



April 2024: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 4,391 users visited the website in February, with 4,267 new users and 5,320 sessions

Top keywords: "Rockaway Beach," "Rockaway Beach Oregon," "rockhounding," "Rockaway Beach weather," "Pronto pup"

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

Pages most visited: restaurants, Grumpy's Café, how to spot rocks when rockhounding, things to do, outdoors

How did they find the site: Google, Bing, Yahoo, duckduckgo, tillamookcoast.com, Travel Oregon

Actions (events) taken: Get the Guide (145 requests) new newsletter subscribers: 15

SOCIAL MEDIA (Huge gains on Facebook)

Facebook: 335 new followers, now at 11,842 followers Facebook posts reached 288,437

Post with the most: Post reach 225,466; engagements 6,919 "I can see for miles and miles...."
April 11, 2024 (attached)

INSTAGRAM: 1,687 followers, up 39 followers from March (see attached for most liked images)

ONLINE ARTICLES

Rockaway Beach's 7 Miles of Sights and Sites with Oregon Coast Historical Roots

<https://www.beachconnection.net/news/rockaway-beach-7-miles-sights-sites-historical-roots.php>

Oregonian (part of Here is Oregon campaign)

Exploring the delights of this Oregon coast city bit.ly/3Wv9RBE

Here is Oregon ONLINE CAMPAIGN

Started April 15, runs to mid-June. Stats so far:

Impressions: 110,000 delivered so far

Clicks: 211 clicks

Clicks to website: .19% CTR

Brand exposure: 353+ hours

Average time on content: 2min 16sec

TRI-MET BUS ADS: Campaign completed

Launched September 15, completed campaign on April 15, 2024

Focused on West Metro buses to and from downtown Portland.

SEATTLE MET: Campaign completed

See full report, attached.

Sponsored article: 20,086 impressions, 1,178 clicks to website

Rich Media: 21,499 impressions, 2581 clicks

Targeted E-blast: 50,000 send, 8,821 opens, 1,135 clicks to website

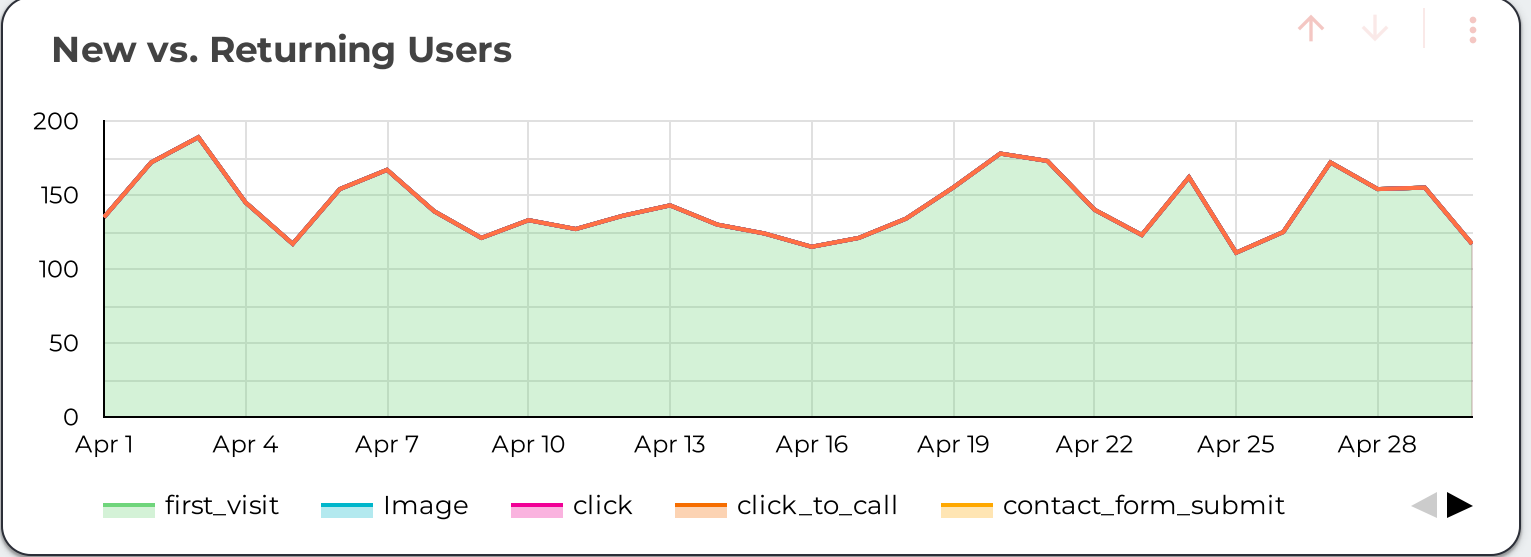
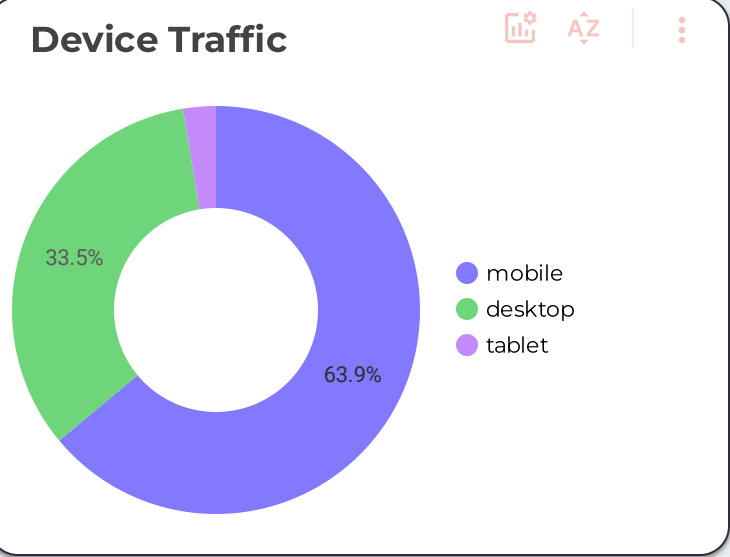
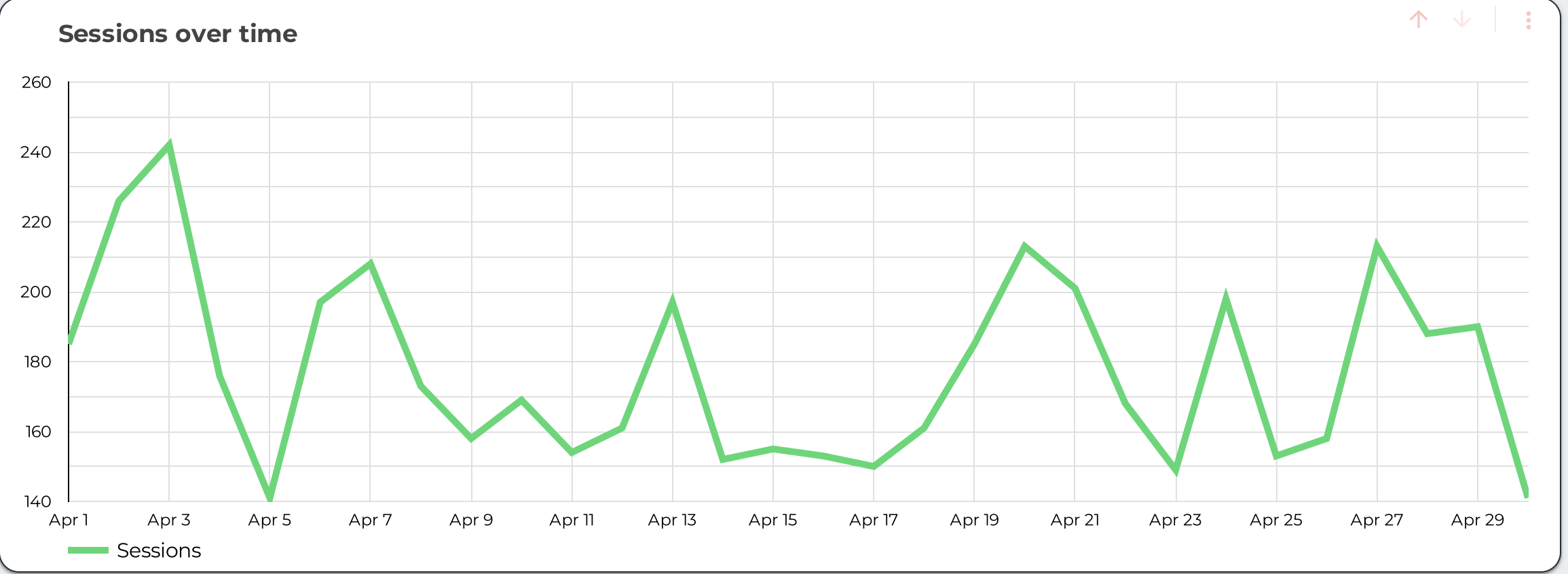
Emails: 17,552 send, 3,688 opens, 37 clicks to website

