



MAY 2024: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 5,833 users visited the website in February, with 5,706 new users and 6,998 sessions, 15,702 page views This is 25% more than April, 2024.

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

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

Pages most visited: restaurants, grumpys café, annual events, bonfires, outdoor, things to do, rockhounding

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

Actions (events) taken: Get the Guide (234 requests) new newsletter subscribers: 8

SOCIAL MEDIA

- Conducting a social campaign highlighting Rockaway Beach businesses

Facebook: 26 new followers, now at 11,866 followers Facebook posts reached 30,346

Post with the most: Post reach 12,688; engagements 296 "Rockaway Beach is beautiful...."

May 26, 2024 (attached)

INSTAGRAM: 1,709 followers, up 22 followers from April (see attached for most liked images)

EARNED MEDIA

Salmonberry Trail guided hikes offer look at Oregon's elusive 82-mile valley to coast path

<https://www.statesmanjournal.com/story/travel/outdoors/2024/05/21/salmonberry-trail-oregon-coast-guided-hike/73689610007/>

7 Scenic Train Trips On The West Coast Worth Trying This Summer (mentions OCSR & Rockaway Beach)

<https://www.thetravel.com/scenic-train-trips-on-the-west-coast-in-summer/>

"Here is Oregon" ONLINE CAMPAIGN with the Oregonian

Started April 15, runs to June 15.

- Exploring the delights of this Oregon coast city bit.ly/3Wv9RBE
- See examples of banner videos and ads (attached)
- Oregonian (by Jamie Hale) **A weekend exploring Rockaway Beach, an overlooked town on the north Oregon coast** <https://www.hereisoregon.com/places/2024/05/a-weekend-exploring-rockaway-beach-an-overlooked-town-on-the-north-oregon-coast.html>

