



## SEPTEMBER 2024: TOURISM MARKETING REPORT

### WEBSITE ANALYTICS (see attached reports)

**User Behavior: 9,870; 9,833 new users; 11,792 sessions – 2,467 of those were direct to the site – the QR code stickers are working (since August, approx.. 12,000 QR codes used)**

**Top keywords:** Rockaway Beach, Rockaway Beach Oregon, Rockaway Beach hotel, Rockhounding, Pronto pup, Kelly’s Marina

**Top User geolocations:** Seattle, Portland, San Jose, Dallas, Los Angeles, Rockaway Beach, Vancouver, Hillsboro, Beaverton

**Pages most visited:** restaurants, things to do, Grumpy’s Café, outdoor, Old Growth Cedar Trail, Rockhounding.

**How did they find the site:** Google, Direct (QR code), RB Email newsletter, Bing, PDXMonthly, SeattleMet, NWTravelandLife

**Actions (events) taken:** Get the Guide (351 requests) new newsletter subscribers: 31

### SOCIAL MEDIA

**Continuing with social campaign highlighting Rockaway Beach businesses**

**FACEBOOK: Total monthly reach: 42,999; 2,109 engagements**

Followers at 11,997; up 10 from August.

**Post with the most:** Post reach **13,796; engagements 497** “Construction projects at the city wayside are now underway...” posted Sept. 25, 2024 (attached)

**Close second: Post reach 10,409, engagements 507.** “Got a case of the hungries? Sand Dollar Restaurant & Lounge has got you covered,” posted Sept. 26, 2024 (attached)

**INSTAGRAM: 1,841 followers, up 15 from August** (see attached for most liked images)

### PAID CAMPAIGNS (now underway September)

**B-Line Delivery Trikes – Portland area** (see attached images)

#### Portland Monthly and Seattle Met online

Two sponsored articles (attached)