Social media: 15,506 reach, link clicks 537

Report prepared by Tillamook Coast Visitors Association, May 1, 2024

User Behavior

Users 4,391 ↓ -21.3%	New users 4,267 ↓ -21.9%	Sessions 5,320 ↓ -20.1%	Sessions per user 1.23 ↑ 1.9%	Contact Form 4 0.0%	Get the Guide 145 ↓ -28.9%	Subscribe Form Submit 15 ↓ -11.8%
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How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	3,880	3,157	3,086	1.24
(direct)	689	576	537	1.24
bing	231	193	190	1.21
yahoo	86	69	66	1.25
omg	73	57	57	1.28
duckduckgo	66	57	55	1.16
tillamookcoast.com	66	55	52	1.27
traveloregon.com	32	29	29	1.1
m.facebook.com	28	27	27	1.04
hereisoregon.com	27	26	26	1.04
l.facebook.com	27	25	25	1.08
oregonlive.com	17	16	16	1.06
Grand total	5,320	4,391	4,267	1.23

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	13,840	232	1.68%	6.24	6.24
rockaway beach	13,409	74	0.55%	9.36	9.36
rockhounding	2,532	3	0.12%	7.13	7.13
rockaway beach weather	2,168	3	0.14%	13.42	13.42
rock hounding	1,525	2	0.13%	4.28	4.28
pronto pup	1,518	36	2.37%	7.87	7.87
rockaway beach resort	1,228	15	1.22%	5.75	5.75
pronto pup oregon	1,146	9	0.79%	5.81	5.81
weather rockaway beach	1,128	1	0.09%	13.12	13.12
things to do in rockaway be...	1,117	32	2.86%	7.62	7.62
twin rocks	1,039	0	0%	5.45	5.45
weather rockaway	821	0	0%	12.9	12.9
rockaway	814	1	0.12%	14.48	14.48
kelly's marina	755	0	0%	7.09	7.09
sneaker waves	743	1	0.13%	16.05	16.05
old oregon smokehouse	708	10	1.41%	7.52	7.52
rockaway beach hotels	684	2	0.29%	9.94	9.94
Grand total	205,820	3,087	1.5%	19.23	19.23

What Pages Did Users Visit?

Sessions
5,320
 ↓ -20.1%

Page views
8,465
 ↓ -33.8%

User engagement
70:38:04
 ↓ -35.0%

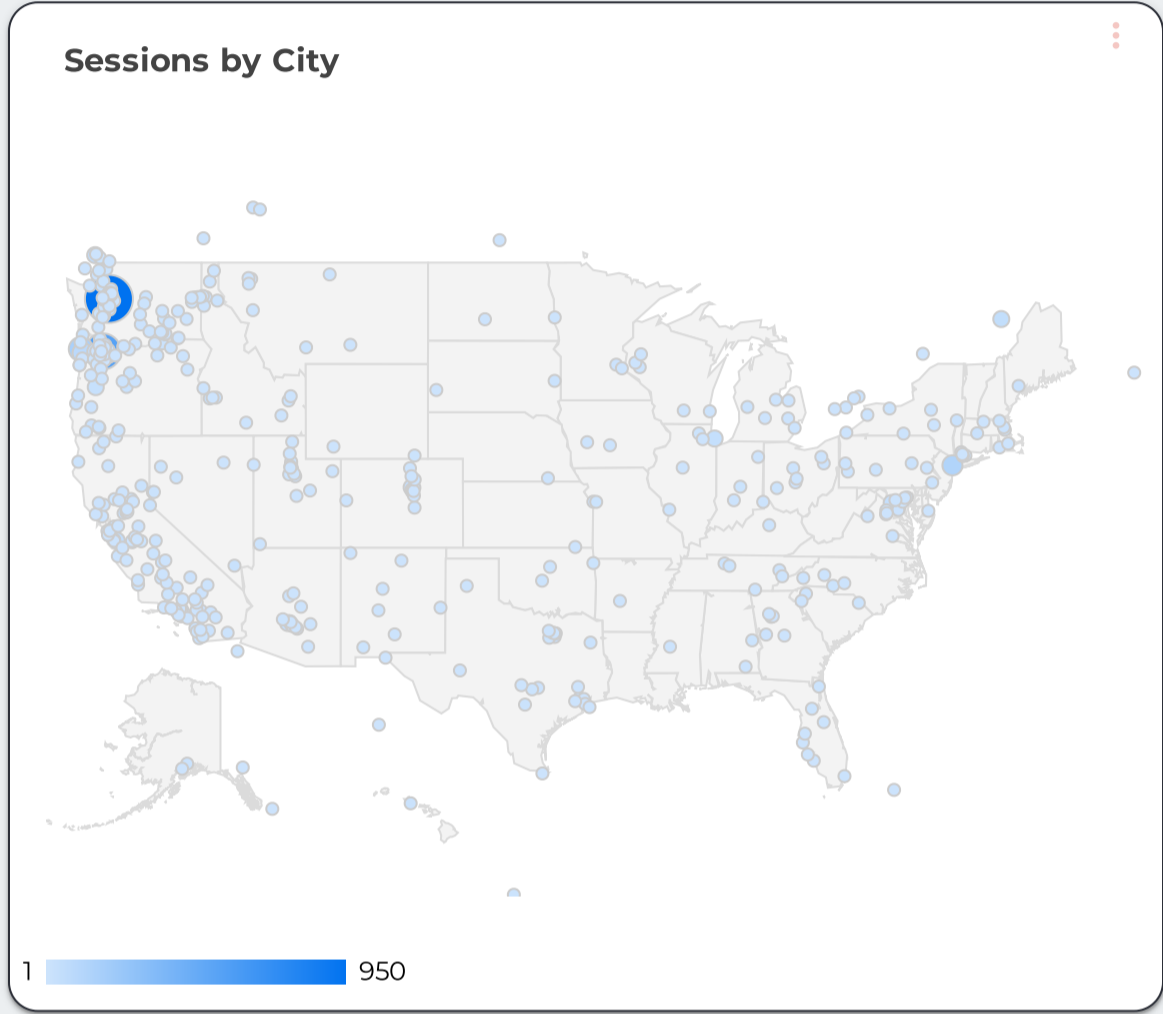
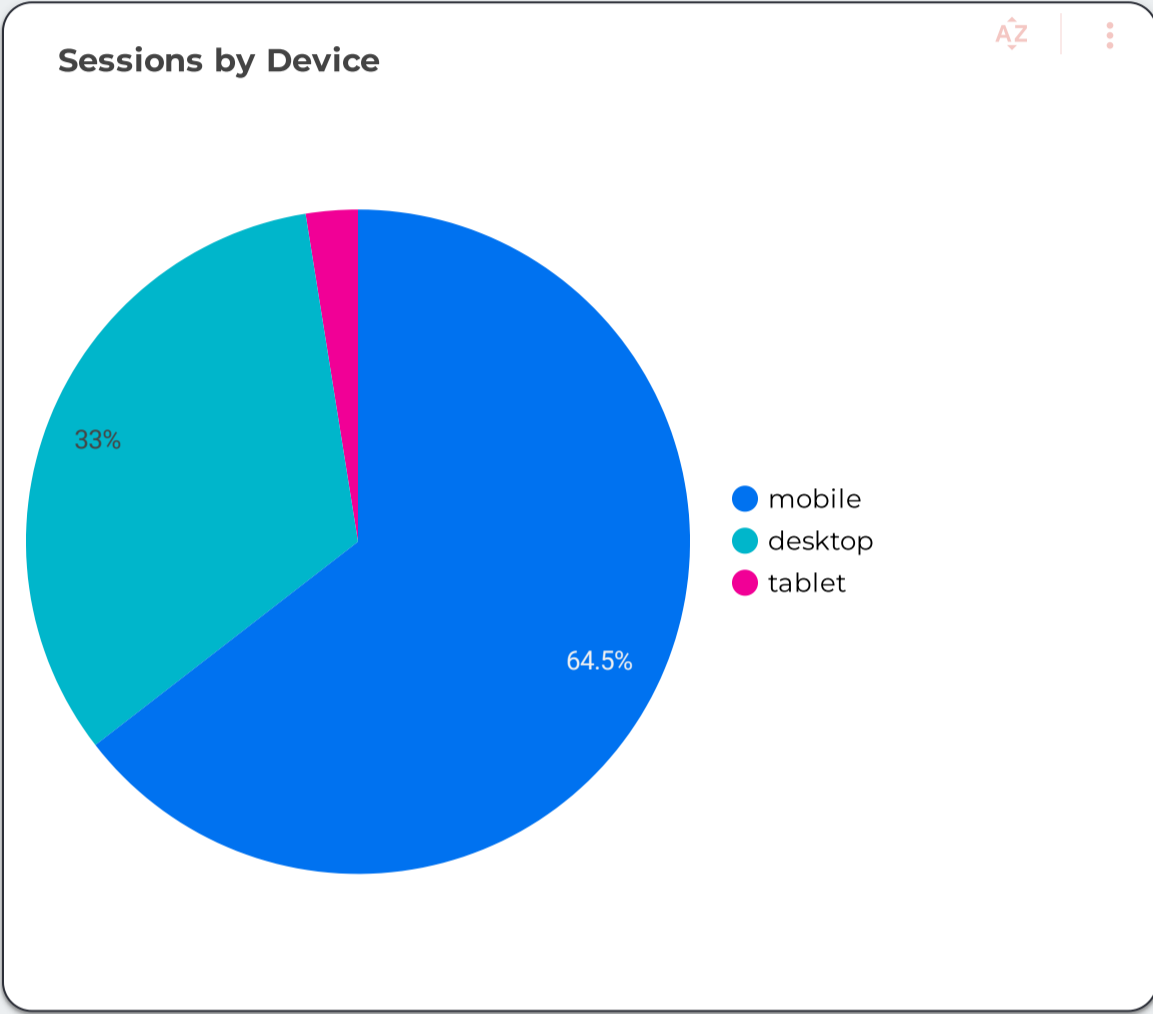
Page path	Sessions	Page views
/	961	1.1K
/rockaway-beach-restaurants/	446	589
/restaurants/grumpys-cafe/	414	466
/things-to-do/	295	318
/how-to-spot-rocks-when-rockhounding/	284	289
/outdoor/	279	267
/restaurants/original-pronto-pup/	267	270
/bonfires/	238	242
/the-story-behind-glass-floats/	225	226
/eat-sleep/	166	189
/rockaway-beach-shopping/	165	189
/rockaway-beach-annual-events/	154	165
/lodging-guide-rv-parks-camping/	149	207
/current-events/	148	160
/old-growth-cedar-wetlands-preserve/	145	152
/how-to-get-here/	141	151
/lodging-guide-hotels-motels/	133	152
/indoor/	133	120
/twin-rocks/	123	125
/rockaway-beach-lodging-guide/	105	129
Grand total	5.3K	8.5K

