



JUNE 2024: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: **10,957** users visited the website June, twice as many as in May, with **10,825 new users** and **13,172 sessions** – all double that of May. **19,129 page views** This is **25% more** than May, 2024.

Top keywords: “Rockaway Beach,” Rockaway Beach Oregon,” “weather,” “rockhounding”

Top User geolocations: Seattle, Portland, Hermiston, Chicago, Los Angeles, Dallas, Vancouver, San Jose, Forest Grove, Denver, Salem

Pages most visited: story of glass floats, annual events, restaurants, outdoor, things to do, Grumpy’s Café, bonfires, rockhounding

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

Actions (events) taken: Get the Guide (**385 requests**) new newsletter subscribers: 29

SOCIAL MEDIA

Continuing social campaign highlighting Rockaway Beach businesses

FACEBOOK: Post Reach: **124,914** (4X more May); **5,648** engagements

96 new followers (4X more than May), now at **11,964 followers**

Post with the most: Post reach **99,827**; engagements **1,736** “This summer marks the 48th Annual Rockaway Beach Kite and Art Festival, held June 14th, 15th, and 16th (Father’s Day weekend).”

June 7, 2024 (attached)

INSTAGRAM: **1,749 followers**, up **40 followers** from May (see attached for most liked images)

E-NEWSLETTER: **7,406 subscribers**, **32% open rate** (nearly 3X industry rate), **18%** Click-thru-rate (CTR) “Summer events sizzle in Rockaway Beach” – focus on July events and activities

EARNED MEDIA

Beach Connection: Annual Rockaway Beach Kite and Art Festival Returns to Oregon Coast

<https://www.beachconnection.net/news/annual-rockaway-beach-kite-art-festival-returns-oregon-coast060924.php>

Ice Cream Trains and Moonlight Excursions for Oregon Coast Scenic Railroad

<https://www.beachconnection.net/news/ice-cream-train-moolight-excursions062724.php>

OregonLive: All hail the corn dog at The Original Pronto Pup, Oregon’s shrine to fried food on a stick

<https://www.oregonlive.com/travel/2024/06/all-hail-the-corn-dog-at-the-original-pronto-pup-oregons-shrine-to-fried-food-on-a-stick.html?>

Peak Northwest Podcast (Oregonian)

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>

SPONSORED CONTENT

“Here is Oregon” ONLINE CAMPAIGN with the Oregonian

- ***See attached report. Higher than average results***

WAYFINDING (paid for by TCVA)

- Lake Lytle and Anchor Street single post gateway signs NOT YET delivered to Public Works
- Contract signed with Security Signs Company for digital sign at city hall