#### Northwest Travel & Life e-news and digital (includes 425 and South Sound subscribers)

Digital campaign and newsletter blast to NWT&L, 425 and South Sound subscribers

#### Willamette Living Magazine

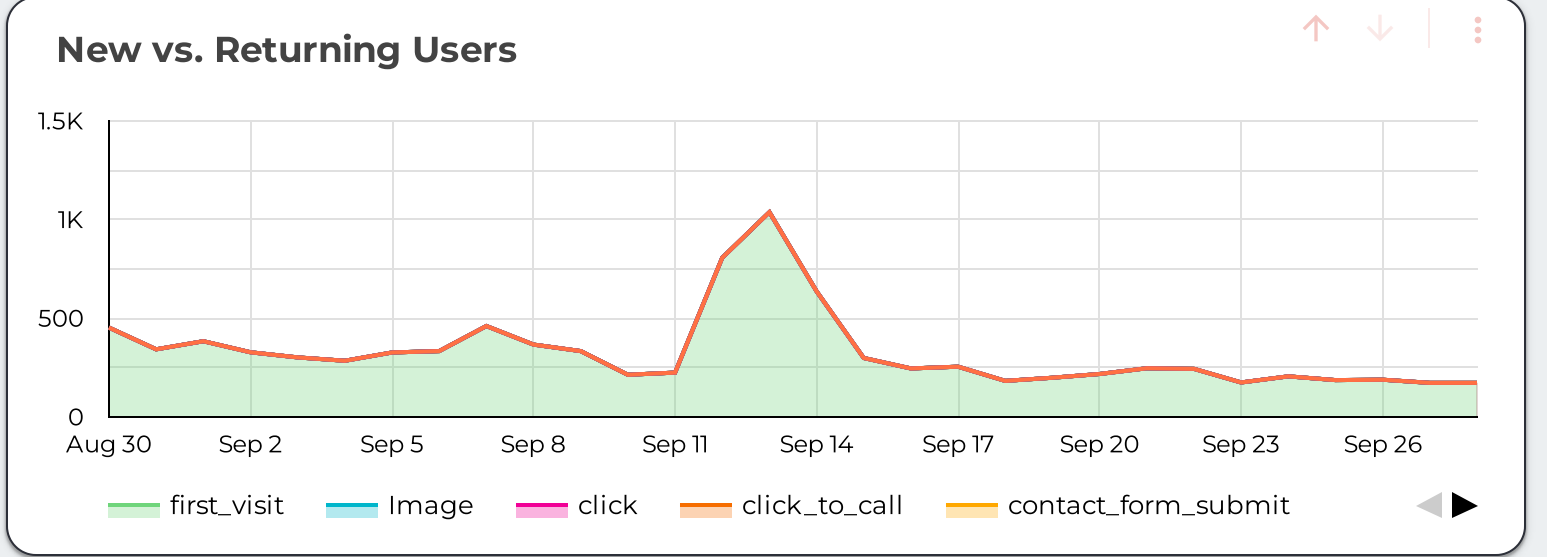
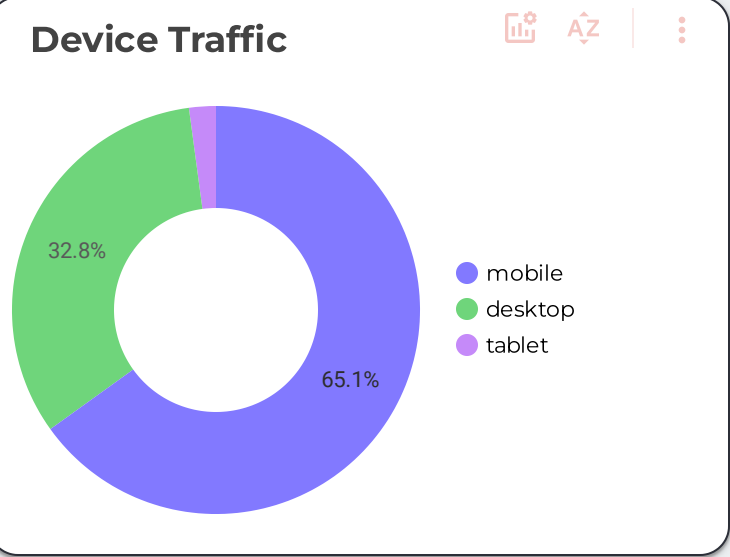
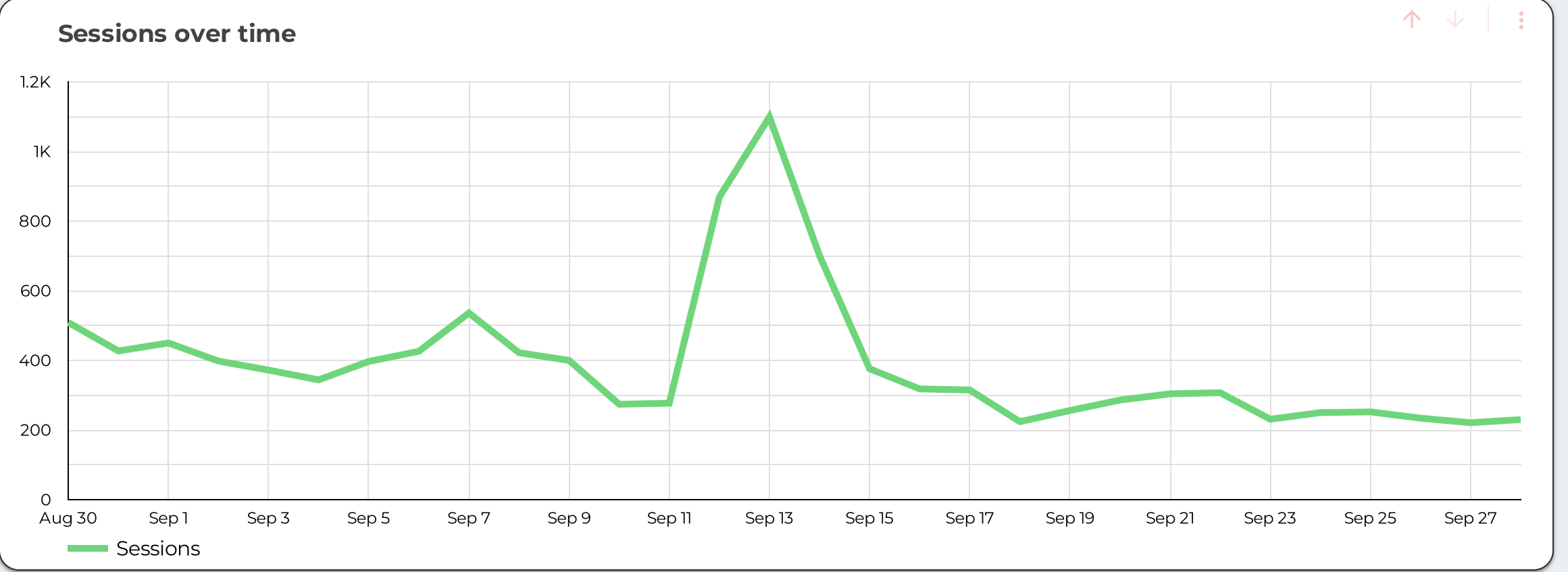
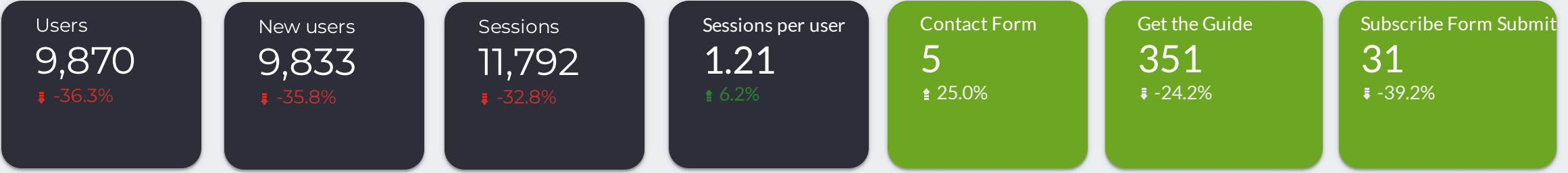
7 Rockaway Adventures Await You This Fall (see attached)

### PHOTOGRAPHY (will soon be uploaded to RB Flickr page)

Updated older photos, and shot images of new businesses, and the façade improvement projects

