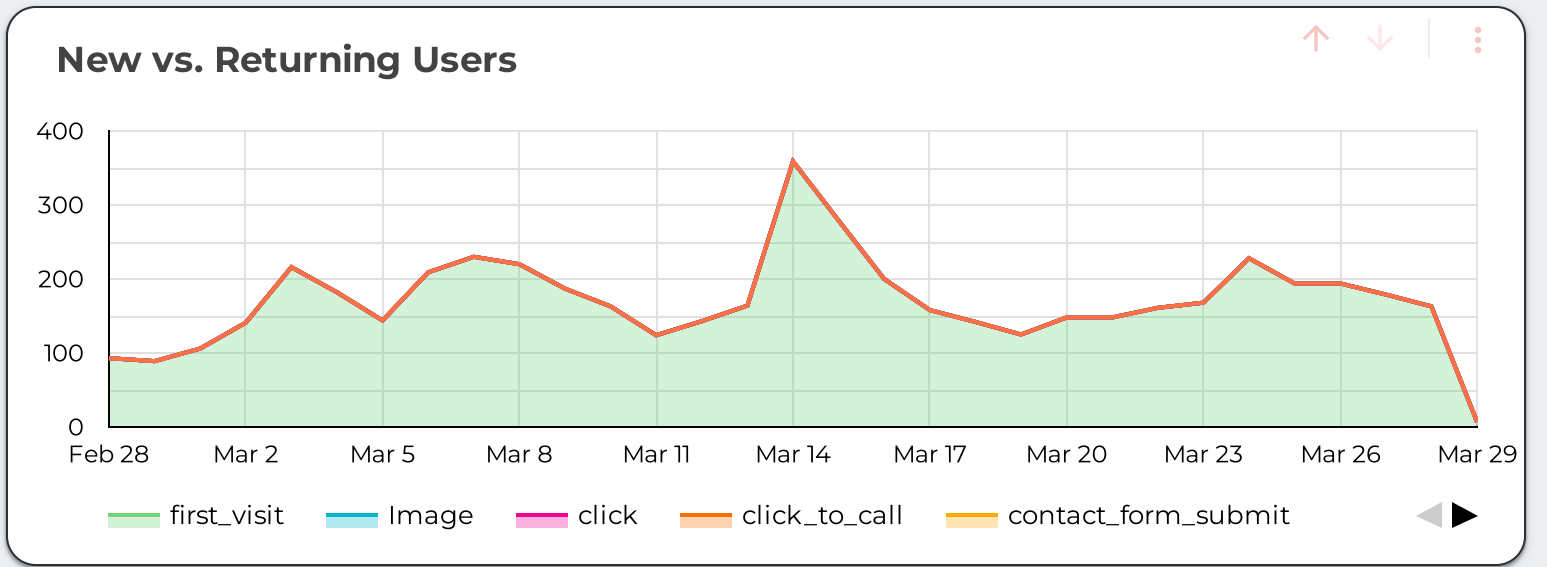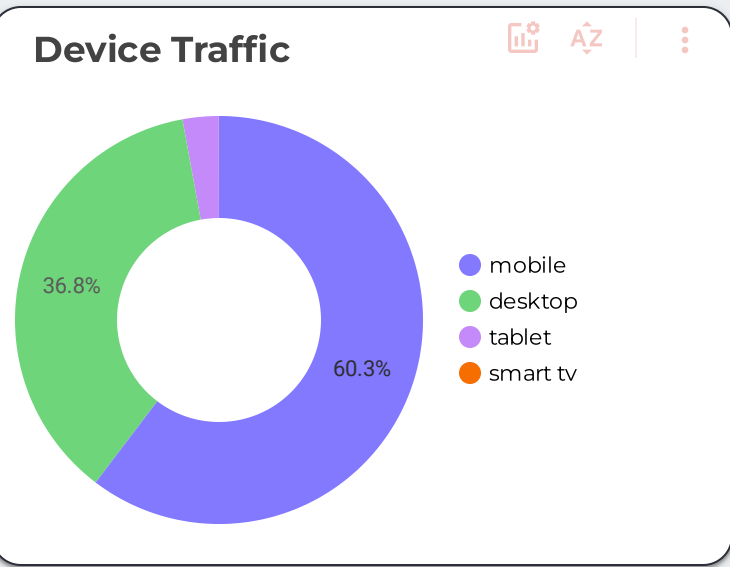
Rockaway Beach has been a destination for six generations, originally developed during the early 1900s as several separate little "resorts," which eventually became one Rockaway Beach. These sprouted up not long after the widely-marketed Bayocean resort to the south, on the spit surrounding Tillamook Bay.