Report prepared by Tillamook Coast Visitors Association, June 30, 2024

User Behavior

Users

10,957

96.6%

New users

10,825

98.3%

Sessions

13,172

94.9%

Sessions per user

1.21

-1.0%

Contact Form

11

266.7%

Get the Guide

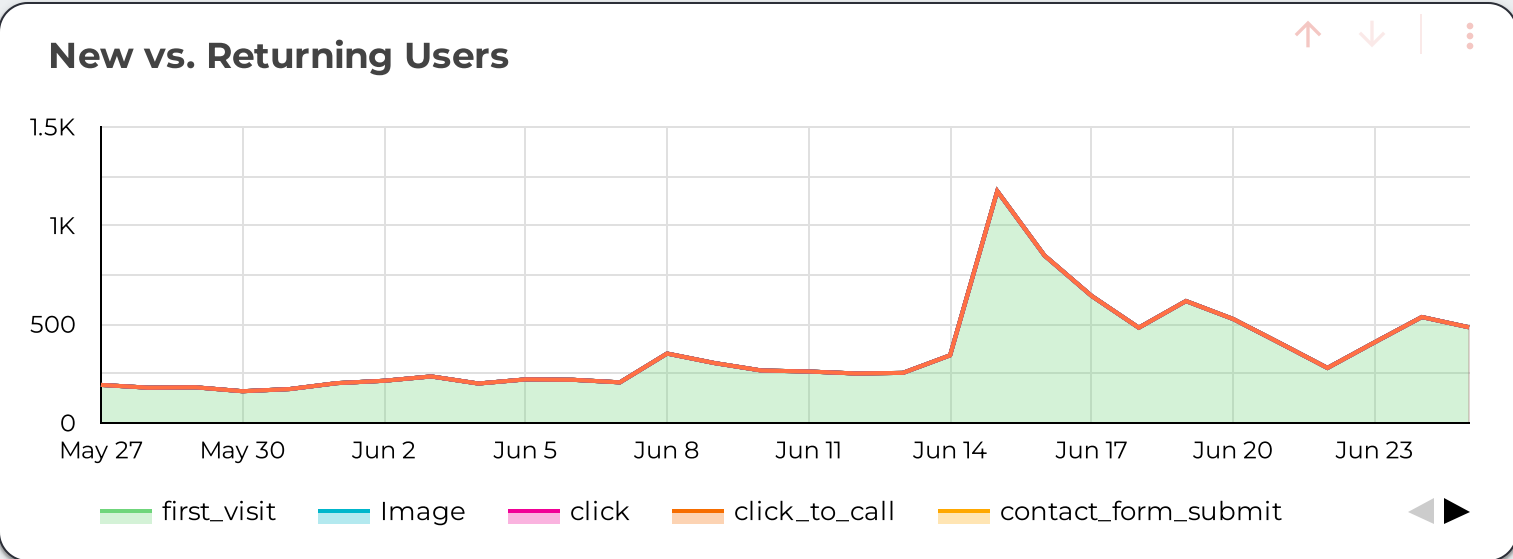
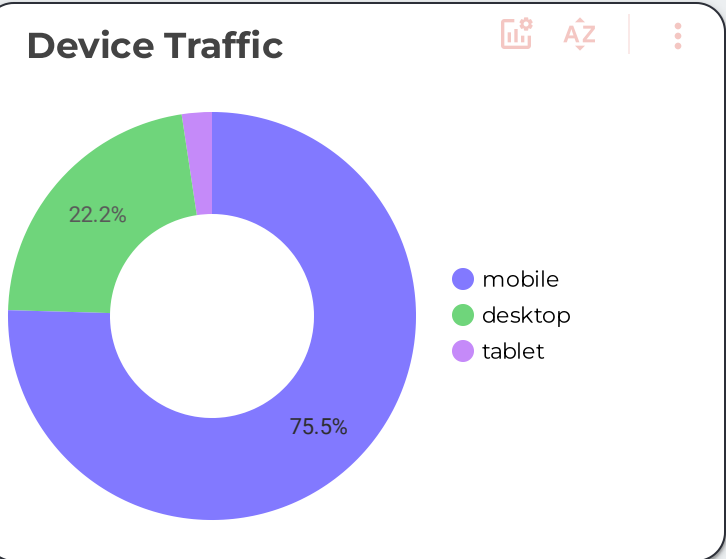
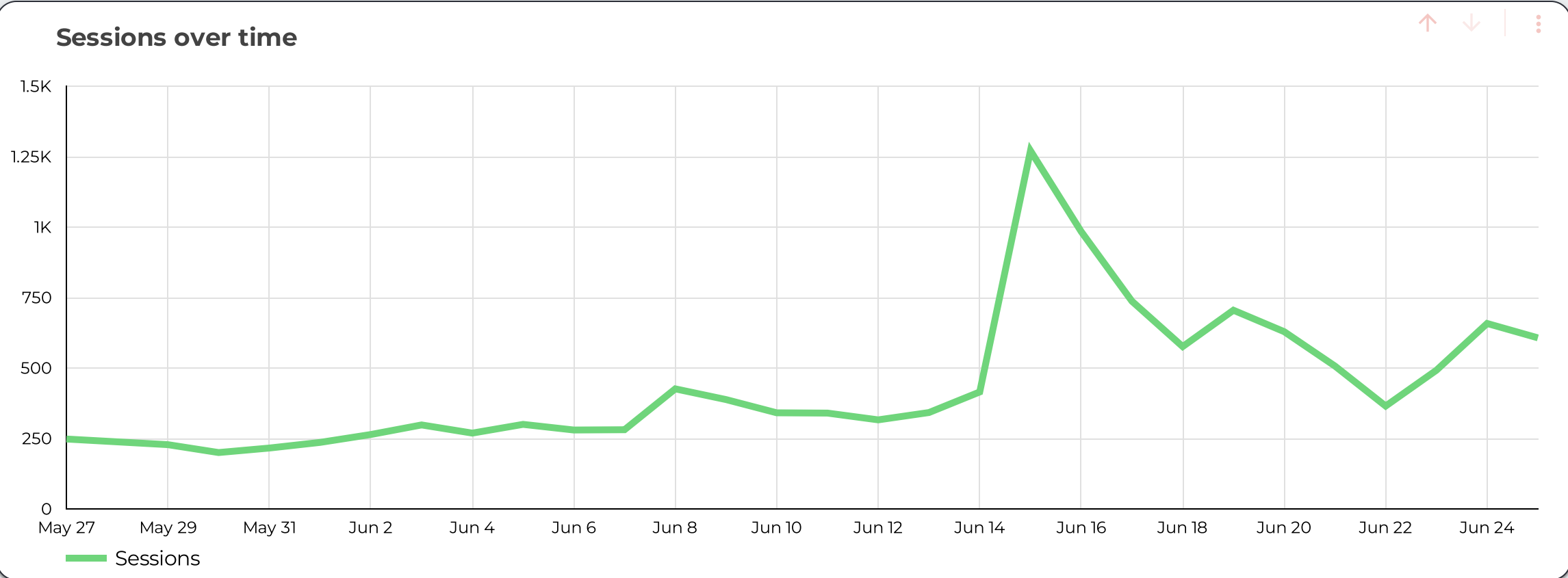
385

85.1%

Subscribe Form Submit

29

222.2%



How Did Users Get To Our Website?