### SIGNAGE (Anchor Park and Lake Lytle - see attached)

## User Behavior



## How Did Users Get To Our Website?

| User source                      | Sessions      | Users        | New users    | Sessions per user |
|----------------------------------|---------------|--------------|--------------|-------------------|
| google                           | 5,936         | 4,771        | 4,653        | 1.26              |
| (direct)                         | 2,467         | 2,195        | 2,161        | 1.13              |
| onlinetrackingstats.net          | 1,361         | 1,343        | 1,344        | 1.01              |
| email                            | 567           | 566          | 566          | 1                 |
| bing                             | 292           | 232          | 225          | 1.28              |
| pdxmonthly.com                   | 192           | 172          | 172          | 1.14              |
| seattlemet.com                   | 130           | 126          | 126          | 1.06              |
| duckduckgo                       | 124           | 95           | 93           | 1.32              |
| yahoo                            | 112           | 85           | 80           | 1.32              |
| Northwest Travel & Life Magazine | 84            | 70           | 70           | 1.2               |
| Fbhgu Fbhae Cevzbel Yvfg         | 59            | 59           | 59           | 1                 |
| tillamookcoast.com               | 58            | 48           | 47           | 1.21              |
| <b>Grand total</b>               | <b>11,792</b> | <b>9,870</b> | <b>9,833</b> | <b>1.21</b>       |

## Keywords from Google

| Query                          | Impressions    | Clicks       | Site CTR     | Average Position | Average Position |
|--------------------------------|----------------|--------------|--------------|------------------|------------------|
| rockaway beach                 | 18,876         | 138          | 0.73%        | 7.62             | 7.62             |
| rockaway beach oregon          | 15,253         | 1,032        | 6.77%        | 4.15             | 4.15             |
| rockaway beach weather         | 3,135          | 6            | 0.19%        | 11.16            | 11.16            |
| rock hounding                  | 2,099          | 0            | 0%           | 6.5              | 6.5              |
| rockhounding                   | 1,931          | 0            | 0%           | 7.92             | 7.92             |
| pronto pup                     | 1,871          | 15           | 0.8%         | 8.61             | 8.61             |
| kelly's marina                 | 1,772          | 1            | 0.06%        | 7.84             | 7.84             |
| things to do in rockaway be... | 1,374          | 39           | 2.84%        | 6.97             | 6.97             |
| weather rockaway beach         | 1,295          | 1            | 0.08%        | 10.95            | 10.95            |
| rockaway beach resort          | 1,173          | 22           | 1.88%        | 4.45             | 4.45             |
| rockaway beach oregon we...    | 1,170          | 9            | 0.77%        | 11.39            | 11.39            |
| old oregon smokehouse          | 1,151          | 10           | 0.87%        | 7.44             | 7.44             |
| jetty fishery                  | 1,003          | 1            | 0.1%         | 7.75             | 7.75             |
| rockaway beach, oregon         | 932            | 45           | 4.83%        | 3.89             | 3.89             |
| kelly's brighton marina        | 922            | 2            | 0.22%        | 7.96             | 7.96             |
| rockaway                       | 919            | 4            | 0.44%        | 10.86            | 10.86            |
| twin rocks                     | 913            | 9            | 0.99%        | 4.7              | 4.7              |
| <b>Grand total</b>             | <b>260,890</b> | <b>4,892</b> | <b>1.88%</b> | <b>17.39</b>     | <b>17.39</b>     |