Visitor Demographics

Users
4,391
↓ -21.3%

New users
4,267
↓ -21.9%

Sessions
5,320
↓ -20.1%



City	Sessions	Users	New users	Sessions per user	User engagement
Seattle	950	815	748	1.19	11:37:43
Portland	546	464	431	1.19	07:22:46
(not set)	317	304	275	1.06	04:03:03
Rockaway Beach	159	131	112	1.23	01:50:29
New York	128	121	117	1.08	00:45:33
Tillamook	81	74	66	1.14	00:46:37
Vancouver	59	53	50	1.11	01:00:52
Los Angeles	58	54	46	1.14	00:57:49
San Jose	48	34	32	1.45	00:16:51
Quebec City	47	47	47	1	00:00:15
Hillsboro	45	38	37	1.18	00:42:28
Chicago	38	37	34	1.06	00:26:44
Forest Grove	35	30	26	1.17	00:25:54
Salem	35	31	29	1.17	00:11:52
Beaverton	33	29	25	1.14	00:50:35
Ashburn	33	25	22	1.32	00:19:08
Grand total	5,320	4,391	4,267	1.23	70:38:04

How Did Users Get To Our Website?

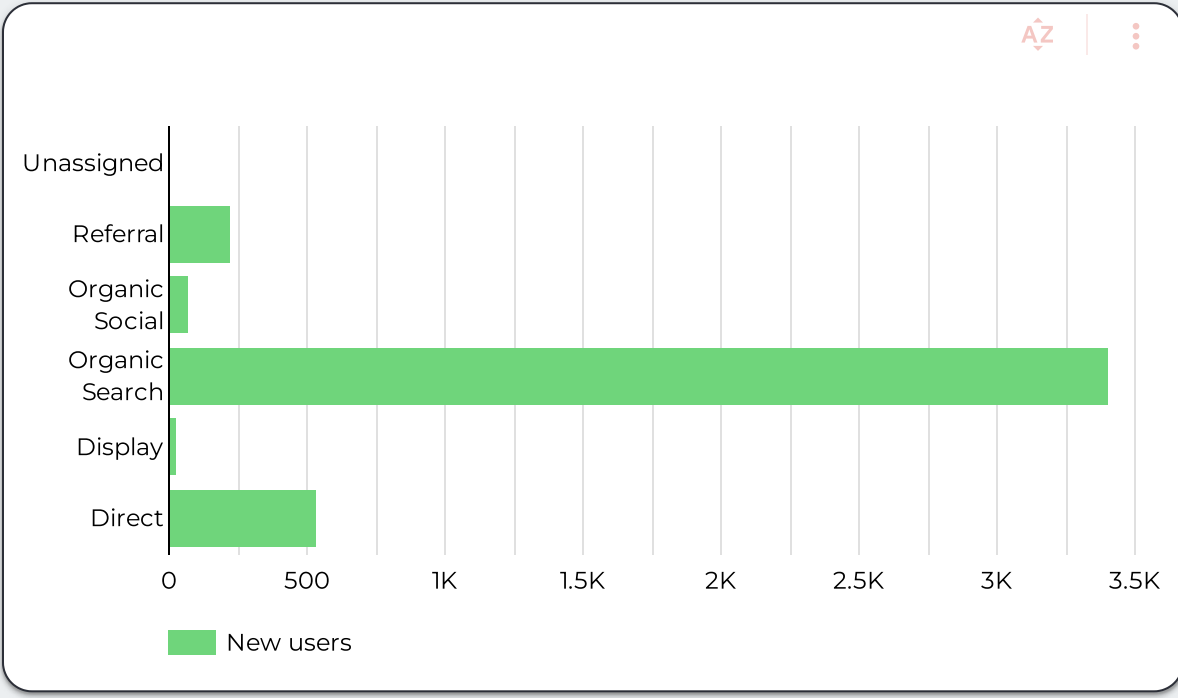
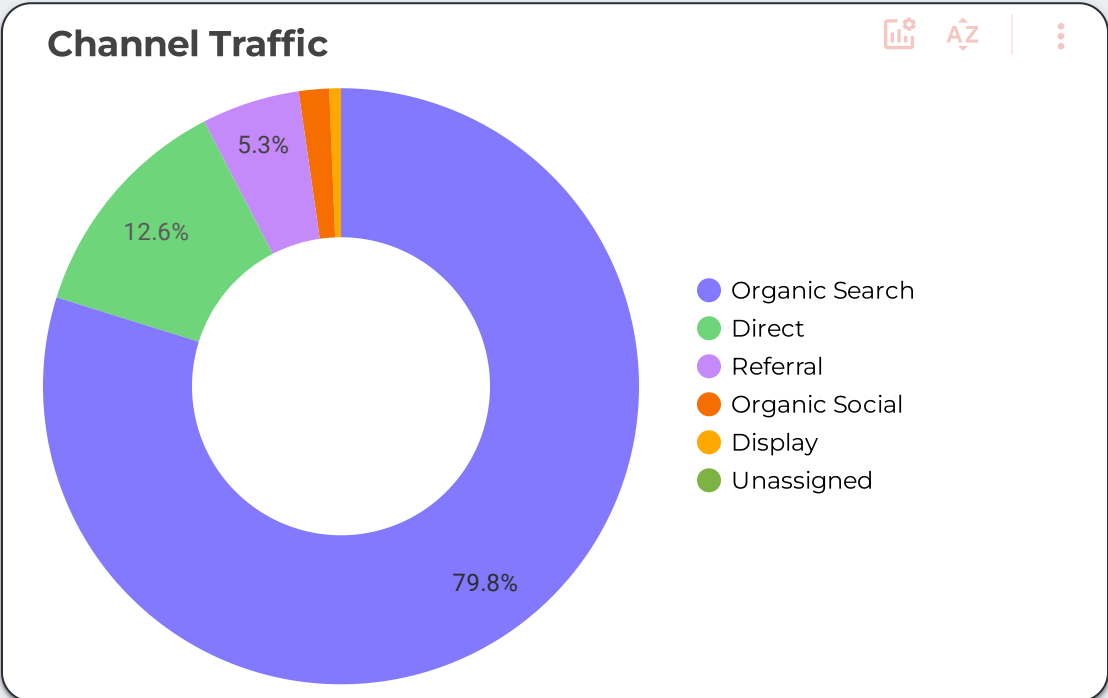
Users
4,391
↓ -21.3%