- **Peak Northwest Podcast: Here is Oregon campaign**

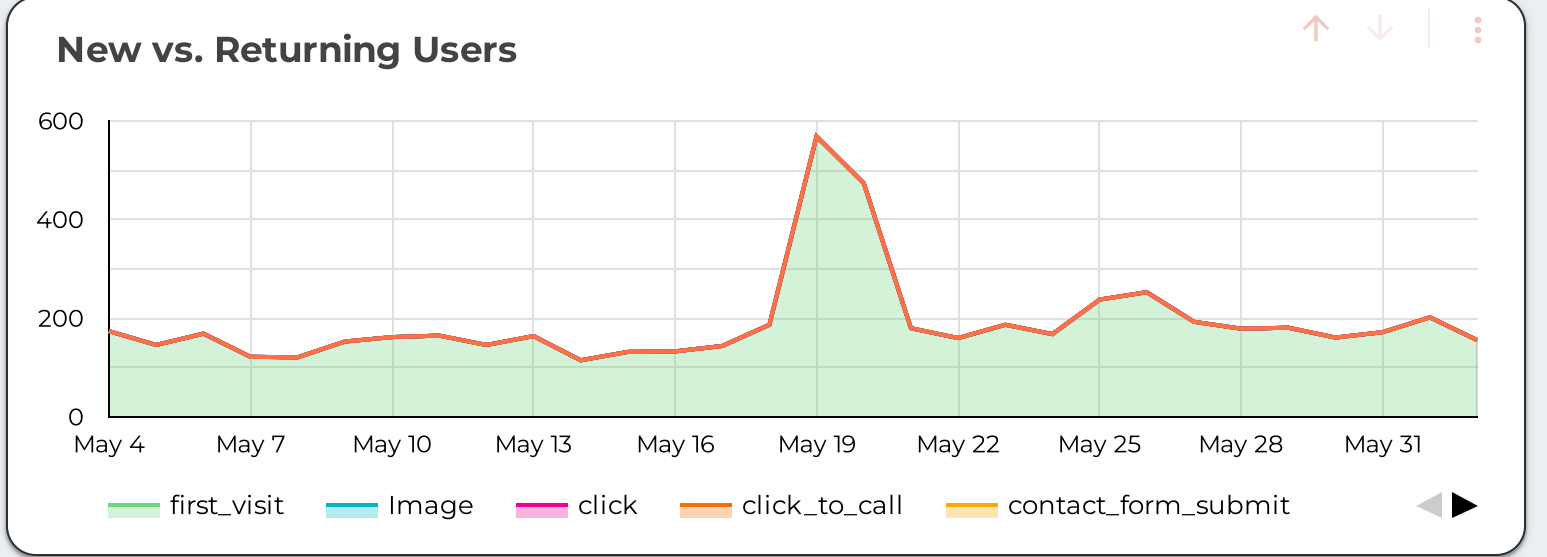
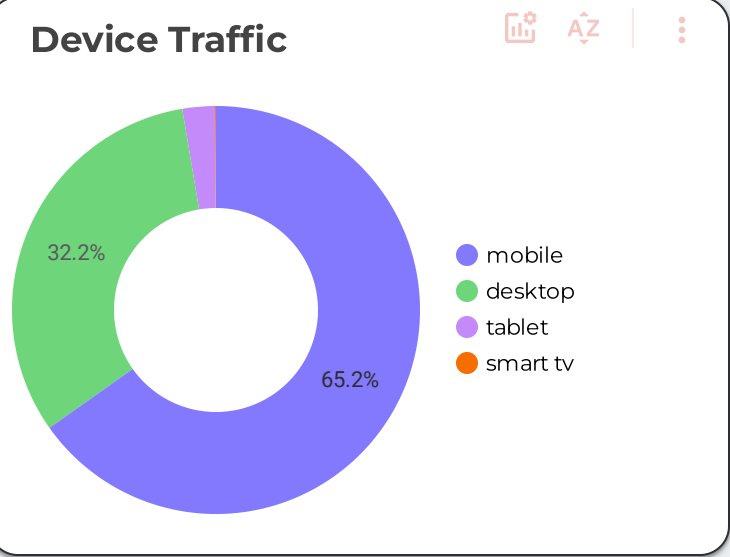
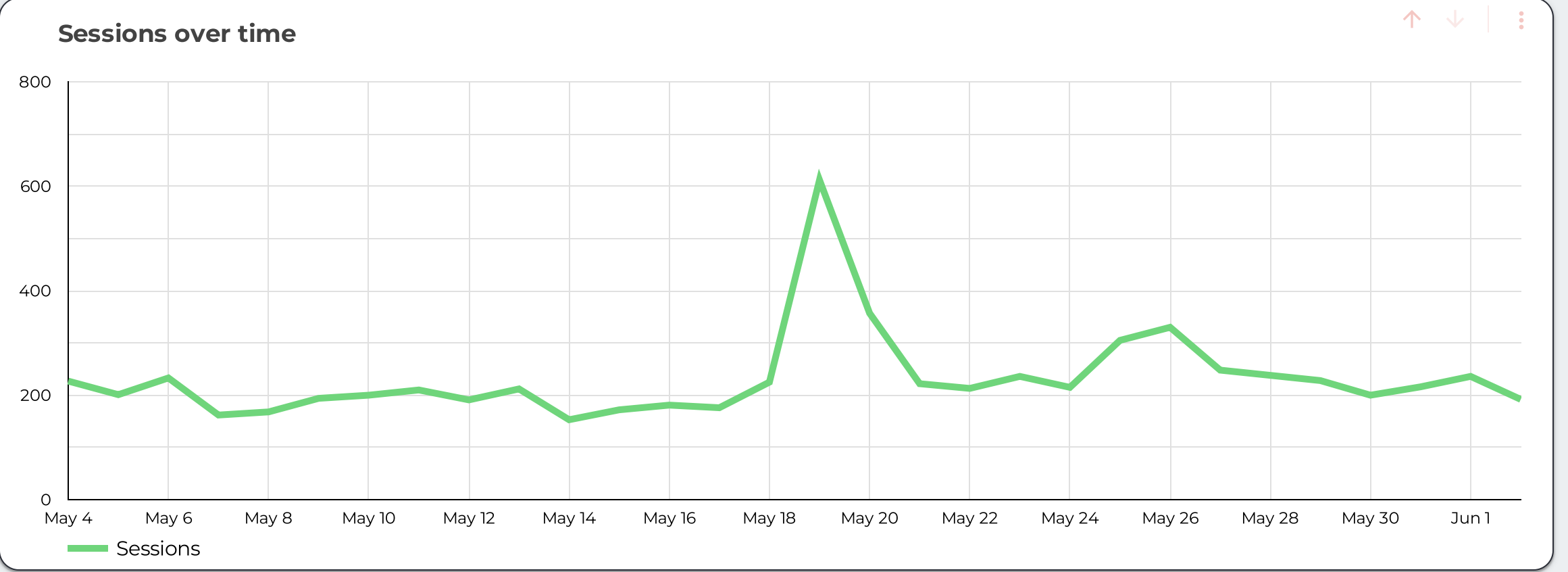
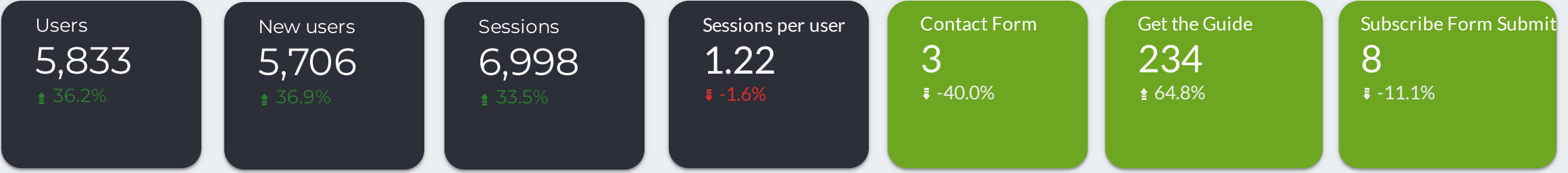
What to see and do in Rockaway Beach <https://www.oregonlive.com/podcasts/2024/05/what-to-see-eat-and-do-in-rockaway-beach-peak-northwest-podcast.html>