## What Pages Did Users Visit?

Sessions  
**11,792**  
↓ -32.8%

Page views  
**17,441**  
↓ -38.4%

User engagement  
**166:45:40**  
↓ -1.3%

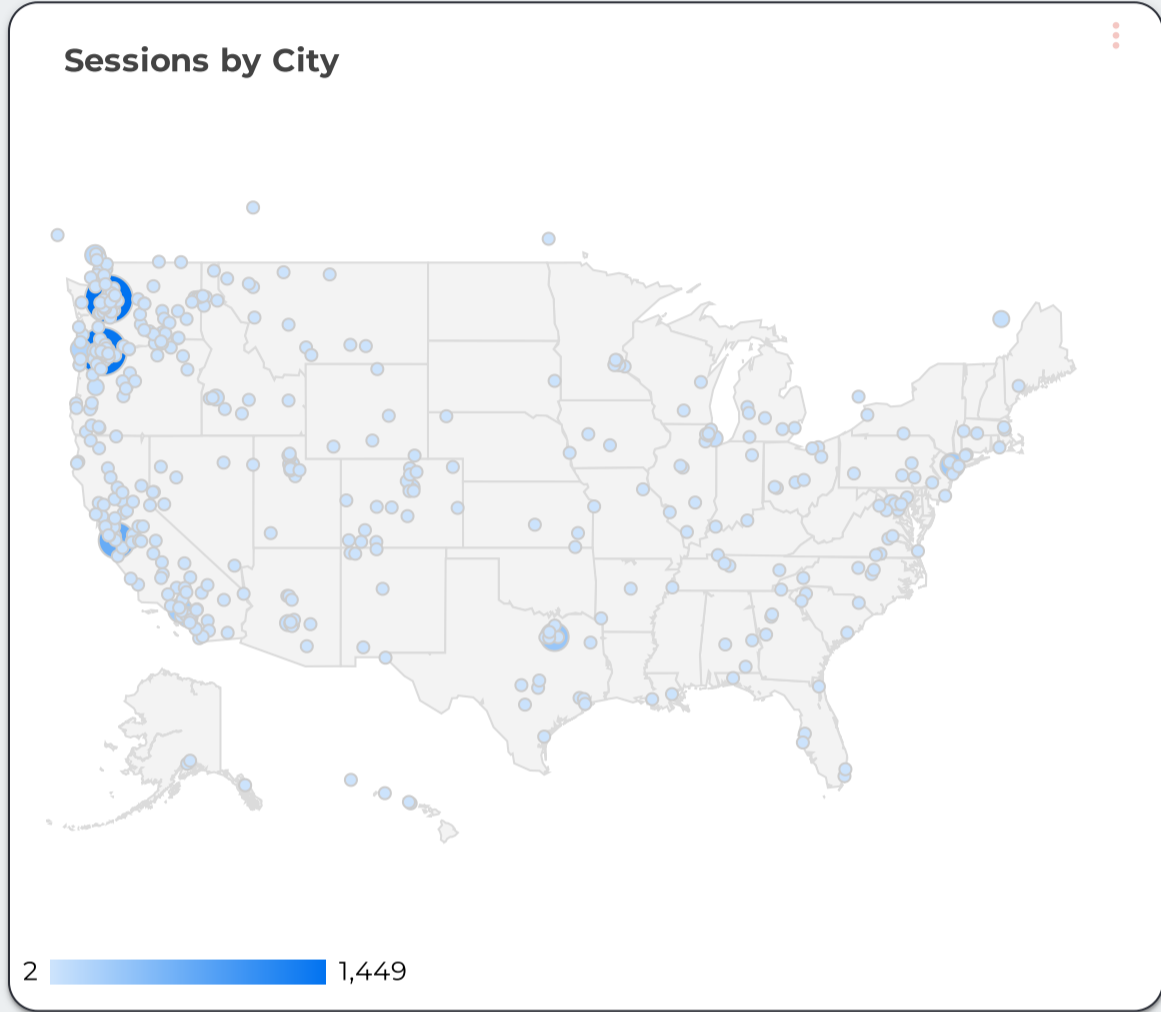
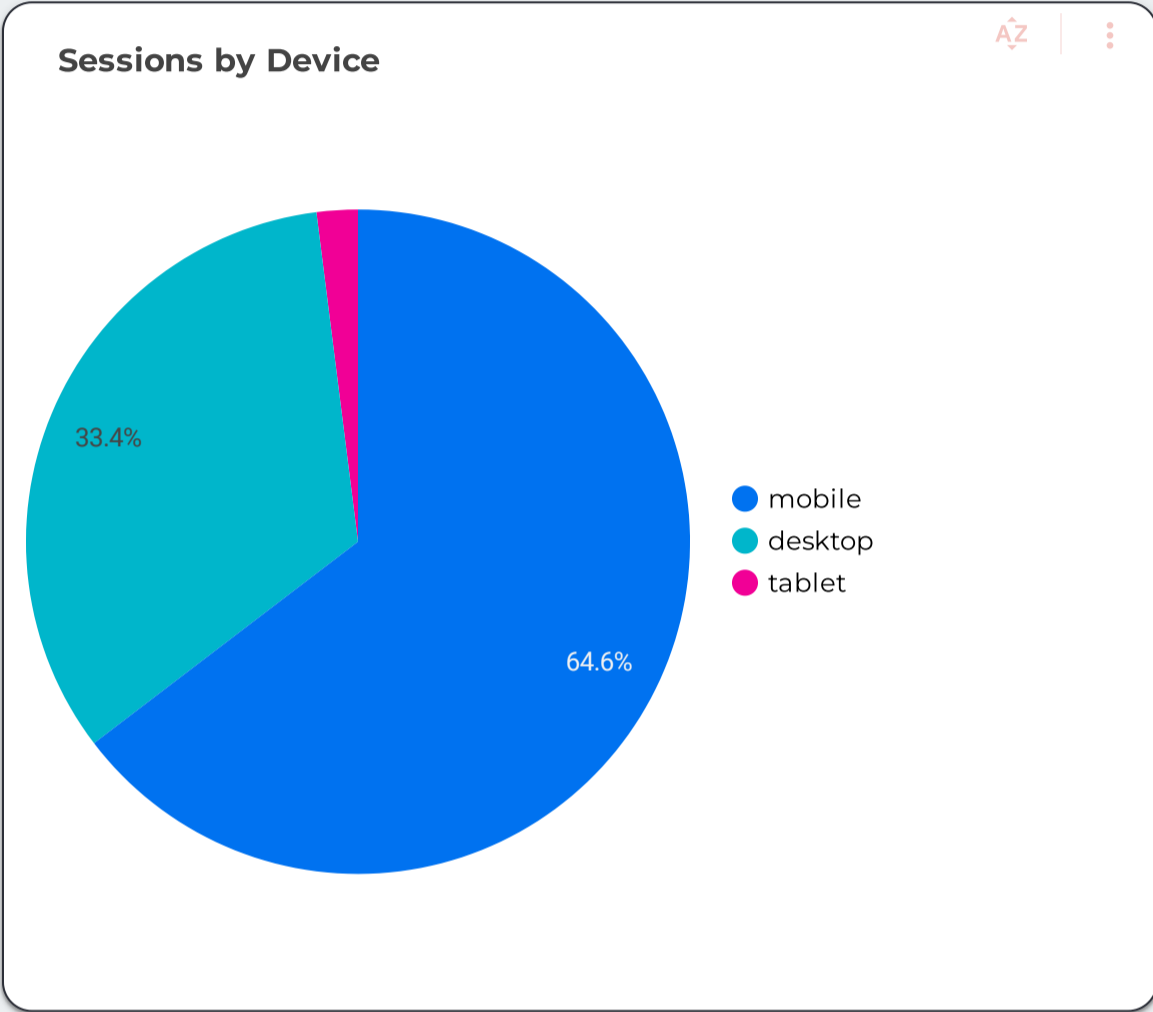
| Page path                             | Sessions     | Page views   |
|---------------------------------------|--------------|--------------|
| /                                     | 4.4K         | 4.6K         |
| /rockaway-beach-restaurants/          | 1.1K         | 1.3K         |
| /things-to-do/                        | 639          | 713          |
| /restaurants/grumpys-cafe/            | 614          | 737          |
| /outdoor/                             | 557          | 517          |
| /old-growth-cedar-wetlands-preserve/  | 436          | 455          |
| /how-to-spot-rocks-when-rockhounding/ | 379          | 386          |
| /lodging-guide-hotels-motels/         | 353          | 444          |
| /rockaway-beach-shopping/             | 336          | 368          |
| /how-to-get-here/                     | 328          | 352          |
| /current-events/                      | 313          | 327          |
| /bonfires/                            | 302          | 316          |
| /rockaway-beach-lodging-guide/        | 299          | 320          |
| /lodging-guide-rv-parks-camping/      | 223          | 279          |
| /the-story-behind-glass-floats/       | 199          | 201          |
| /indoor/                              | 198          | 190          |
| /restaurants/original-pronto-pup/     | 190          | 196          |
| /restaurants/old-oregon-smoke-house/  | 186          | 197          |
| /video-gallery/                       | 166          | 171          |
| /twin-rocks/                          | 164          | 163          |
| <b>Grand total</b>                    | <b>11.8K</b> | <b>17.4K</b> |