"Other land developers soon joined the Oregon Coast development wave, and when access by railroad became available, Rockaway Beach became a favorite getaway for Portland area families," said Visit Tillamook Coast. "While Bayocean was sadly swept out to sea after a jetty was built that changed ocean currents, Rockaway has grown into a lively town with seven miles of broad, sandy beach."

Tillamook Coast Visitors Association (Visit Tillamook Coast) manages the grant programs for Rockaway Beach. For more information, contact Nan Devlin, nan@tillamookcoast.com

ROCKAWAY BEACH
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Session default channel group...   User source   Device category

User Behavior

Users	New users	Sessions	Sessions per user	Contact Form	Get the Guide	Subscribe Form Submit
5,380	5,264	6,351	1.19	4	201	18
▲ 39.6%	▲ 39.2%	▲ 35.0%	▼ -3.1%	▲ 100.0%	▲ 24.1%	▼ -35.7%

Sessions over time

Sessions

Device Traffic

36.8%
60.3%

● mobile
● desktop
● tablet
● smart tv

New vs. Returning Users

first_visit   Image   click   click_to_call   contact_form_submit
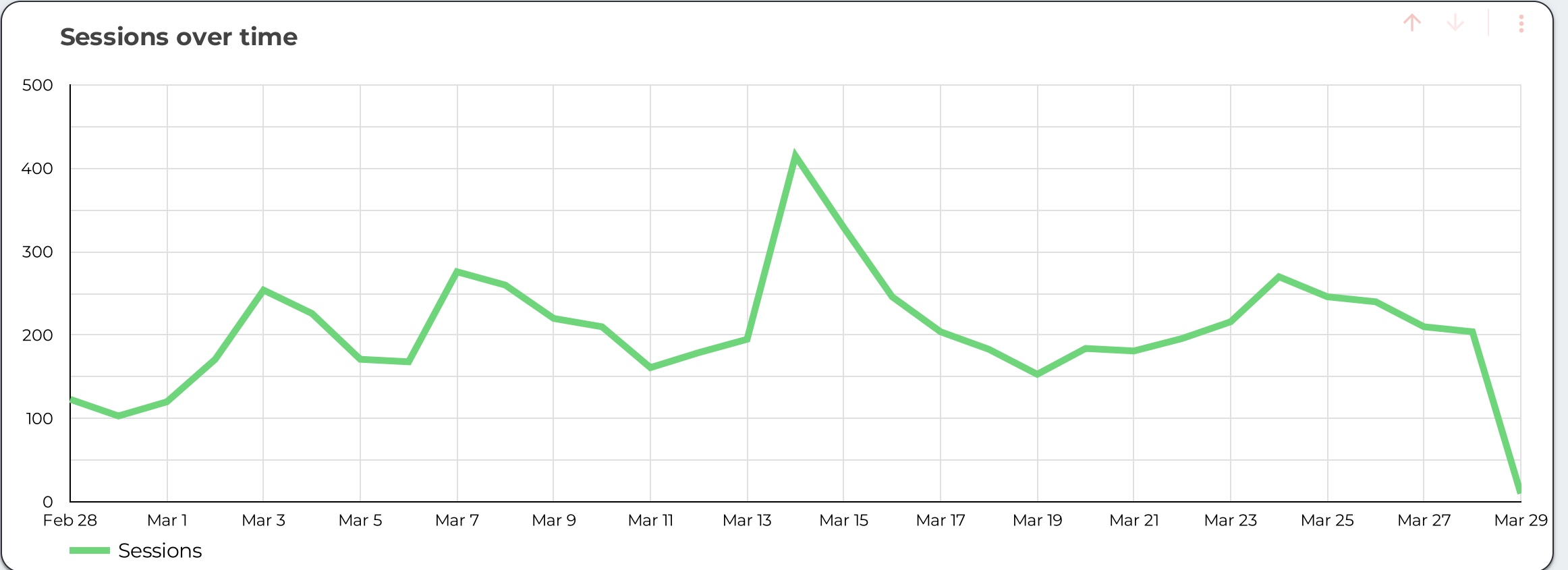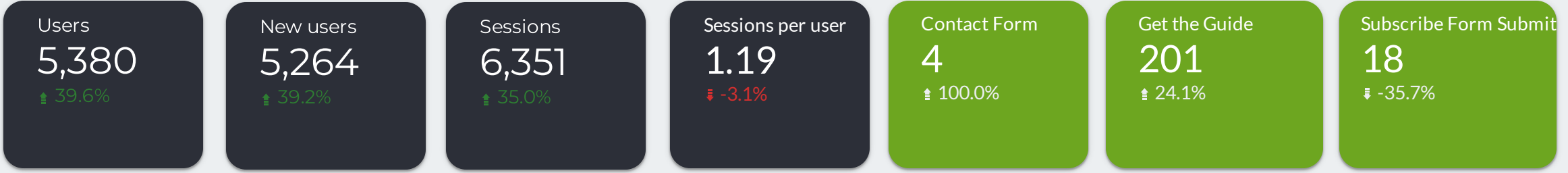
How Did Users Get To Our Website?