New users
4,267
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Sessions
5,320
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User source	Sessions	Users	New users	Sessions per user	User engagement
google	3,880	3,157	3,086	1.24	52:16:18
(direct)	689	576	537	1.24	04:41:00
bing	231	193	190	1.21	05:09:48
yahoo	86	69	66	1.25	01:38:16
omg	73	57	57	1.28	01:15:34
duckduckgo	66	57	55	1.16	01:10:58
tillamookcoast.com	66	55	52	1.27	01:10:27
traveloregon.com	32	29	29	1.1	00:36:01
m.facebook.com	28	27	27	1.04	00:00:52
hereisoregon.com	27	26	26	1.04	00:18:49
l.facebook.com	27	25	25	1.08	00:20:51
oregonlive.com	17	16	16	1.06	00:10:00
visittheoregoncoast.com	16	14	12	1.14	00:25:08
Grand total	5,320	4,391	4,267	1.23	70:38:04

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

Event count
88,596
↓ -13.2%

Events per session
16.65
↑ 8.6%

Event name	Event count	Events per session
view_search_results	30	1.5
user_engagement	6.2K	1.9
subscribe_form_submit	15	1.7
social_link_click	149	1.2
session_start	5.3K	1
scroll	2.3K	1.3
page_view	8.5K	1.7
get_the_guide	145	1
first_visit	4.3K	1
contact_form_submit	4	1
click_to_call	10	1.3
click	1.5K	1.7
Image	60.3K	117.3
Grand total	88.6K	16.7



Rockaway Beach

Published by Dan Haag · April 11 at 5:41 AM · 🌐

I can see for miles and miles... 🕶️

[#visitrockawaybeach](#)





visitrockawaybeach

Follow

Message



561 posts

1,687 followers

191 following

Visit Rockaway Beach

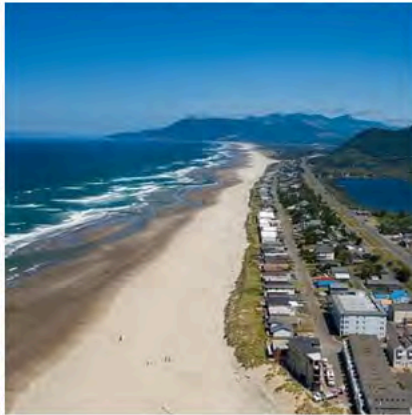
Local & travel website

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

visitrockawaybeach.org

POSTS

TAGGED





ROCKAWAY BEACH CAMPAIGN REPORT

March 2024

www.SeattleMet.com



ROCKAWAY BEACH CAMPAIGN REPORT

March 2024

STRATEGY

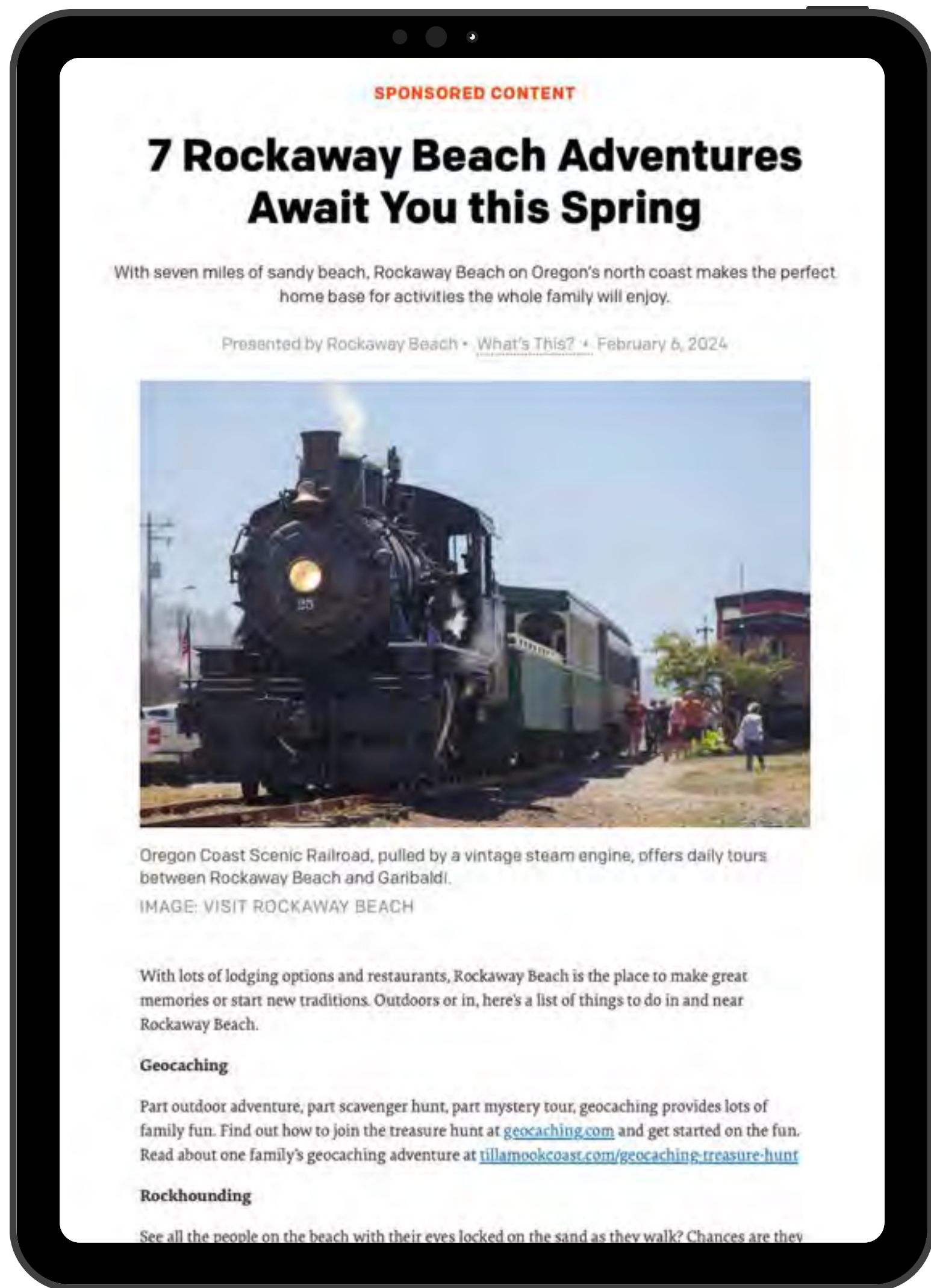
We utilized a combination of digital solutions which included Sponsored Content Native Ads, Rich Media Ads, a Targeted Eblast, a Native ENewsletter Placement, and a Social Media Ad promoted by SeattleMet.Com.