### Visitor Demographics

Users  
**9,870**  
↓ -36.3%

New users  
**9,833**  
↓ -35.8%

Sessions  
**11,792**  
↓ -32.8%



| City               | Sessions      | Users        | New users    | Sessions per user | User engagement  |
|--------------------|---------------|--------------|--------------|-------------------|------------------|
| Seattle            | 1,449         | 1,267        | 1,115        | 1.18              | 19:27:35         |
| Portland           | 1,404         | 1,220        | 1,155        | 1.17              | 32:29:21         |
| Singapore          | 1,047         | 1,045        | 1,044        | 1                 | 00:00:56         |
| San Jose           | 710           | 617          | 481          | 1.23              | 08:44:53         |
| (not set)          | 607           | 568          | 532          | 1.09              | 07:48:32         |
| Dallas             | 371           | 361          | 354          | 1.04              | 01:08:25         |
| New York           | 307           | 274          | 265          | 1.15              | 02:04:32         |
| Los Angeles        | 295           | 283          | 260          | 1.06              | 02:12:47         |
| Tillamook          | 214           | 185          | 160          | 1.22              | 02:39:21         |
| Tustin             | 212           | 212          | 212          | 1                 | 00:00:00         |
| Rockaway Beach     | 179           | 149          | 119          | 1.23              | 02:44:25         |
| Acton              | 165           | 165          | 165          | 1                 | 00:00:00         |
| Vancouver          | 131           | 94           | 87           | 1.44              | 01:40:08         |
| Hillsboro          | 117           | 105          | 93           | 1.15              | 02:07:01         |
| Beaverton          | 94            | 81           | 71           | 1.19              | 01:09:07         |
| Salem              | 85            | 66           | 63           | 1.31              | 01:15:04         |
| <b>Grand total</b> | <b>11,792</b> | <b>9,870</b> | <b>9,833</b> | <b>1.21</b>       | <b>166:45:40</b> |