User source	Sessions ▼	Users	New users	Sessions per user
google	4,171	3,412	3,357	1.23
(direct)	688	598	560	1.19
seattle_met	478	468	466	1.02
bing	283	233	231	1.22
traveloregon.com	183	156	156	1.17
yahoo	99	71	67	1.39
m.facebook.com	79	76	76	1.04
duckduckgo	79	62	62	1.27
tillamookcoast.com	54	49	45	1.17
lm.facebook.com	46	46	43	1.05
visittheoregoncoast.com	26	13	11	2
beachconnection.net	20	18	16	1.11
Grand total	**6,351**	**5,380**	**5,264**	**1.19**

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Keywords from Google

Query	Impressions ▼	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	17,318	258	1.49%	6.51	6.51
rockaway beach	10,750	75	0.7%	8.32	8.32
rockaway big tree trailhead	2,581	6	0.23%	10.2	10.2
rockhounding	2,351	1	0.04%	7.14	7.14
rockaway beach weather	2,314	2	0.09%	13.47	13.47
rock hounding	1,760	0	0%	2.36	2.36
rockaway big tree	1,422	2	0.14%	7.86	7.86
rockaway big tree boardwalk	1,189	0	0%	9.5	9.5
rockaway beach resort	1,142	7	0.61%	5.77	5.77
pronto pup	1,139	25	2.19%	7.06	7.06
twin rocks	997	2	0.2%	5.28	5.28
weather rockaway beach	866	0	0%	13.54	13.54
things to do in rockaway be...	854	19	2.22%	8.16	8.16
rockaway big tree trailhead ...	792	0	0%	5.54	5.54
rockaway	733	3	0.41%	14.34	14.34
food near me	694	8	1.15%	5.41	5.41
kelly's marina	691	0	0%	6.67	6.67
Grand total	**210,114**	**3,288**	**1.56%**	**18.26**	**18.26**

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What Pages Did Users Visit?

Feb 28, 2024 - Mar 29, 2024

Medium

Page title

Sessions	Page views	User engagement
6,351	12,434	106:57:17
⬆ 35.0%	⬆ 65.7%	⬆ 59.5%

Page path	Sessions ▼	Page views
/	1.6K	4.2K
/rockaway-beach-restaurants/	463	637
/the-story-behind-glass-floats/	459	471
/restaurants/grumpys-cafe/	420	501
/outdoor/	345	269
/how-to-spot-rocks-when-rockhounding/	298	310
/things-to-do/	285	304
/old-growth-cedar-wetlands-preserve/	229	229
/bonfires/	190	200
/eat-sleep/	186	213
/how-to-get-here/	179	198
/rockaway-beach-lodging-guide/	177	209
/rockaway-beach-shopping/	176	213
/current-events/	174	177
/indoor/	157	138
/restaurants/original-pronto-pup/	154	155
/lodging-guide-rv-parks-camping/	139	187
/lodging-guide-hotels-motels/	125	165
/rockaway-beach-annual-events/	113	124
/lodging-guide-vacation-rentals/	109	149
Grand total	**6.4K**	**12.4K**