OBJECTIVE

To encourage readers to visit Rockaway Beach this spring.

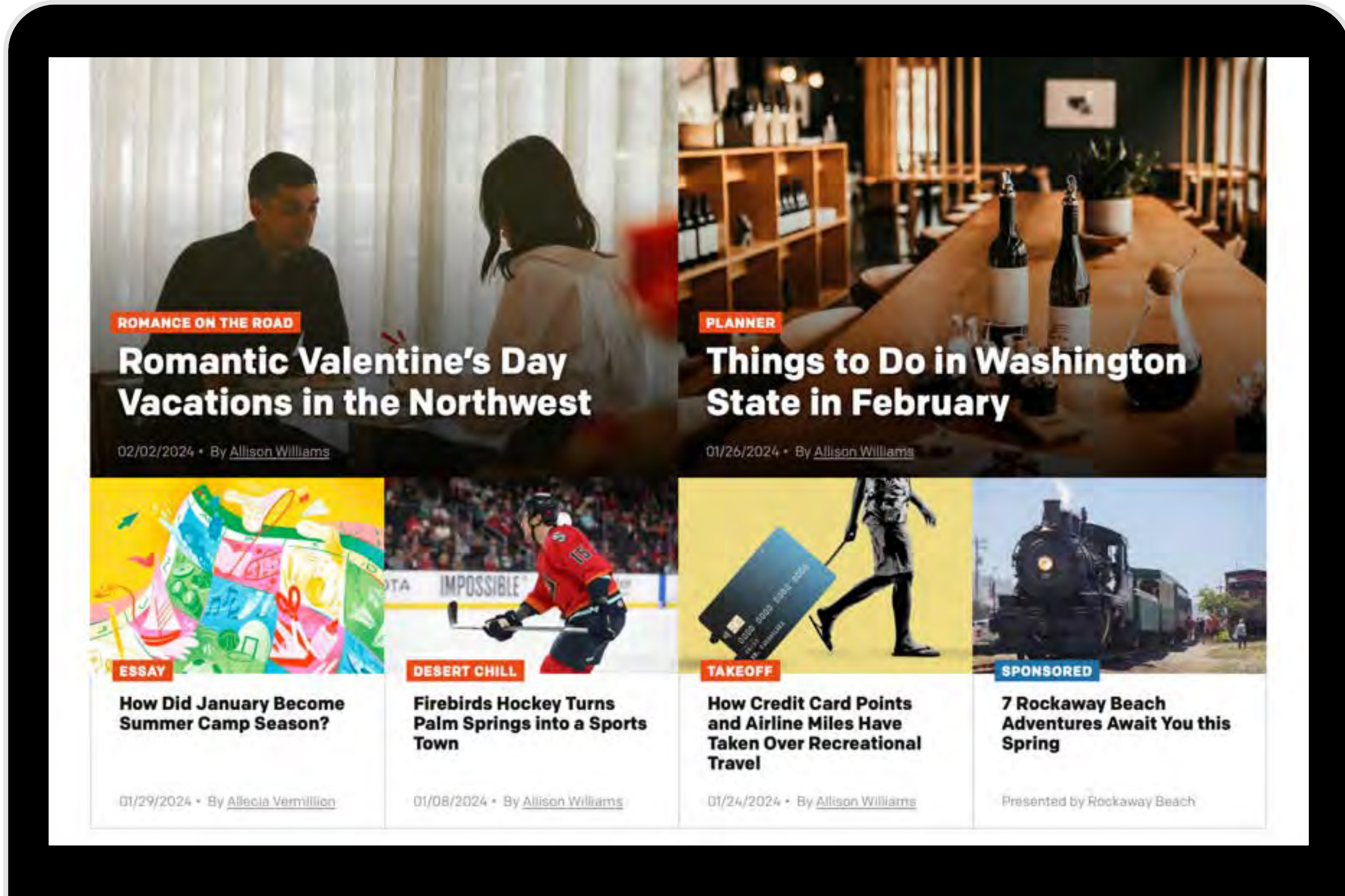
RESULTS

We can attribute **680 direct clicks** to your article and **1,178 direct clicks** to your website. These are new potential customers who may never have been exposed to Rockaway Beach's brand of messaging before. **Overall, your message was seen over 80k times!**



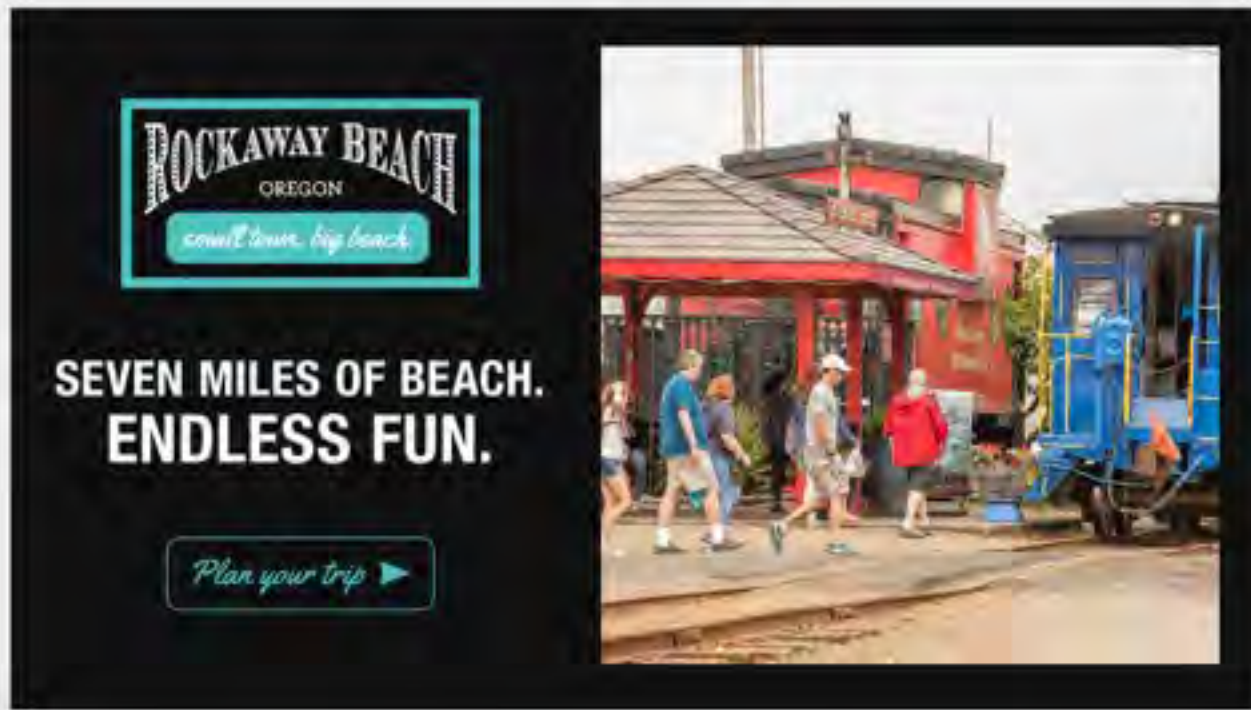
Sponsored Content

- Views: 680
- Users: 612
- Views Per User: 1.11
- Impressions: 20,866
- Clickthroughs: 53
- Clickthrough Rate: 0.25%



exclusive contracts per the old system—that they couldn't go more than a two-hour drive from the [movie lots](#), lest they be needed for reshoots or publicity. Palm Springs was about as far as you could get under those guidelines.

ADVERTISEMENT - STORY CONTINUES BELOW



Like any good Hollywood retreat, stories abound at the Villa Royale. There's one tale that says that Evelyn Pell, the original owner, ordered giant ice blocks in the middle of summer, the kind that were carried by those giant metal tongs, and dumped them in the swimming pool once it got lukewarm from all the sun. It turned the water into a giant cocktail, with the bathers as the garnish.