### How Did Users Get To Our Website?

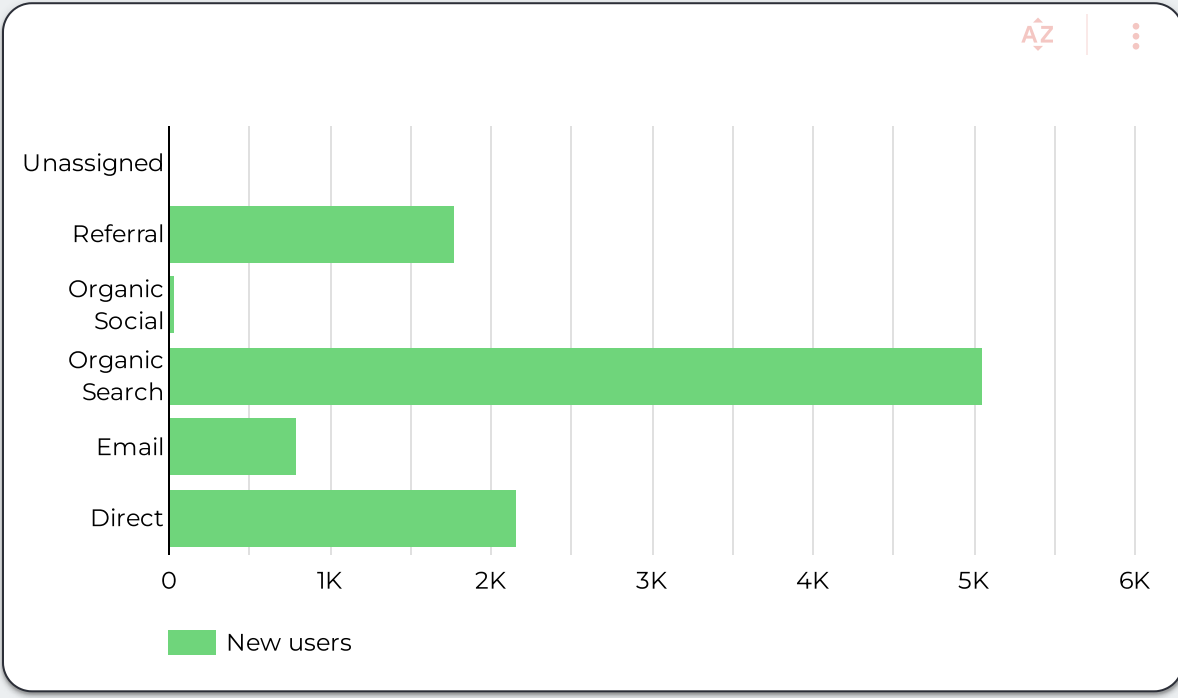
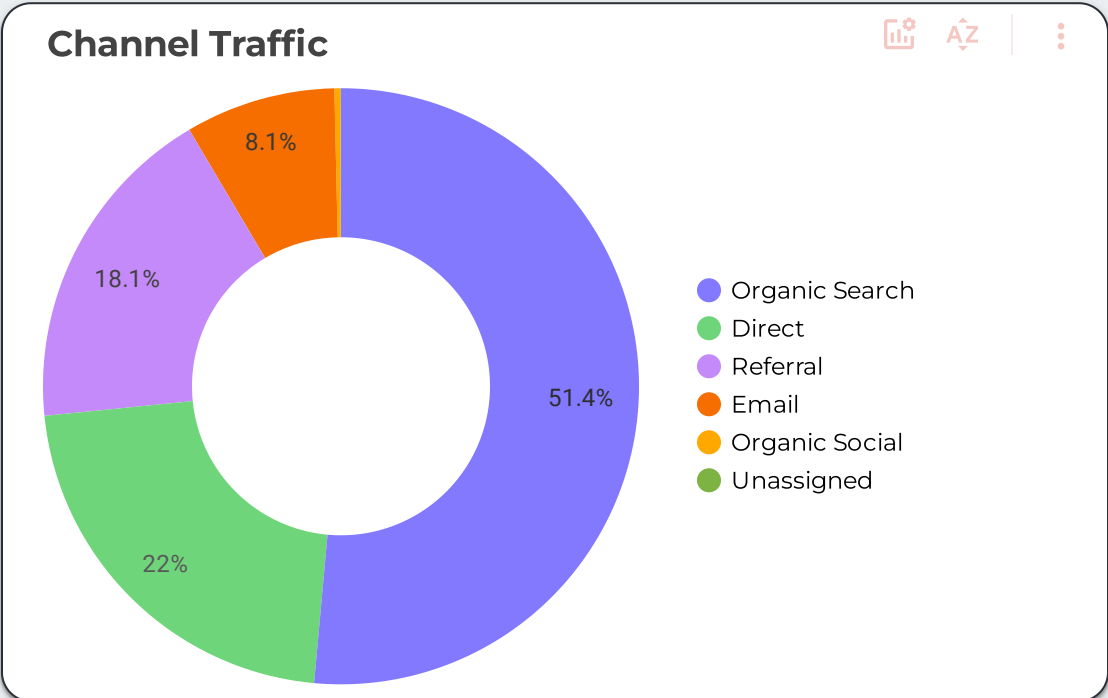
Users  
**9,870**  
-36.3%

New users  
**9,833**  
-35.8%

Sessions  
**11,792**  
-32.8%

| User source                      | Sessions | Users | New users | Sessions per user | User engagement |
|----------------------------------|----------|-------|-----------|-------------------|-----------------|
| google                           | 5,936    | 4,771 | 4,653     | 1.26              | 87:48:57        |
| (direct)                         | 2,467    | 2,195 | 2,161     | 1.13              | 12:06:50        |
| onlinetrackingstats.net          | 1,361    | 1,343 | 1,344     | 1.01              | 00:23:51        |
| email                            | 567      | 566   | 566       | 1                 | 46:59:16        |
| bing                             | 292      | 232   | 225       | 1.28              | 07:10:15        |
| pdxmonthly.com                   | 192      | 172   | 172       | 1.14              | 01:05:36        |
| seattlemet.com                   | 130      | 126   | 126       | 1.06              | 00:34:38        |
| duckduckgo                       | 124      | 95    | 93        | 1.32              | 02:20:56        |
| yahoo                            | 112      | 85    | 80        | 1.32              | 02:19:05        |
| Northwest Travel & Life Magazine | 84       | 70    | 70        | 1.2               | 01:31:39        |
| Fbhgu Fbhae Cevzbel Yvfg         | 59       | 59    | 59        | 1                 | 00:00:48        |
| tillamookcoast.com               | 58       | 48    | 47        | 1.21              | 00:49:54        |
| 758 Cevzbel Yvfg                 | 40       | 40    | 40        | 1                 | 00:00:40        |
| Grand total                      | 11,792   | 9,870 | 9,833     | 1.21              | 166:45:40       |