| User source | Sessions | Users | New users | Sessions per user |
|---------------------|----------|--------|-----------|-------------------|
| google | 7,683 | 6,238 | 6,146 | 1.24 |
| (direct) | 2,513 | 2,125 | 2,077 | 1.19 |
| m.facebook.com | 1,061 | 1,059 | 1,059 | 1 |
| lm.facebook.com | 469 | 468 | 468 | 1 |
| bing | 373 | 296 | 289 | 1.26 |
| beachconnection.net | 147 | 111 | 110 | 1.32 |
| duckduckgo | 143 | 94 | 91 | 1.57 |
| yahoo | 133 | 106 | 104 | 1.27 |
| omg | 132 | 127 | 125 | 1.05 |
| tillamookcoast.com | 114 | 85 | 84 | 1.36 |
| l.facebook.com | 101 | 84 | 84 | 1.2 |
| traveloregon.com | 75 | 70 | 70 | 1.17 |
| Grand total | 13,172 | 10,957 | 10,825 | 1.21 |

Keywords from Google

| Query | Impressions | Clicks | Site CTR | Average Position | Average Position |
|--------------------------------|-------------|--------|----------|------------------|------------------|
| rockaway beach | 46,600 | 160 | 0.34% | 9.7 | 9.7 |
| rockaway beach oregon | 20,068 | 572 | 2.85% | 6.52 | 6.52 |
| rockaway beach weather | 4,161 | 3 | 0.07% | 12.74 | 12.74 |
| oregon du drops | 3,798 | 5 | 0.13% | 9.52 | 9.52 |
| rockaway beach directions | 3,373 | 0 | 0% | 4.8 | 4.8 |
| japanese glass floats | 1,906 | 2 | 0.1% | 3.17 | 3.17 |
| glass balls on beach | 1,753 | 173 | 9.87% | 1.31 | 1.31 |
| pronto pup | 1,628 | 10 | 0.61% | 9.27 | 9.27 |
| rockaway beach resort | 1,543 | 16 | 1.04% | 6.04 | 6.04 |
| rockhounding | 1,529 | 3 | 0.2% | 7.66 | 7.66 |
| weather rockaway beach | 1,514 | 0 | 0% | 13.23 | 13.23 |
| things to do in rockaway be... | 1,426 | 57 | 4% | 6.46 | 6.46 |
| oregon dew drops | 1,420 | 1 | 0.07% | 10.02 | 10.02 |
| kelly's marina | 1,334 | 2 | 0.15% | 8.09 | 8.09 |
| rockaway beach hotels | 1,251 | 10 | 0.8% | 8.53 | 8.53 |
| rock hounding | 1,149 | 0 | 0% | 4.16 | 4.16 |
| rockaway beach restaurants | 1,140 | 46 | 4.04% | 4.01 | 4.01 |
| Grand total | 323,554 | 6,463 | 2% | 14.22 | 14.22 |

What Pages Did Users Visit?

Sessions

13,172

94.9%

Page views

19,129

26.0%

User engagement

135:03:55

31.6%

| Page path | Sessions | Page views |
|---|----------|------------|
| / | 2.8K | 3.1K |
| /the-story-behind-glass-floats/ | 2.5K | 2.6K |
| /rockaway-beach-annual-events/ | 1.3K | 1.2K |
| /rockaway-beach-restaurants/ | 745 | 933 |
| /outdoor/ | 592 | 539 |
| /things-to-do/ | 582 | 625 |
| /restaurants/grumpys-cafe/ | 578 | 678 |
| /bonfires/ | 479 | 484 |
| /lodging-guide-rv-parks-camping/ | 396 | 490 |
| /rockaway-beach-shopping/ | 356 | 404 |
| /current-events/ | 355 | 386 |
| /how-to-spot-rocks-when-rockhounding/ | 344 | 346 |
| /eat-sleep/ | 336 | 377 |
| /how-to-get-here/ | 276 | 286 |
| /lodging-guide-hotels-motels/ | 250 | 339 |
| /restaurants/original-pronto-pup/ | 235 | 237 |
| /rockaway-beach-lodging-guide/ | 205 | 237 |
| /indoor/ | 197 | 204 |
| /twin-rocks/ | 184 | 184 |
| /shopping/flamingo-jims-gifts-clothing/ | 168 | 178 |
| Grand total | 13.2K | 19.1K |