WAYFINDING (paid for by TCVA)

- Lake Lytle and Anchor Street single post gateway signs delivered to Public Works
- Map to be placed inside kiosk at Anchor Street park – delivered to Public Works
- Contract signed with Security Signs Company for digital sign at city hall

Report prepared by Tillamook Coast Visitors Association, June 3, 2024

User Behavior



How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	4,911	3,876	3,812	1.28
(direct)	673	549	501	1.29
trafficpeak.io	519	519	519	1
bing	221	185	180	1.19
omg	177	161	159	1.11
duckduckgo	103	77	76	1.36
yahoo	92	73	69	1.31
tillamookcoast.com	80	67	67	1.19
(not set)	58	58	1	1.02
traveloregon.com	23	22	22	1.05
beachconnection.net	22	19	19	1.16
visittheoregoncoast.com	20	19	19	1.05
Grand total	6,998	5,833	5,706	1.22

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	22,017	109	0.5%	9.79	9.79
rockaway beach oregon	15,918	286	1.8%	6.52	6.52
rockaway beach weather	2,638	1	0.04%	13.25	13.25
rockhounding	2,210	3	0.14%	6.48	6.48
rock hounding	1,648	0	0%	3.24	3.24
things to do in rockaway be...	1,484	44	2.96%	6.86	6.86
rockaway beach directions	1,378	4	0.29%	5.03	5.03
rockaway beach resort	1,312	15	1.14%	5.93	5.93
pronto pup	1,267	25	1.97%	8.21	8.21
kelly's marina	1,089	1	0.09%	7.22	7.22
twin rocks	1,021	2	0.2%	5.72	5.72
rockaway beach, oregon	1,009	13	1.29%	5.97	5.97
rockaway beach restaurants	842	32	3.8%	3.62	3.62
old oregon smokehouse	837	9	1.08%	7.39	7.39
rockaway	834	3	0.36%	12.93	12.93
pronto pup rockaway	771	7	0.91%	6.74	6.74
rockaway beach hotels	749	3	0.4%	9.33	9.33
Grand total	235,098	3,930	1.67%	17.32	17.32

What Pages Did Users Visit?