1 - 55 / 55



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

Event count  
**134,791**  
↓ -30.2%

Events per session  
**11.43**  
↑ 3.9%

| Event name            | Event count   | Events per session |
|-----------------------|---------------|--------------------|
| view_search_results   | 41            | 1.3                |
| user_engagement       | 10.9K         | 1.9                |
| subscribe_form_submit | 31            | 1.7                |
| social_link_click     | 264           | 1.4                |
| session_start         | 11.7K         | 1                  |
| scroll                | 4K            | 1.4                |
| page_view             | 17.4K         | 1.5                |
| get_the_guide         | 351           | 1                  |
| first_visit           | 9.8K          | 1                  |
| contact_form_submit   | 5             | 1                  |
| click_to_call         | 21            | 1.4                |
| click                 | 2.4K          | 1.6                |
| Image                 | 77.8K         | 125.3              |
| <b>Grand total</b>    | <b>134.8K</b> | <b>11.4</b>        |



## Rockaway Beach

Published by Dan Haag

- 4 days ago -

Exciting news! Construction projects at the city wayside is now underway, including a new beach ramp that will improve access to the beach for all abilities. Stay tuned 😊

Photo: Scott Fisher

[#visitrockawaybeach](#)





### Rockaway Beach

Published by Dan Haag

- 3 days ago -

Got a case of the hungries? [Sand Dollar Restaurant & Lounge](#) has got you covered. And the view ain't half bad, either 🤩  
[#visitrockawaybeach](#)







visitrockawaybeach

Edit profile

View archive

Ad tools



577 posts

1,841 followers

191 following

Visit Rockaway Beach

Local & travel website

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

📍 [visitrockawaybeach.org](http://visitrockawaybeach.org)

840 accounts reached in the last 30 days. [View insights](#)

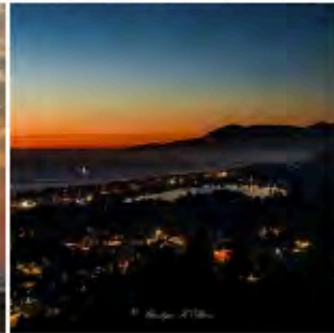
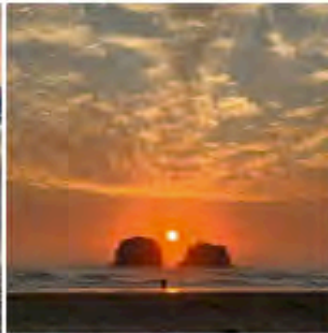
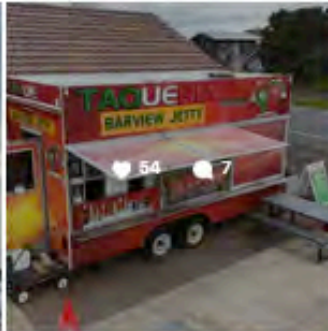
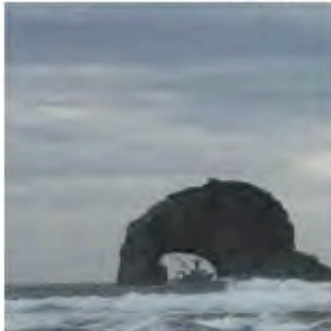


New

POSTS

SAVED

TAGGED



Sponsored Content (August/September, 2024)

# MONTHLY Portland

## Rockaway Beach's Ultimate September Bucket List

*Dungeness crabs come into season and the Oregon Coast Scenic Railroad goes leaf peeping.*

The Oregon coast's Rockaway Beach—a tiny gem of a town set on a seven-mile shoreline—boasts an extended summer chock full of ways to spend a relaxing weekend in touch with nature. From eclectic shopping that reads more like a treasure hunt among antique outposts and pastel-colored snack shops to museums chronicling the region's history on land, water, and sky, year-round attractions are easy to come by.

But September brings can't-miss bucket list items of its own. Never fear, we've compiled the best of the best.



### [Oregon Coast Scenic Railroad](#)

A red caboose acts as sentry guarding the Rockaway Beach depot of the Oregon Coast Scenic Railroad. Aboard the early 20th-century locomotives—one of which may look familiar from its cameo in the 1986 *Stand By Me* film—riders learn the history of the natural areas passing by the restored car windows. The Railroad's annual Fall Splendor Excursion returns to the tracks in late September. The route traverses coastal forests alive with fall colors in a 45-minute ride from Rockaway to Wheeler where passengers explore the tiny town before returning to the Rockaway depot.



### [Cedar Wetlands Nature Preserve](#)

The town's nature preserve boasts a rare find: a giant, old-growth western red cedar spared from logging. A one-mile hiking trail through the urban cedar bog carts visitors to the behemoth: a trunk 154 feet tall and 49 feet wide. The unique trail is built exclusively of boardwalks set above the forest floor, rendering the entire mud-free jaunt accessible by wheelchairs and strollers.



### [Fat Tire Beach Biking](#)

To risk stating the obvious, Rockaway Beach's shoreline shouldn't be overlooked. A calling card of the town's seven miles of sand along the Pacific Coast, the arched Twin Rocks formation stands just offshore as a dramatic point of interest. On shore, low tide brings rockhounding and tidepooling for sharp eyes. Bikes with oversized tires make for easy beach transport, and Troxel's Rock Garden in town rents the special cycles and offers free beach-ready wheelchairs to traverse the expansive stretch.

### [Kelly's Brighton Marina Crabbing](#) and [Jetty Fishery Clamming](#)

The guides at Kelly's Brighton Marina turn seafaring novices into accomplished folks eating fresh-caught crab by the onsite fire pit. They'll bait crab rings, teach techniques, and cook your catch. Dungeness crab and their sweet, buttery flavor populate the waters around the marina, and September through December is peak crab-catching season in Nehalem Bay. Nearby Jetty Fishery arms clammers with rental clam guns, shovels, rakes, buckets, and shellfish licenses. Purple varnish and Eastern soft shell clams call Nehalem Bay home, but venturing further north garners razor clams.