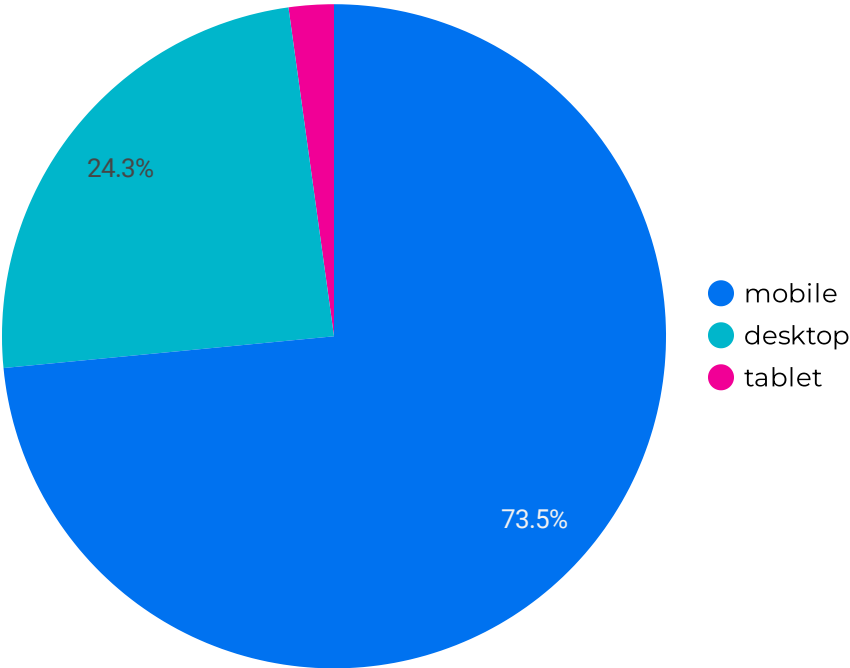
Visitor Demographics

Users
10,957
↑ 96.6%

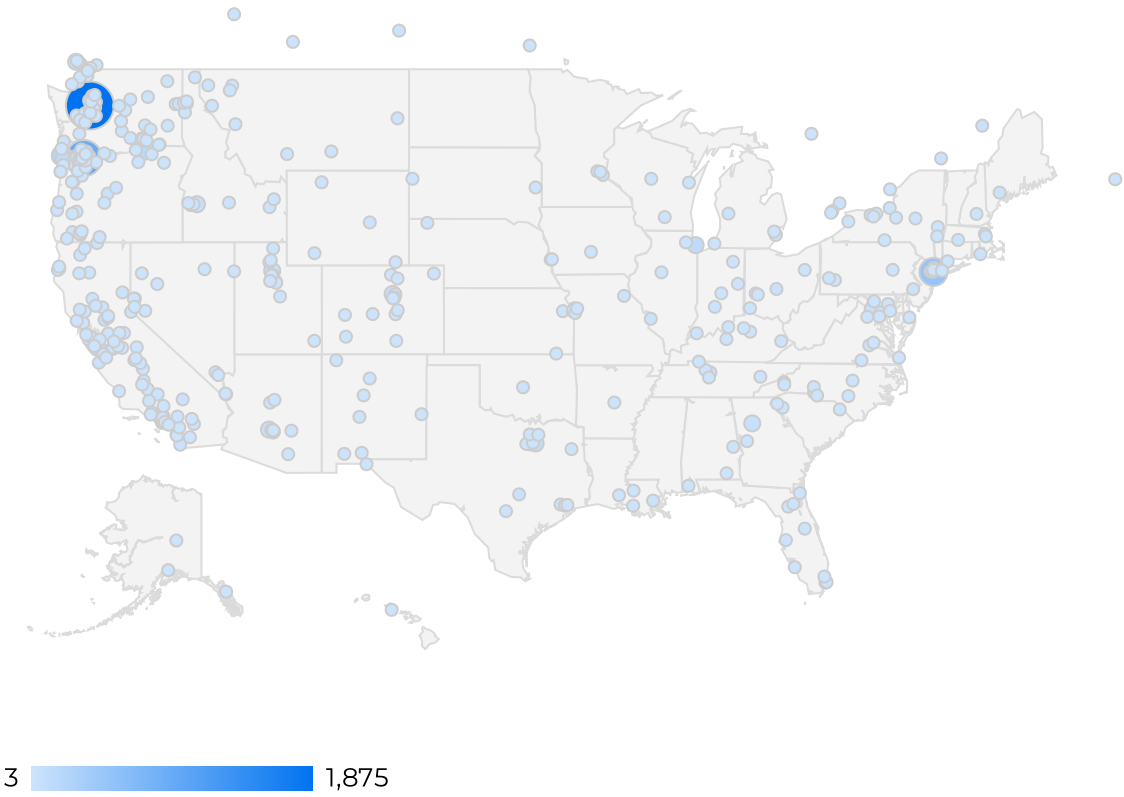
New users
10,825
↑ 98.3%

Sessions
13,172
↑ 94.9%

Sessions by Device



Sessions by City



| City | Sessions | Users | New users | Sessions per user | User engagement |
|----------------|----------|--------|-----------|-------------------|-----------------|
| Seattle | 1,875 | 1,528 | 1,384 | 1.26 | 23:11:05 |
| Singapore | 1,258 | 1,255 | 1,244 | 1.01 | 00:00:09 |
| Portland | 909 | 788 | 728 | 1.17 | 13:15:13 |
| (not set) | 813 | 728 | 649 | 1.14 | 09:47:06 |
| New York | 516 | 469 | 456 | 1.11 | 02:49:45 |
| Rockaway Beach | 239 | 195 | 151 | 1.27 | 02:58:08 |
| Hermiston | 180 | 17 | 12 | 11.25 | 00:11:23 |
| Tillamook | 148 | 130 | 112 | 1.16 | 02:07:12 |
| Chicago | 135 | 113 | 103 | 1.25 | 01:14:38 |
| Los Angeles | 129 | 119 | 107 | 1.09 | 01:11:57 |
| Dallas | 112 | 100 | 94 | 1.15 | 01:09:48 |
| Vancouver | 103 | 80 | 70 | 1.36 | 01:06:37 |
| San Jose | 95 | 82 | 72 | 1.19 | 00:54:33 |
| Forest Grove | 86 | 71 | 63 | 1.26 | 00:56:17 |
| Denver | 80 | 72 | 65 | 1.18 | 00:52:38 |
| Salem | 74 | 63 | 56 | 1.23 | 01:05:44 |
| Grand total | 13,172 | 10,957 | 10,825 | 1.21 | 135:03:55 |

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How Did Users Get To Our Website?