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Visitor Demographics

Users
5,380
▲ 39.6%

New users
5,264
▲ 39.2%

Sessions
6,351
▲ 35.0%

Sessions by Device

- mobile
- desktop
- tablet
- smart tv

37.1%
60.3%

Sessions by City

2 ▬▬▬▬ 986
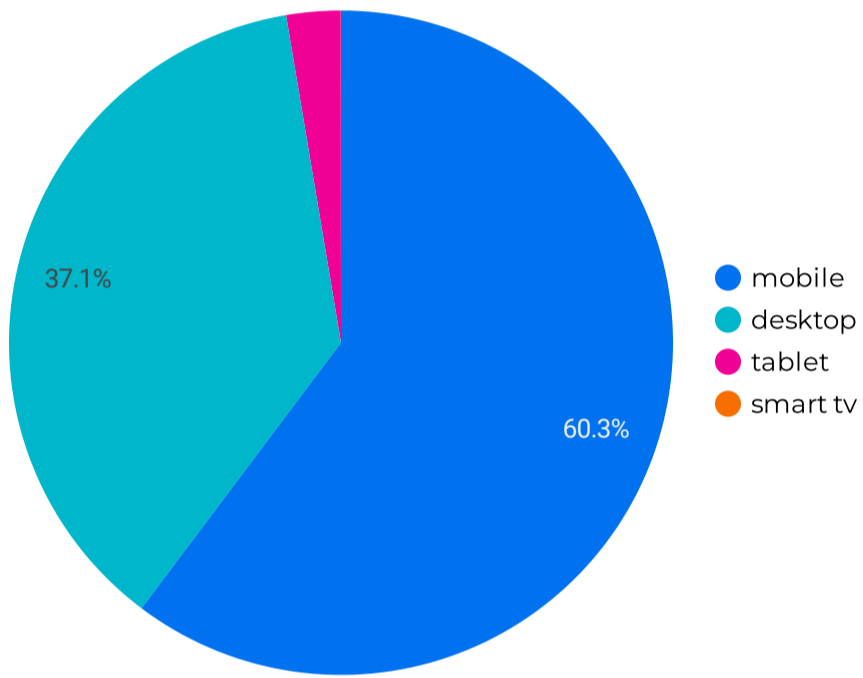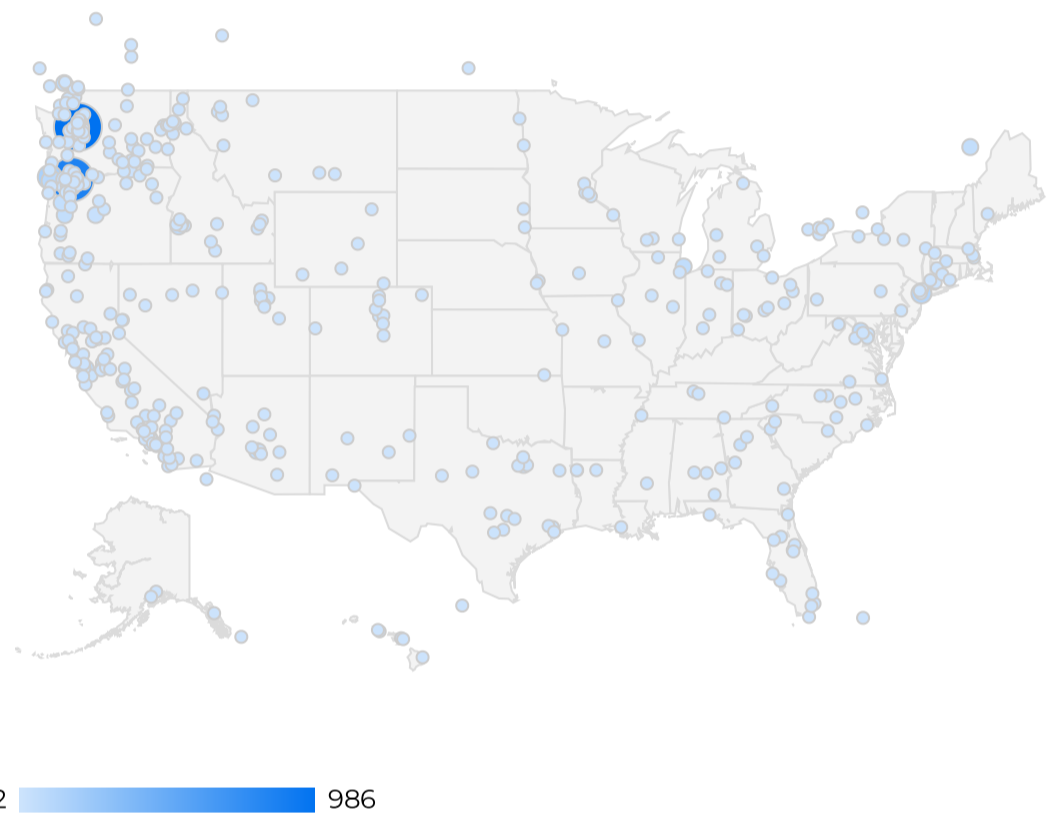
City	Sessions ▾	Users	New users	Sessions per user	User engagement
Seattle	986	824	755	1.22	11:50:34
Portland	844	761	734	1.12	19:44:54
(not set)	383	391	345	1	08:53:23
Rockaway Beach	163	136	114	1.23	02:18:03
New York	114	106	101	1.11	00:52:08
Tillamook	90	77	66	1.18	00:52:11
San Jose	81	74	65	1.13	01:04:31
Vancouver	74	68	66	1.12	01:53:24
Beaverton	71	66	59	1.11	01:11:40
Nampa	66	18	17	3.67	00:32:17
Los Angeles	62	61	57	1.03	01:06:37
Ashburn	60	56	48	1.15	00:48:28
Chicago	56	48	42	1.22	00:30:26
Hillsboro	54	50	47	1.1	00:38:04
Salem	49	41	38	1.2	00:40:08
Phoenix	47	39	33	1.27	00:45:04
Grand total	**6,351**	**5,380**	**5,264**	**1.19**	**106:57:17**