Sessions
6,998
↑ 33.5%

Page views
15,702
↑ 92.3%

User engagement
103:49:55
↑ 50.9%

Page path	Sessions	Page views
/	1.8K	7K
/rockaway-beach-restaurants/	505	637
/restaurants/grumpys-cafe/	457	529
/rockaway-beach-annual-events/	356	377
/bonfires/	339	357
/outdoor/	323	304
/things-to-do/	318	363
/how-to-spot-rocks-when-rockhounding/	270	277
/indoor/	235	120
/rockaway-beach-shopping/	231	258
/current-events/	222	230
/lodging-guide-rv-parks-camping/	204	265
/the-story-behind-glass-floats/	197	203
/restaurants/original-pronto-pup/	190	193
/eat-sleep/	187	209
/how-to-get-here/	160	168
/twin-rocks/	149	152
/lodging-guide-hotels-motels/	145	173
/shopping/flamingo-jims-gifts-clothing/	120	133
/rockaway-beach-lodging-guide/	120	131
Grand total	7K	15.7K

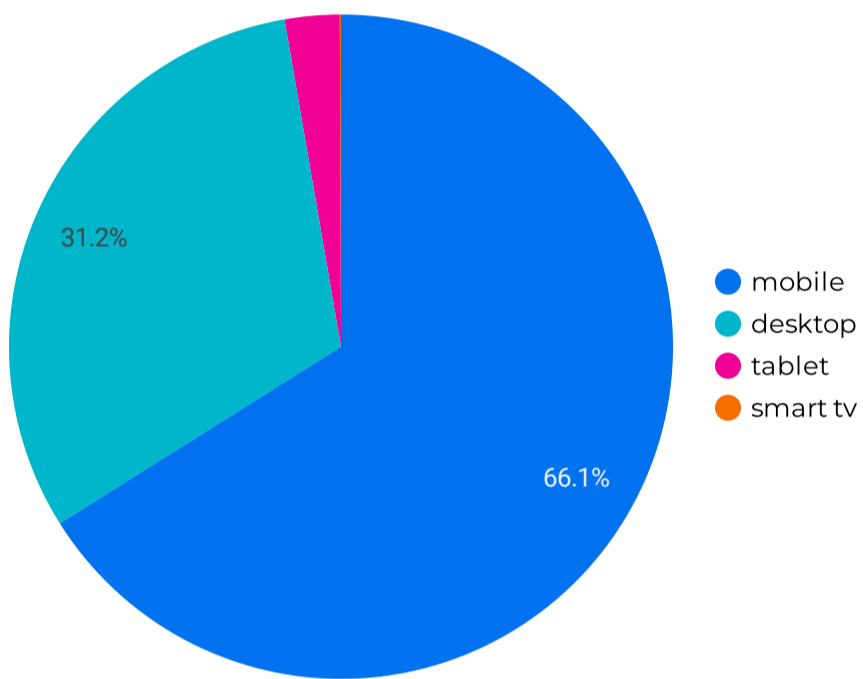
Visitor Demographics

Users
5,833
↑ 36.2%

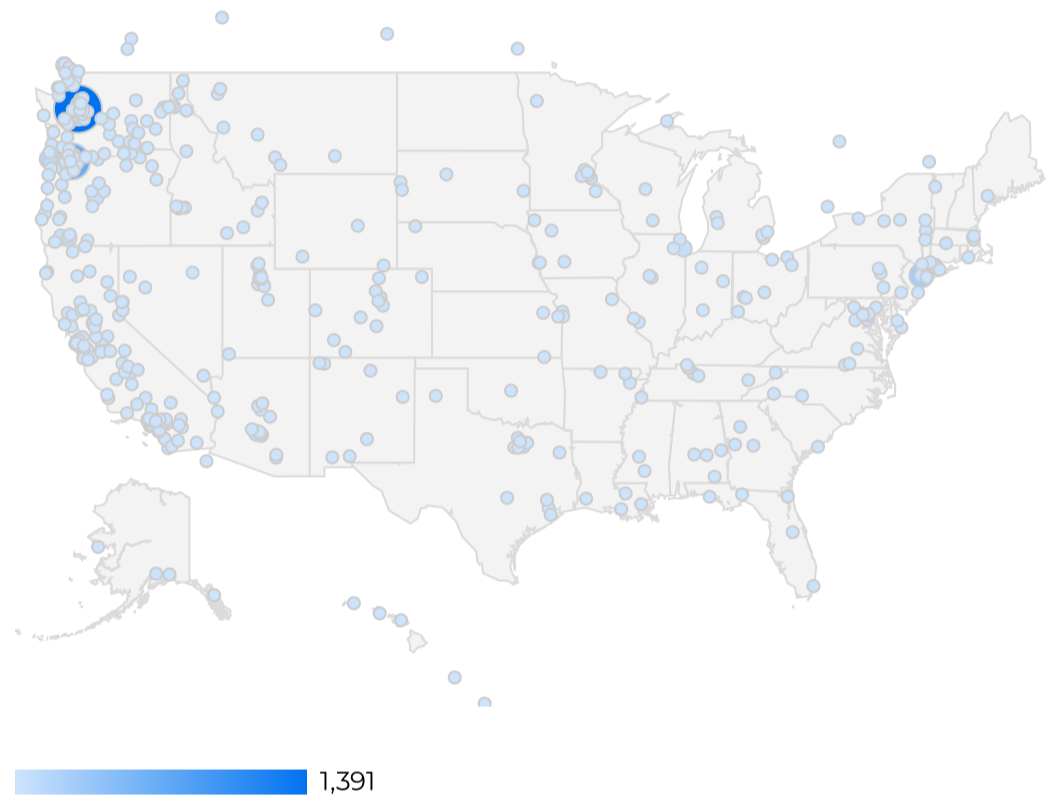
New users
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Sessions
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↑ 33.5%

Sessions by Device



Sessions by City



City	Sessions	Users	New users	Sessions per user	User engagement
Seattle	1,391	1,032	959	1.38	16:49:35
(not set)	897	917	857	0.99	11:41:25
Portland	671	573	536	1.2	08:58:18
New York	288	254	249	1.15	02:06:34
Rockaway Beach	172	145	114	1.22	02:34:14
Tillamook	99	91	71	1.13	00:59:56
Vancouver	87	76	70	1.21	01:08:38
Los Angeles	76	66	55	1.21	00:59:29
San Jose	55	45	41	1.22	00:48:52
Beaverton	54	50	45	1.13	00:39:05
Chicago	54	43	41	1.32	00:40:26
Forest Grove	49	42	37	1.2	00:29:48
Hillsboro	48	43	40	1.14	00:41:32
Oregon City	43	38	33	1.19	00:24:33
Bend	41	34	32	1.28	00:21:07
Salem	40	37	33	1.08	00:47:19
Grand total	6,998	5,833	5,706	1.22	103:49:55