Users

10,957

96.6%

New users

10,825

98.3%

Sessions

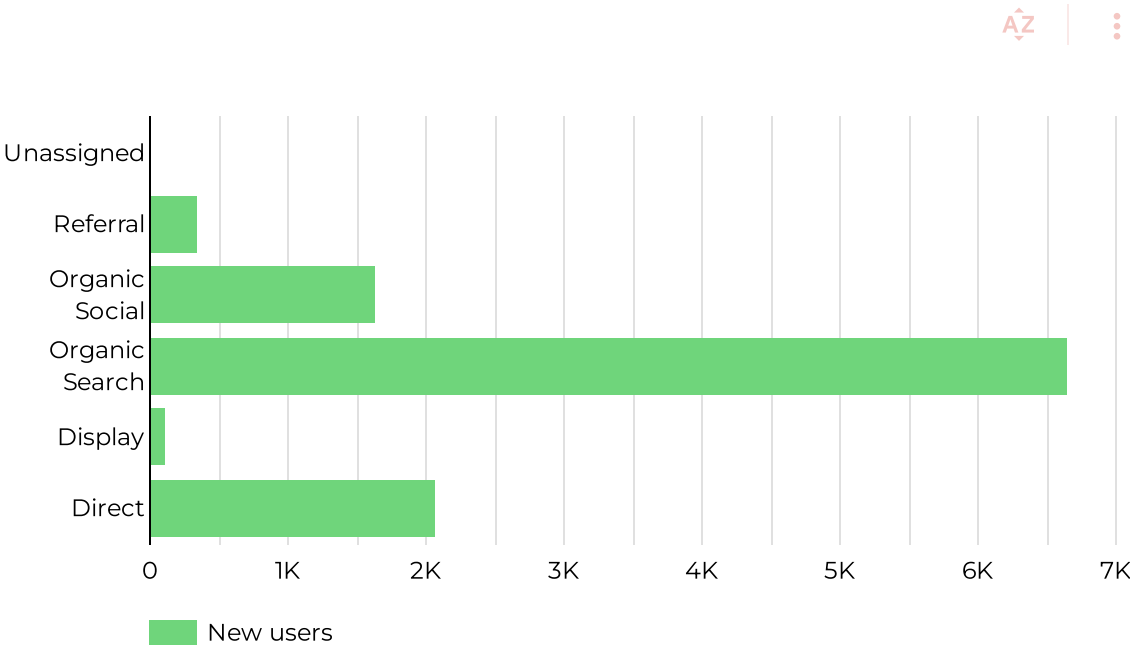
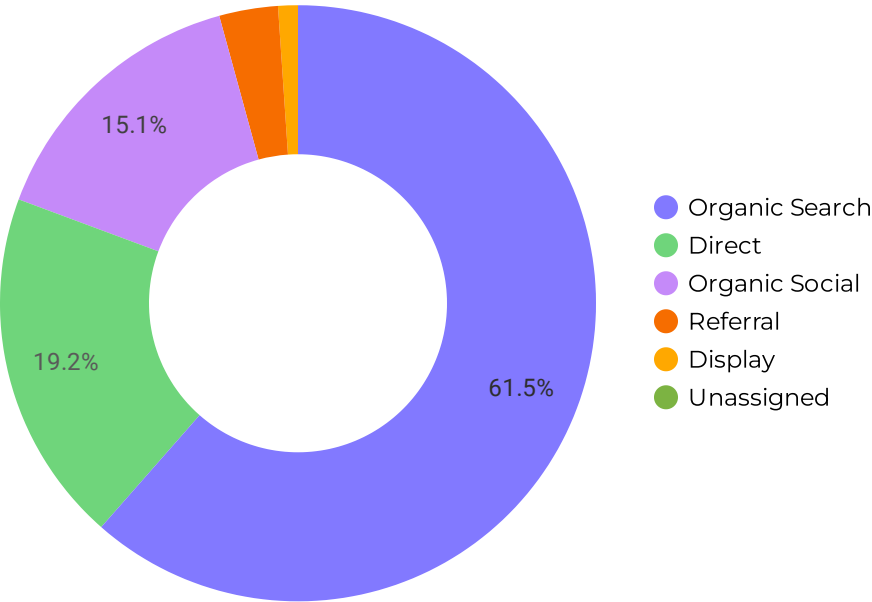
13,172