ROCKAWAY BEACH
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Session default channel group... ▼   Medium ▼   Device category ▼

How Did Users Get To Our Website?

Users
5,380
⬆ 39.6%

New users
5,264
⬆ 39.2%

Sessions
6,351
⬆ 35.0%

User source	Sessions ▼	Users	New users	Sessions per user	User engagement
google	4,171	3,412	3,357	1.23	56:45:51
(direct)	688	598	560	1.19	05:21:07
seattle_met	478	468	466	1.02	15:59:32
bing	283	233	231	1.22	07:23:31
traveloregon.com	183	156	156	1.17	02:14:12
yahoo	99	71	67	1.39	02:27:42
m.facebook.com	79	76	76	1.04	00:14:28
duckduckgo	79	62	62	1.27	01:29:39
tillamookcoast.com	54	49	45	1.17	00:48:53
lm.facebook.com	46	46	43	1.05	00:09:38
visittheoregoncoast.com	26	13	11	2	00:25:45
beachconnection.net	20	18	16	1.11	00:38:06
localadventurer.com	15	15	15	1	00:02:40
Grand total	**6,351**	**5,380**	**5,264**	**1.19**	**106:57:17**

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Channel Traffic

71%
10.6%
8.9%
5.4%

- Organic Search
- Direct
- Display
- Referral
- Organic Social
- Unassigned

Unassigned
Referral
Organic Social
Organic Search
Display
Direct

0   500   1K   1.5K   2K   2.5K   3K   3.5K   4K

New users

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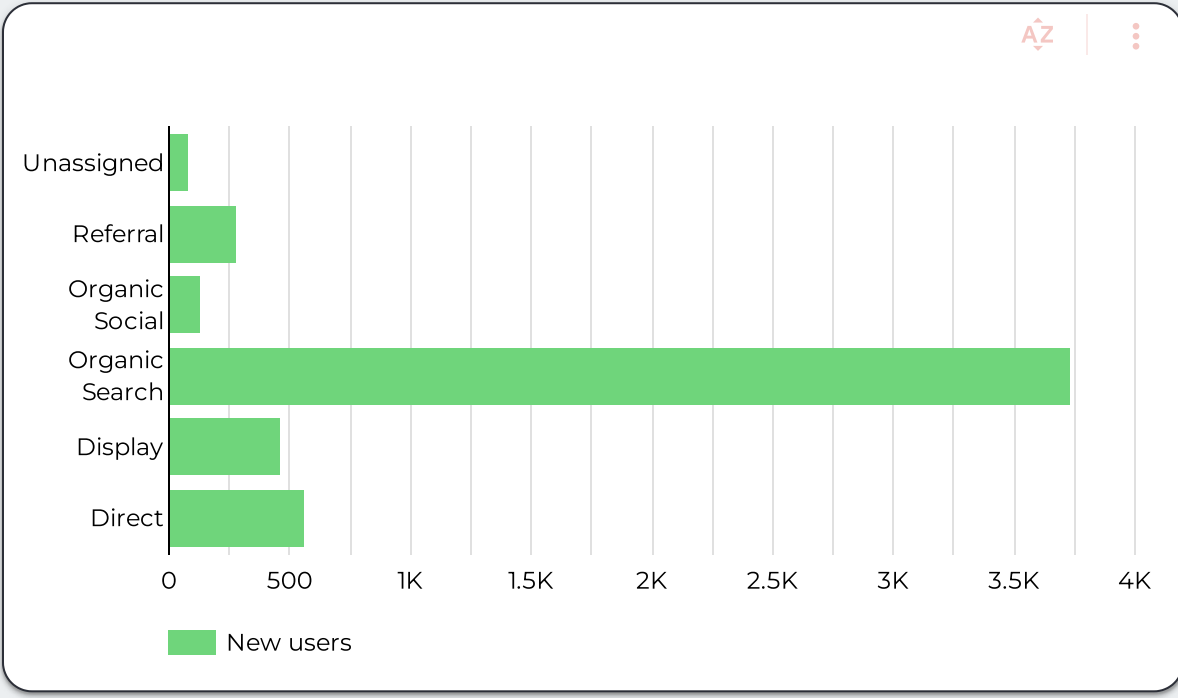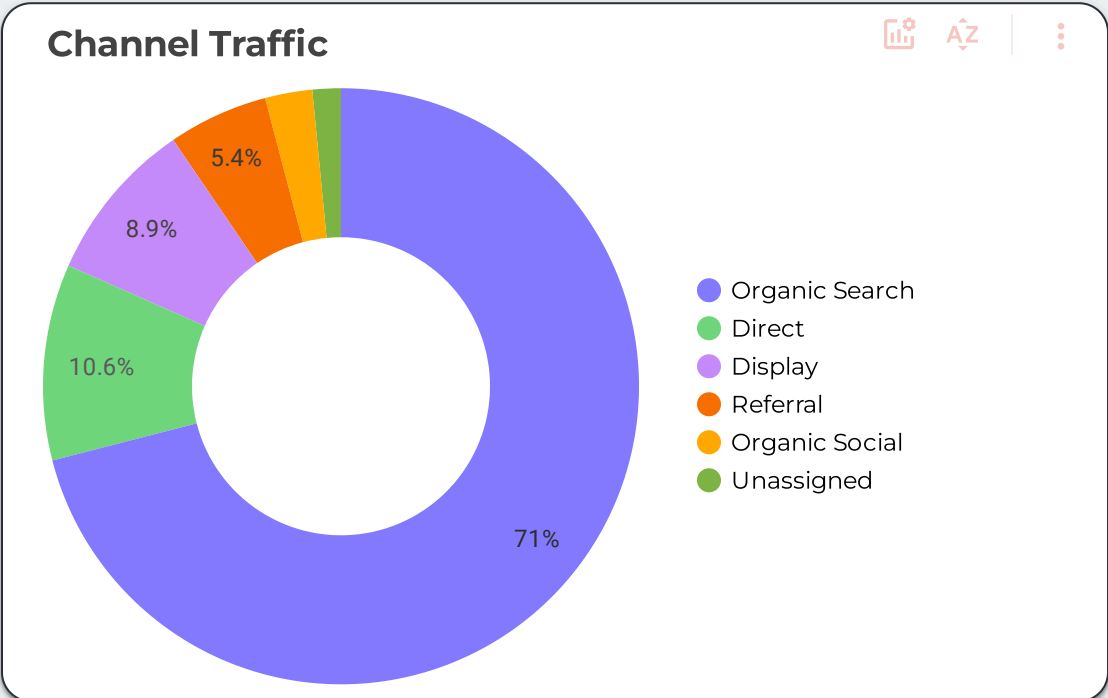
| Session Channel Grouping ▼ | City ▼ | Device category ▼ |

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

Event count
107,009
▲ 31.6%

Events per session
16.85
▼ -2.5%

Event name ▼	Event count	Events per session
view_search_results	37	1.9
video_start	1	1
video_progress	4	4
video_complete	1	1
user_engagement	7.2K	1.9
subscribe_form_submit	18	1.2
social_link_click	162	1.5
session_start	6.4K	1
scroll	2.8K	1.4
page_view	12.4K	2.1
get_the_guide	201	1.1
first_visit	5.3K	1
file_download	4	1
contact_form_submit	4	1
click_to_call	19	1.3
click	1.7K	1.7
Image	70.8K	126.2
Grand total	**107K**	**16.8**