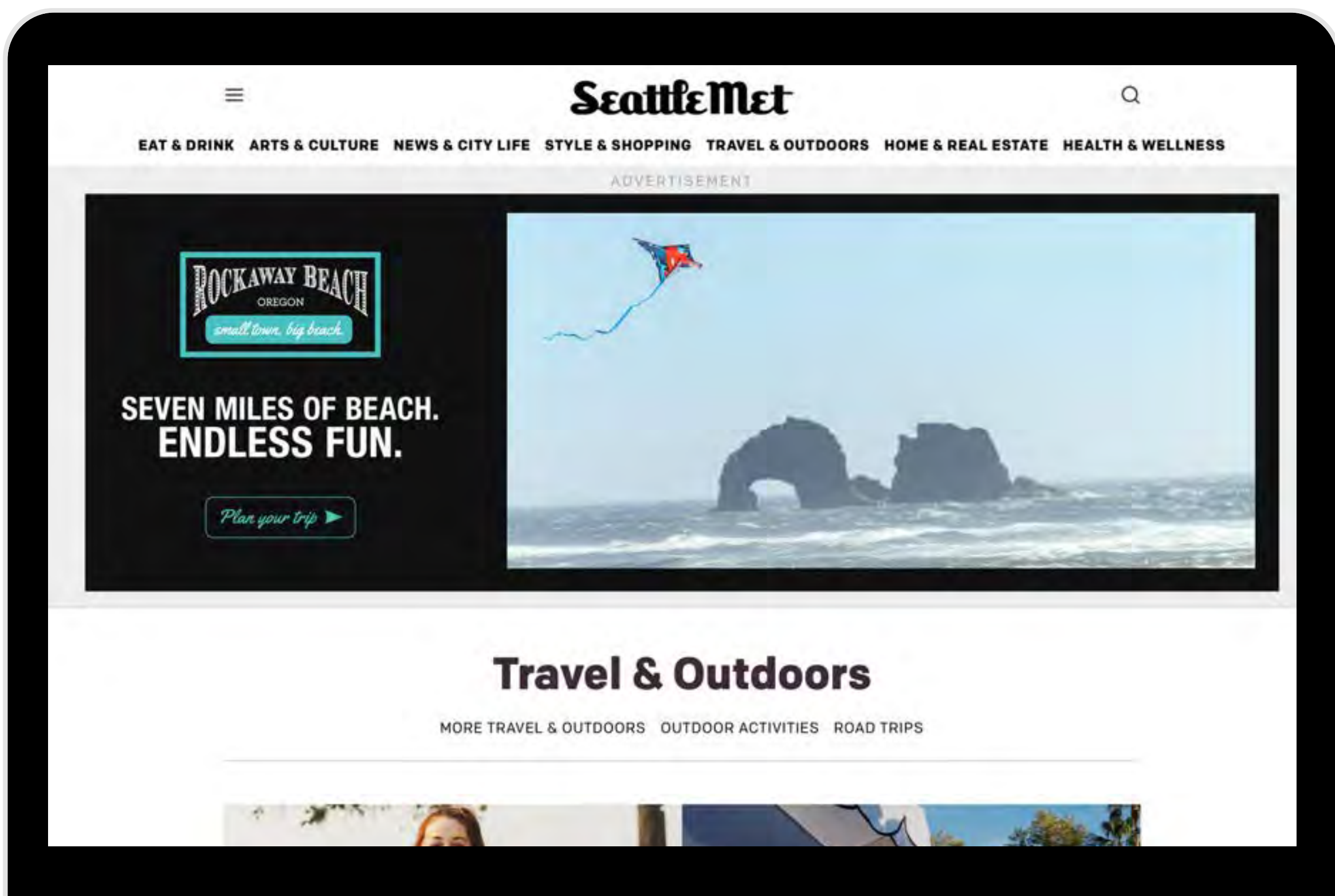
News articles attributed the property to Sonja Henie, the Olympic ice skater turned Hollywood starlet, for a time, with claims that she built an ice rink out back—but a 2016 history brief from the Palm Springs Preservation Foundation makes no mention of her. "Rebel Without a Cause and West Side Story were written on the property," says co-owner John Janulis, though that's hard to prove. (Screenwriter Irving Shulman did visit regularly; he worked on the script for the former and penned a novelization of the latter.)

Capturing that elusive vibe meant ditching the bright colors and hard lines. Janulis, a Portland restaurateur whose ownership group took over in 2016, led another renovation last year that has Pacific Northwest sensibilities, expressed through a purely Spanish California design.

ADVERTISEMENT - STORY CONTINUES BELOW

Rich Media

- Impressions: 21,499
- Clickthroughs: 43
- Clickthrough Rate: 0.20%
- Engagements: 2,581
- Engagement Rate: 12.01%



Targeted Eblast

Send Date:

3/13/24

Email Sends:

50,000

Email Opens:

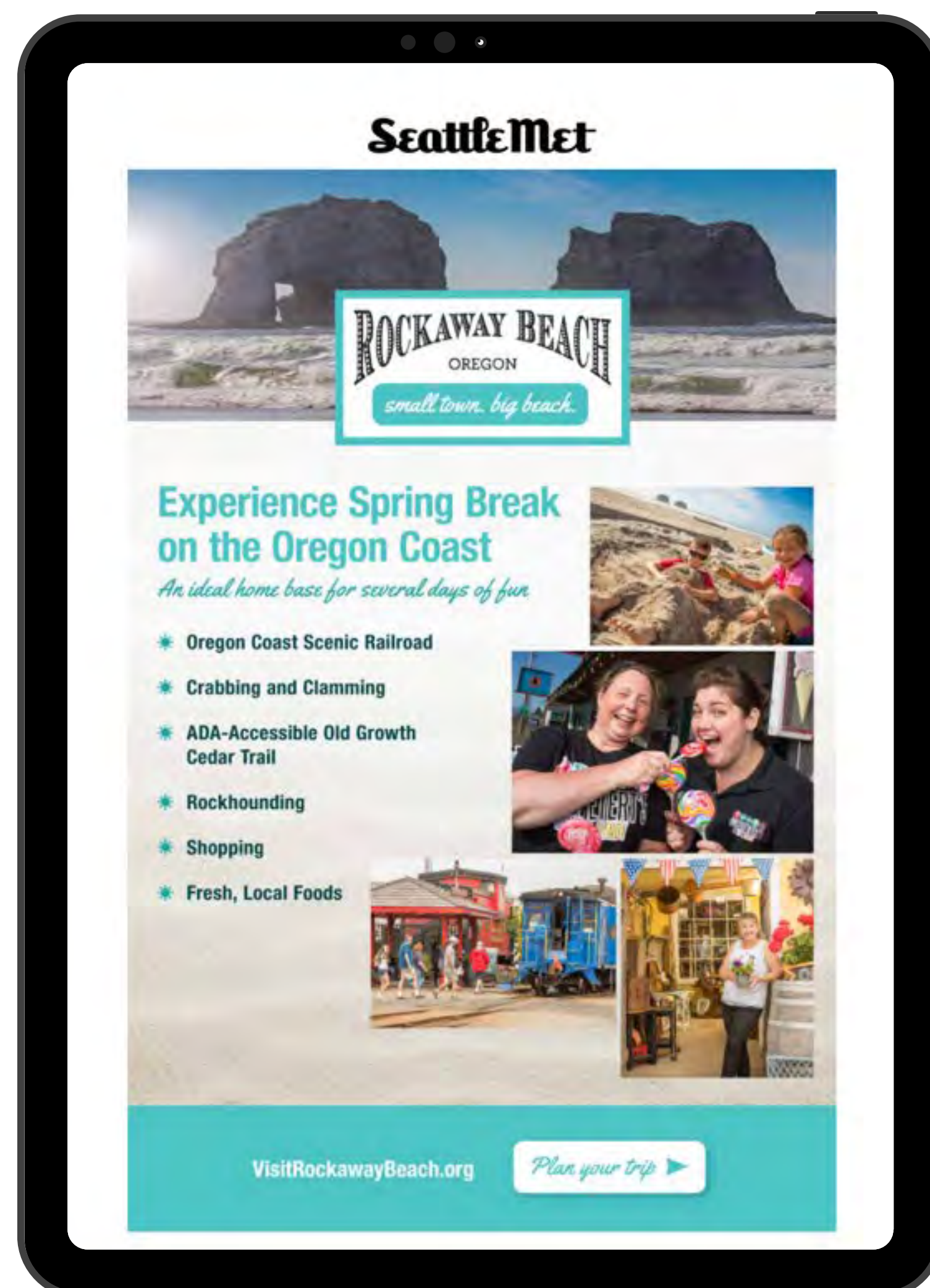
8,821

Clickthroughs:

1,135

Clickthrough Rate:

2.27%



ENews

Send Date:

3/13/24

Email Sends:

17,552

Email Opens:

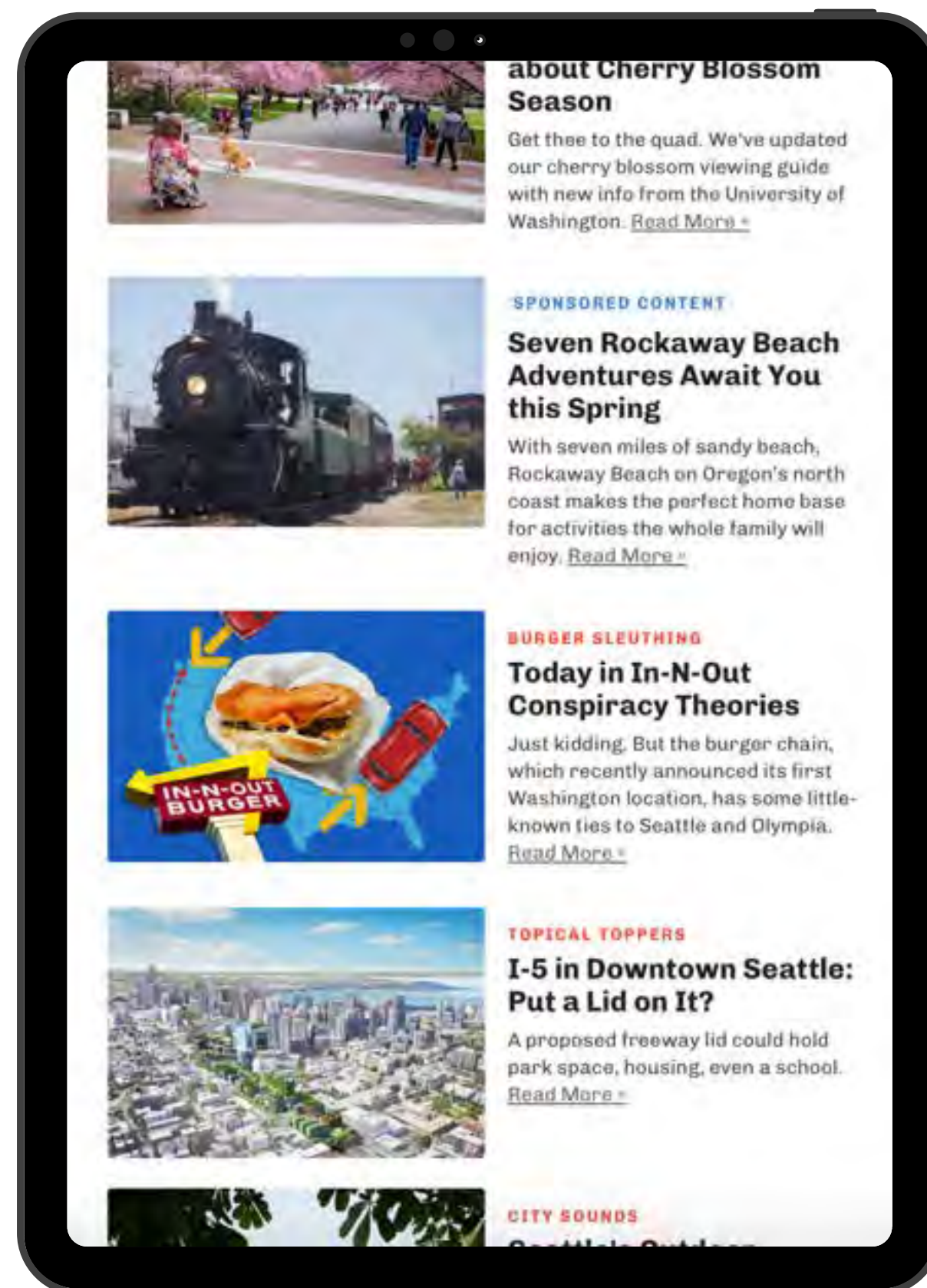
3,688

Clickthroughs:

37

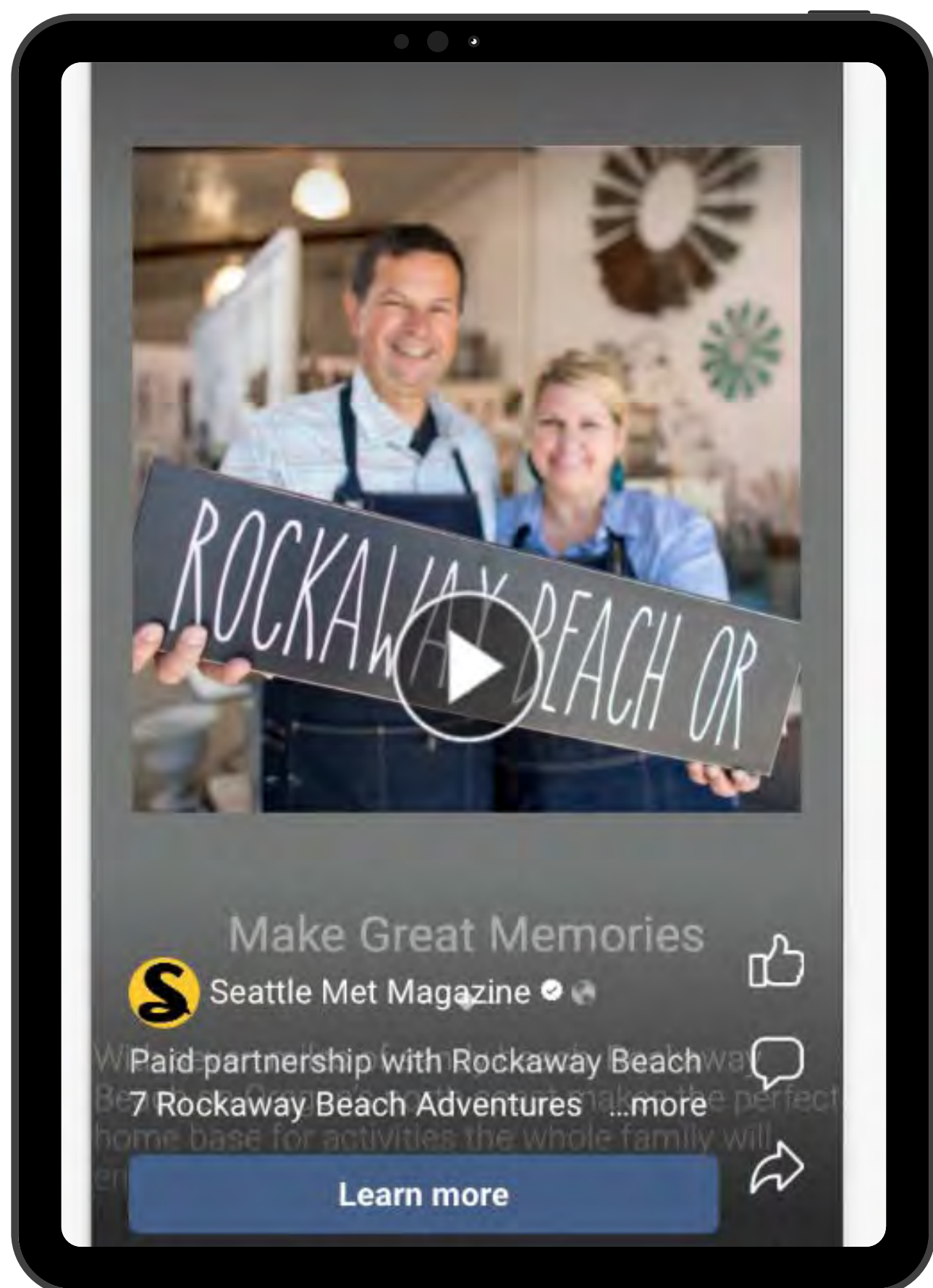
Clickthrough Rate:

1.00%



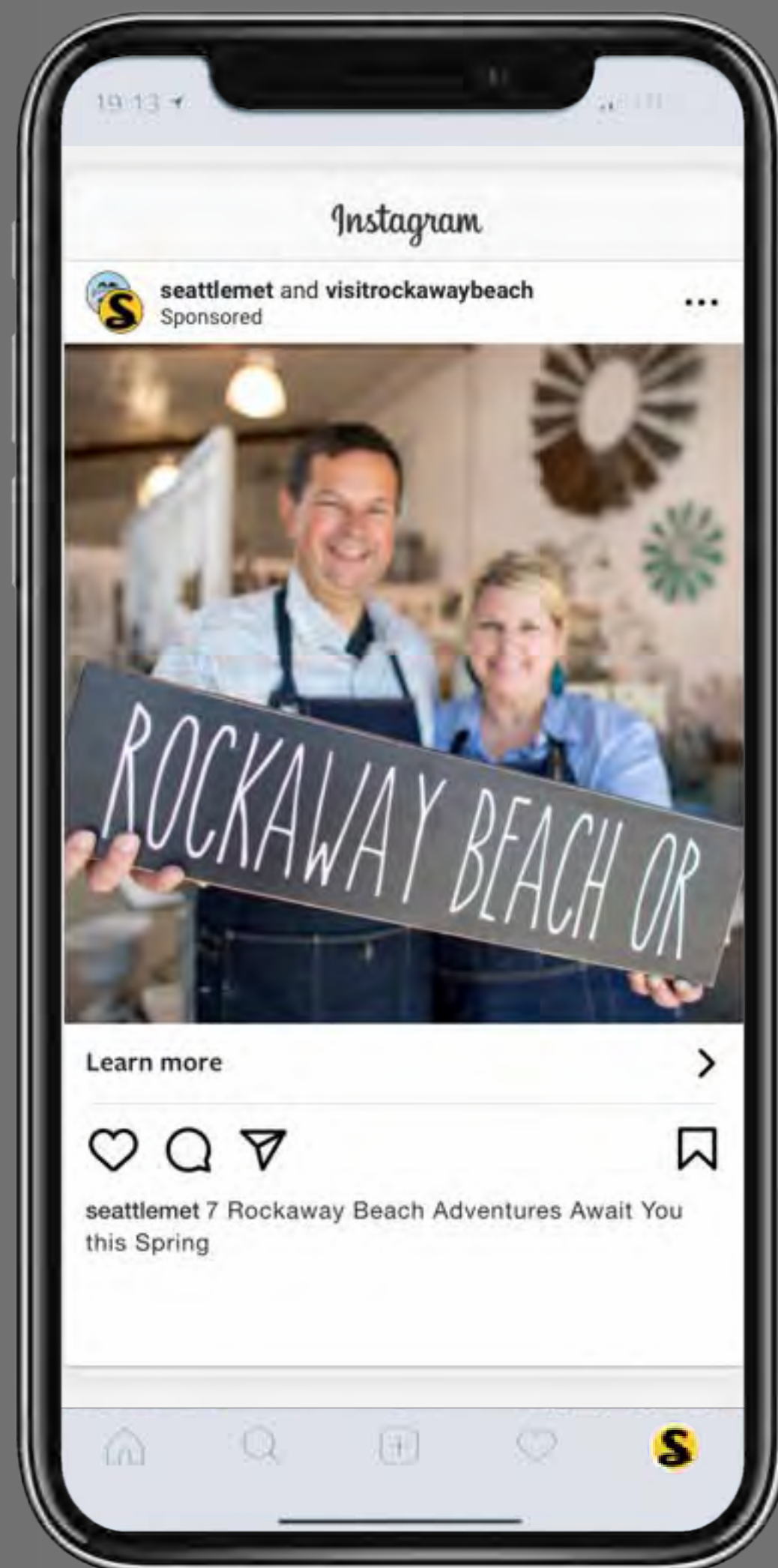
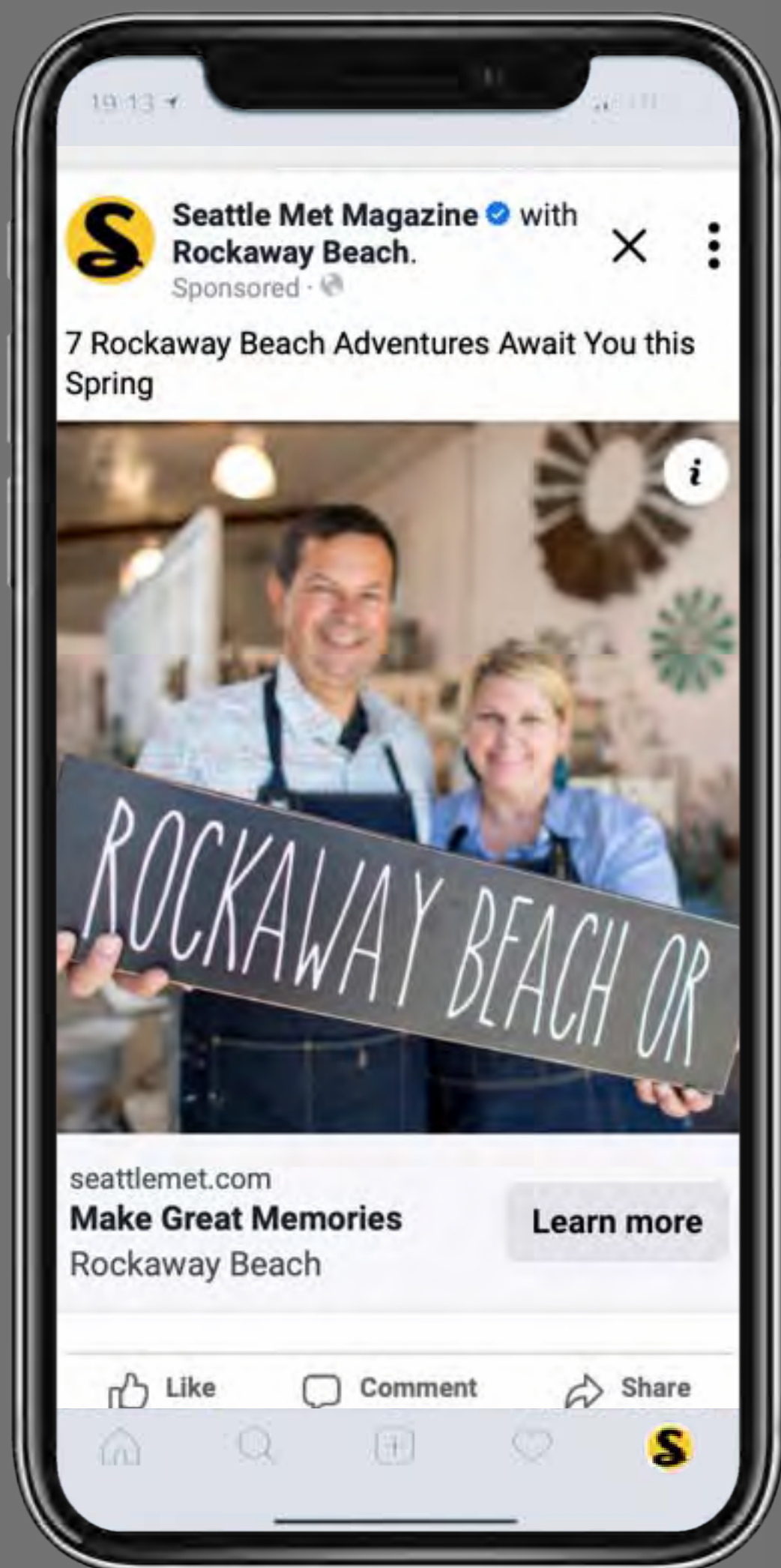
Social Media

- Reach: 15,506
- Impressions: 25,616
- Total Clicks*: 806
- Link Clicks*: 537
- Clickthrough Rate: 3.15%
- Likes: 61
- Comments: 3
- Shares: 5



*Link Clicks: When a user clicks directly on the destination URL for an ad.

*Total Clicks: When a user clicks anywhere on an ad (ex. clicking on likes, comments, shares, video, client's page via the branded partner tag, etc.).



Thank you for your partnership!

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