94.9%

| User source | Sessions | Users | New users | Sessions per user | User engagement |
|-------------------------|----------|--------|-----------|-------------------|-----------------|
| google | 7,683 | 6,238 | 6,146 | 1.24 | 101:33:38 |
| (direct) | 2,513 | 2,125 | 2,077 | 1.19 | 07:41:42 |
| m.facebook.com | 1,061 | 1,059 | 1,059 | 1 | 00:38:27 |
| lm.facebook.com | 469 | 468 | 468 | 1 | 00:05:15 |
| bing | 373 | 296 | 289 | 1.26 | 08:50:42 |
| beachconnection.net | 147 | 111 | 110 | 1.32 | 04:23:09 |
| duckduckgo | 143 | 94 | 91 | 1.57 | 02:35:51 |
| yahoo | 133 | 106 | 104 | 1.27 | 02:54:22 |
| omg | 132 | 127 | 125 | 1.05 | 00:23:14 |
| tillamookcoast.com | 114 | 85 | 84 | 1.36 | 01:16:33 |
| l.facebook.com | 101 | 84 | 84 | 1.2 | 00:33:34 |
| traveloregon.com | 35 | 30 | 30 | 1.17 | 00:29:42 |
| visittheoregoncoast.com | 33 | 31 | 31 | 1.06 | 00:45:12 |
| Grand total | 13,172 | 10,957 | 10,825 | 1.21 | 135:03:55 |

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Channel Traffic



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

Event count

179,472

↑ 85.1%

Events per session

13.63

↓ -5.0%

| Event name | Event count | Events per session |
|-----------------------|-------------|--------------------|
| view_search_results | 54 | 1.2 |
| user_engagement | 12K | 2 |
| subscribe_form_submit | 29 | 1.8 |
| social_link_click | 224 | 1.3 |
| session_start | 13.1K | 1 |
| scroll | 4.7K | 1.3 |
| page_view | 19.1K | 1.5 |
| get_the_guide | 385 | 1.1 |
| first_visit | 10.8K | 1 |
| file_download | 2 | 1 |
| contact_form_submit | 11 | 1 |
| click_to_call | 24 | 1 |
| click | 2.7K | 1.6 |
| Image | 116.3K | 76.1 |
| Grand total | 179.5K | 13.6 |

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Rockaway Beach

Published by Dan Haag · June 7 at 5:34 AM · 🌐

...

This summer marks the 48th Annual Rockaway Beach Kite and Art Festival, held June 14th, 15th, and 16th (Father's Day weekend) at Rockaway Beach! 🎨🪁

This is the perfect event to come out and enjoy our coastal skies, filled with vibrant color and dreams of flight. Kite enthusiasts are encouraged to bring their own kites to fly. 🌈

The festival also features some amazing live music, kite exhibitions, an array of incredible vendors and artisans, and tasty meals all weekend. Come... [See more](#)





visitrockawaybeach

Follow

Message

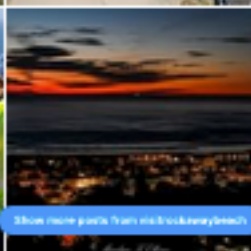


887 posts · 1,709 followers · 181 following

Visit Rockaway Beach
Local & travel insider
Enjoy scenic views of beach and endless stories. Share photos & stories. Rockaway Beach Oregon
visitrockawaybeach.org

POSTS

TRIGG



Share more posts from visitrockawaybeach

Related accounts

See all



A Celebration of the best living in Oregon

Tillamook Coast Visitors Association

April – June 2024

Brand Storyteller Update

Thank you for supporting stories that lift and celebrate the people, place and experiences that inspire innovation and build community.





During our campaign we delivered 447,228 ads & had 2,077 potential visitors to Rockaway Beach click on our ads to learn more!

447,228

Total Digital
Impressions

2,077

Total
Engagements



Story Performance

205,627

IMPS

403

Clicks

437

Page Views

1min. & 47sec. 49

Avg Time on Content

CTA

By aligning your brand and story with our readers, your campaign reached a highly engaged audience more likely to interact with your message.

Headlines directing to your story were served across OregonLive and Here is Oregon. This cross-channel exposure resulted in a strong call-to-action rate of 9.94% (the average across OregonLive.com is 2.5%).

[Story link here](#)

Story Performance

Your story will live on Here is Oregon for at least 1 year after publication. By placing your story on Here is Oregon you're maintaining a presence on a highly engaged audience.



(Courtesy: Rockaway Beach)

SPONSOR CONTENT

Exploring the delights of this Oregon coast city

By Rockaway Beach

Nestled quietly, just north of Tillamook and south of Manzanita, lies a coastal haven that has managed to preserve its natural beauty amidst the surge of tourism along the Oregon Coast. There lies a certain laid-back charm in Rockaway Beach, Oregon — a quiet seaside town where nature takes center stage, tranquility reigns supreme and its historic nonchalance to tourism only enhances its allure. In short, you'll find no pretense in Rockaway, just a friendly, kicked-back vibe.