### [Garibaldi Seafood and Spirits Festival](#)

Rockaway Beach's coastal neighbor, just five miles south, hosts an annual seafood bash to celebrate the nosh both towns harvest from the sea. Local oysters, seaweed, and mussels headline Garibaldi's fest—and a plethora of local brewers and distillers share the spotlight. After palates are placated, visitors can shop seafood-centric vendors' art and wares, take in live music, and learn a thing or two from cooking demonstrations.

Share



Downtown  
Portland park  
blocks



On 6<sup>th</sup> Street  
Downtown  
Portland



Near  
Willamette  
River  
downtown  
Portland



Near Portland  
State and  
Lovejoy  
Fountain

July/August  
2024

# Willamette LIVING

The magazine for Oregon's Willamette Valley

## Our Valley Pets

En Vogue: Greyhounds!



**VISIT PRINEVILLE**

**MORE DARN GOOD BREAKFASTS**

**SMALL TOWN: CARLTON**

Portland to Eugene & everything in-between!



**WITH SEVEN MILES OF SANDY BEACH, ROCKAWAY BEACH ON OREGON'S NORTH COAST MAKES THE PERFECT HOME BASE FOR ACTIVITIES THE WHOLE FAMILY WILL ENJOY.**

With lots of lodging options and restaurants, Rockaway Beach is the ideal home base to make great memories or start new traditions. Outdoors or in, here's a list of things to do in and near Rockaway Beach this fall.

**Old Growth Cedar Wetlands Trail**

The oldest resident in Rockaway Beach is a mammoth Western Red Cedar, at an estimate of 900 years. At 49 feet in circumference, it is also among Oregon's largest trees. Visit this grande dame, which has survived earthquakes, fires, tsunamis, and development, by walking

the raised boardwalk through the wetlands preserve. Informative signage posted along the ADA-friendly walk shares stories of trees, wildlife, and stewardship. Located at the south end of Rockaway Beach at Highway 101 and Washington Street.

**International Police Museum**

A former police chief of Rockaway Beach had over the years collected police memorabilia from around the U.S. and other countries. This unique museum is interactive and educational, and the collection changes regularly. Stop in for fun at 320 Highway 101 in downtown Rockaway Beach.

**Ride the Rails**

Embark on the trip reminiscent of yesteryear. The Oregon Coast Scenic Railroad, pulled by a vintage steam engine,





offers terrific tours in fall and hosts the Candy Cane Express between Thanksgiving and Christmas. The train whistle makes everyone smile. Get your tickets at: [oregoncoastscenic.org](http://oregoncoastscenic.org)

### Rock Garden Mini Golf

This fantastical, colorful mini golf course is built on a Wizard of Oz theme, and it's nothing like Kansas. Get your club and golf balls and have fun navigating Oz. Located in the center of town, you can't miss it. The bubble machine is a quick giveaway to its location. And if you're up for a bike ride on the beach, you can rent bikes for adults and kids, all thanks to Troxel's, the store right next door.

### Rockhounding

See all the people on the beach with their eyes locked on the sand as they walk? Chances are they are hunting for agates and shells, which Rockaway Beach has a bounty of. The surf brings treasures ashore – you'll find them at low tides. If you're a novice rockhound, here's a guide to get you started: [visitrockawaybeach.org/how-to-spot-rocks-when-rockhounding](http://visitrockawaybeach.org/how-to-spot-rocks-when-rockhounding)

Want to know how to polish the rocks you gather? Here's a blog that takes you step-by-step: [tillamookcoast.com/blog/5-easy-steps-for-polishing-beach-rocks-at-home](http://tillamookcoast.com/blog/5-easy-steps-for-polishing-beach-rocks-at-home)

### Crabbing, Clamming and Fishing

Oregon's north coast is a seafood destination, whether you want to order it in a restaurant, or dig and fish for your dinner. Just a few miles north of Rockaway Beach is Kelly's Marina and Jetty Fishery, where you can learn to catch and cook Dungeness crab. Or go just south of town to Garibaldi, where you can catch crab or dig for clams at low tide in Tillamook Bay. If fishing is on your wish list, cast a line from the fishing dock at Lake Lytle or the beach, or hire a guide. We have a list of the best guides for river, bay or ocean: [tillamookcoast.com/what-to-do/charter-fishing](http://tillamookcoast.com/what-to-do/charter-fishing)

### Eclectic Shopping

A walk around the village of Rockaway Beach is always fun. It's filled with shops full of treasures – for you or those on your gift list. Find your fun at Flamingo Jim's, Trash & Treasures, Warehouse 10, Simply Charming, Little Crow, Little White Church Antiques, Oregon du Drops, Sequest Treasures, and Troxel's Gem and Jewelry, shopping is an adventure. For a list of all stores, go to: [visitrockawaybeach.org/rockaway-beach-shopping](http://visitrockawaybeach.org/rockaway-beach-shopping)

We'll see you soon! Plan your trip at [visitrockawaybeach.org](http://visitrockawaybeach.org)



Lake Lytle is not only a great place to go fishing, it's also ideal for kayaking and canoeing.

Sponsored Content (August/September, 2024)

# Seattle Met

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Share



Digital sign being fabricated now by Securr Signs