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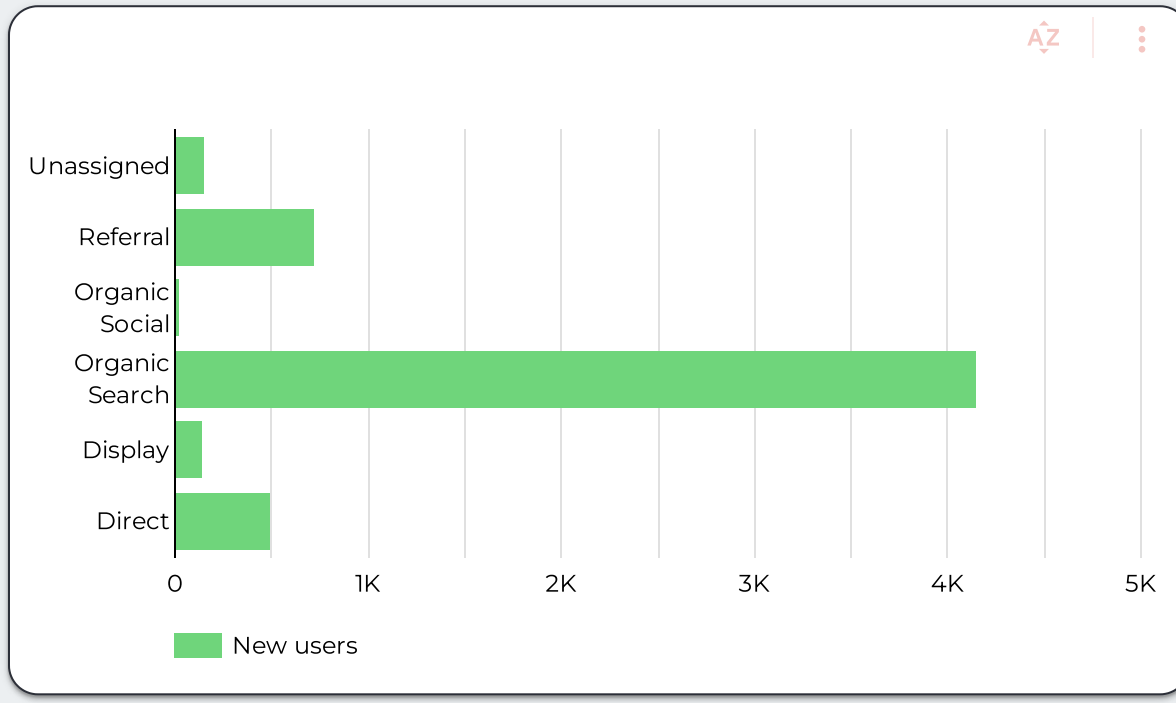
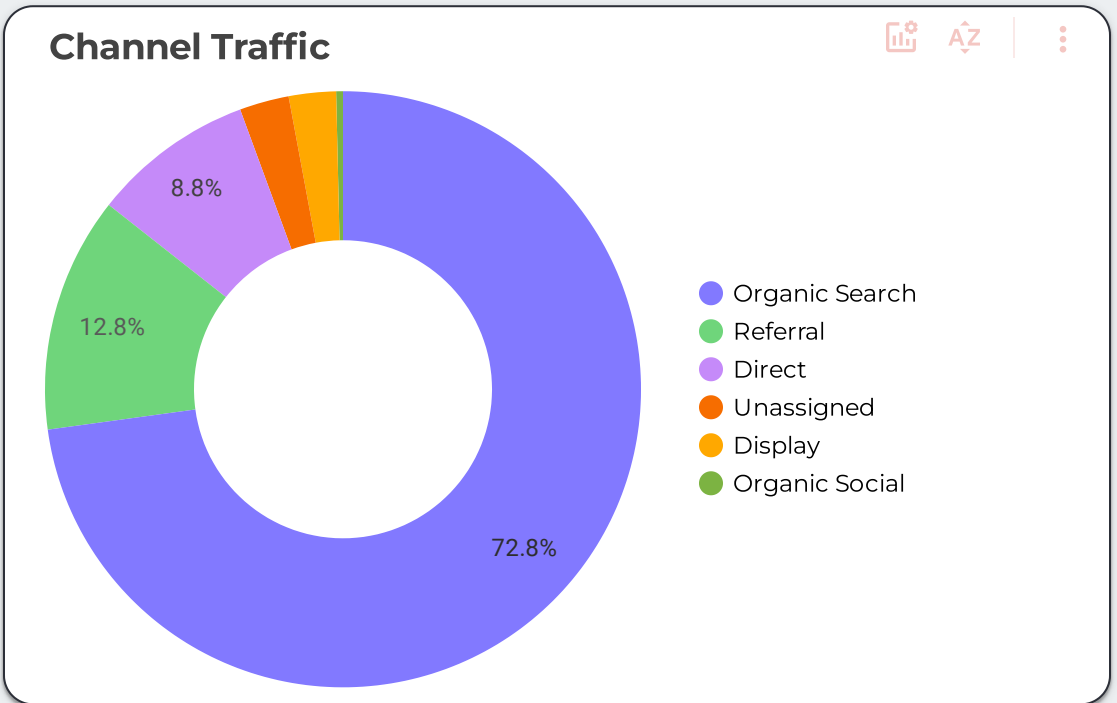
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trafficpeak.io	519	519	519	1	00:16:37
bing	221	185	180	1.19	05:39:50
omg	177	161	159	1.11	00:33:20
duckduckgo	103	77	76	1.36	01:45:02
yahoo	92	73	69	1.31	02:02:03
tillamookcoast.com	80	67	67	1.19	01:15:06
(not set)	58	58	1	1.02	00:44:30
traveloregon.com	23	22	22	1.05	00:19:42
beachconnection.net	22	19	19	1.16	00:24:03
visittheoregoncoast.com	20	19	19	1.05	00:19:51
corb.us	20	16	14	1.25	00:25:56
Grand total	6,998	5,833	5,706	1.22	103:49:55