"We have a lot of unspoiled natural areas because Tillamook County, for five or six generations, has been a farming and fishing community," said Nan Devlin, Executive Director the Tillamook Coast Visitors Association. Unlike many popular beach destinations, Rockaway has deliberately kept its shores undeveloped, allowing visitors to experience seven miles of pristine, wide sandy beaches devoid of excessive commercialization.

For those seeking outdoor adventures, Rockaway Beach is the ideal destination. Lake Lytle, for example, provides the perfect setting for paddle boarding and kayaking, while the Old Growth Cedar Trail offers a glimpse into the area's untouched wilderness. Including an eight- or nine-hundred-year-old cedar tree.

"It's like being in another world," mused Devlin. "It's beautiful and serene."

One of Rockaway Beach's most intriguing historical treasures is the Oregon Coast Scenic Railroad. Established in 1912, this beloved railway has earned the endearing nickname "Daddy Train." As Devlin recalled, it was once a tradition for fathers to commute back to Portland on Sundays for work and return to Rockaway on Fridays while their families enjoyed extended stays along the coast during the summer months.

Amidst the whispers of ancient oysters and the echoes of a bygone railway era, Rockaway Beach is a sanctuary — a place where time slows down and the simple pleasures of life take precedence.

Plan your next coastal adventure on HereisOregon.com or scan the QR code:



Share your updates with us: [@HereisOregon](https://HereisOregon.com/community)



Rockaway Beach

Exploring the delights of [137 Oregon coast city.](#)
(Sponsor Content / Rockaway Beach)

Print & Digital

Along with digital promotion on OregonLive.com and HereisOregon.com, your story was also shared via our Here is Oregon email newsletter.

39%

Newsletter Open Rate

10

QR Scans

213

Total Clicks

Tillamook Coast Visitors Association

20,556

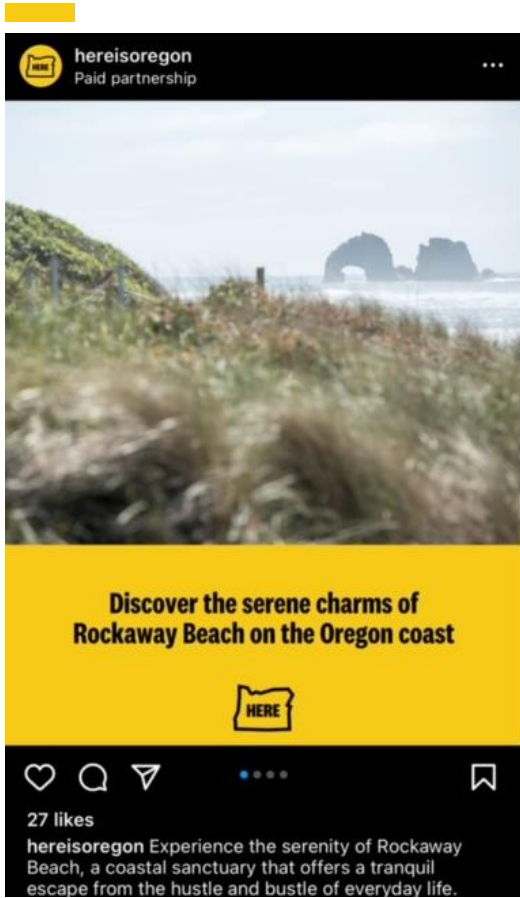
Reach

350

Total Engagement

Your story was shared on @HereisOregon social channels: Facebook & Instagram (screenshots are clickable to the posts)