1 - 55 / 55



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

Event count
98,710
↑ 20.1%

Events per session
14.11
↓ -10.0%

Event name	Event count	Events per session
view_search_results	22	1.1
user_engagement	8.1K	1.8
subscribe_form_submit	8	1.1
social_link_click	132	1.2
session_start	7.1K	1
scroll	2.7K	1.3
page_view	15.7K	2.4
get_the_guide	234	1
first_visit	5.7K	1
file_download	2	1
contact_form_submit	3	1
click_to_call	21	1.2
click	1.7K	1.5
Image	57.4K	78.5
Grand total	98.7K	14.1



Rockaway Beach

Published by Dan Haag · May 26 at 6:49 AM · 🌐



Rockaway Beach is beautiful.
Photo by @himynameistrento
[#visitrockawaybeach](#)





visitrockawaybeach

Follow

Message



564 posts

1,709 followers

191 following

Visit Rockaway Beach

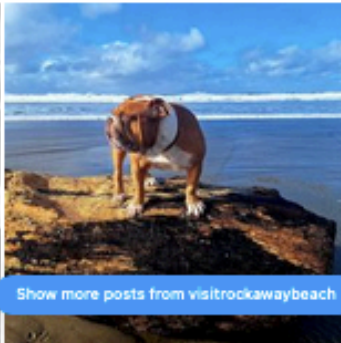
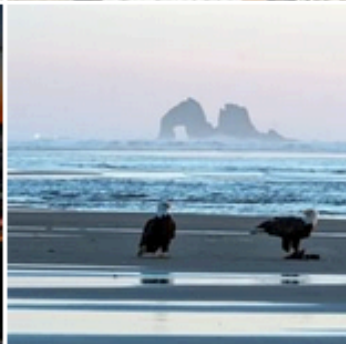
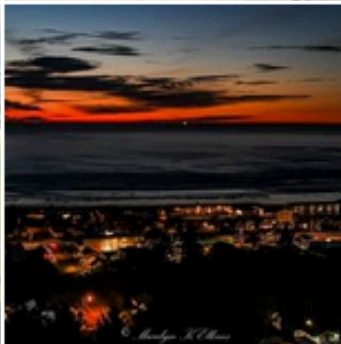
Local & travel website

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

visitrockawaybeach.org

POSTS



TAGGED




Show more posts from visitrockawaybeach


Here is Oregon campaign: banner ads

Advertisement



**Visit Rockaway Beach** 

Rockaway Beach: Where outdoor adventure meets coastal charm. Explore and discover hiking trails, water sports, quaint restaurants, eclectic shops, and abundant lodging options.




PLAN YOUR TRIP 

Advertisement

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PLAN YOUR TRIP 