Social Media



17,045

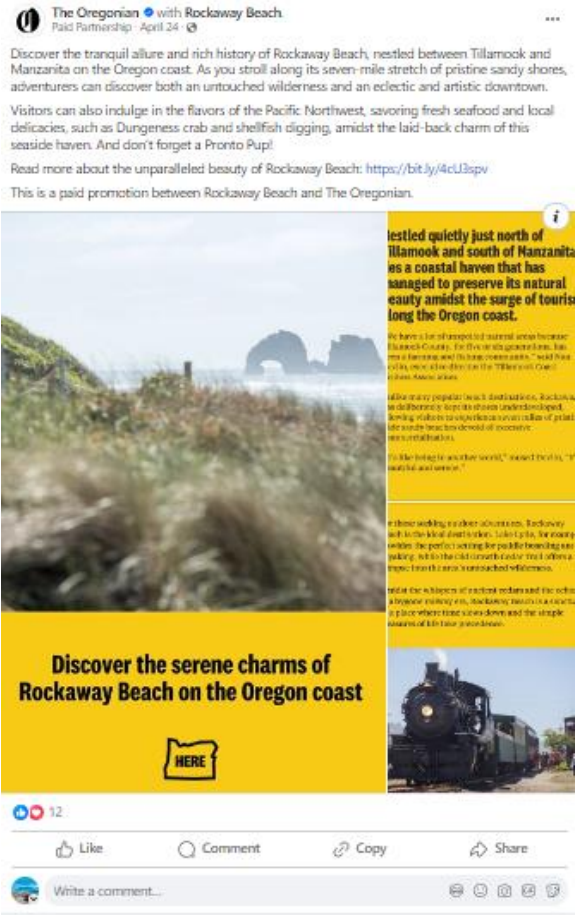
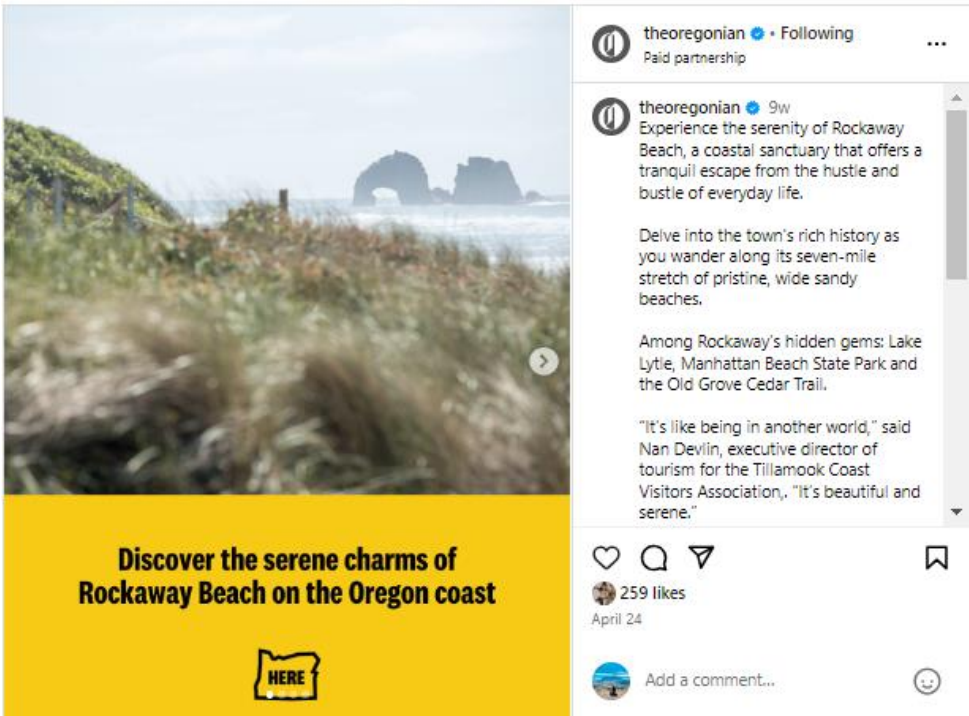
Reach

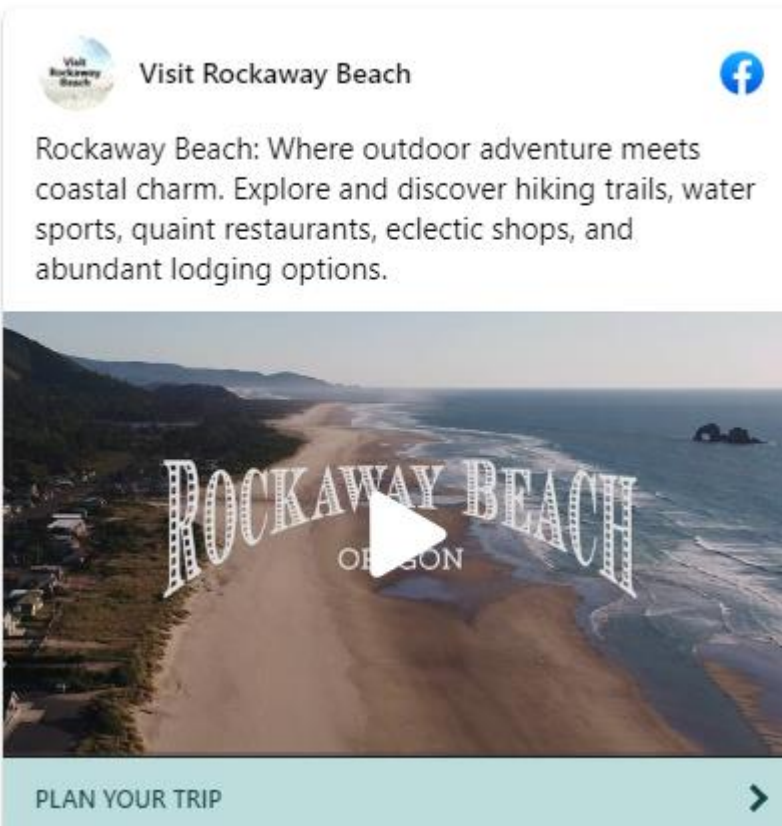
272

Total Engagement

Your story was shared on @Oregonian social channels: Facebook & Instagram (screenshots are clickable to the posts)

Social Media





204,000

IMPS

392

Clicks

0.19%

CTR

579H 29M

Exposure Time

Throughout the campaign, there was consistent exposure to the OregonLive.com audience through social display ads.

Created a lot of exposure to a very interested audience. Interest was indicated by having a high click-through rate (CTR) above 0.10%.

Social Display

Thank You!

#HereisOregon #SharetheGood
HereisOregon.com

