



January 2025: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 3546; 3455 new users; and 4131 sessions – **up 30% from December**

Top keywords: “Rockaway Beach,” Rockaway Beach Oregon,” “Meredith Lodging,” “Rockhounding,”

Top User geolocations: Seattle, Portland, Tillamook, Rockaway Beach, Vancouver

Pages most visited: restaurants, things to do, Grumpy’s Café, outdoor, rockhounding

How did they find the site: Google, Direct (658), Bing, Yahoo, tillamookcoast.com, Duck Duck Go, beachconnection.net, traveloregon.com

Actions (events) taken: Get the Guide (**180 requests**) new newsletter subscribers: 19

SOCIAL MEDIA

Continuing with social campaign highlighting Rockaway Beach businesses

FACEBOOK: Post Reach: 51,363; Engagement 954; Interactions: 1.043; **Stats up more than 100% from December.** 29 new followers, total of 12,001

Post with the most: Views: 23,409; Reach, 18,312; engagements 522 (**up 300%**)

“Sunsets are proof that endings can often be beautiful too.” January 28, 2025 (**attached**)

INSTAGRAM: 1873 followers, down 2 from December, 595 posts

(see attached for most liked images)

SPONSORED MEDIA

Portland Monthly (see attached article)

The Best of Spring Break – published Jan. 27, 2025

<https://www.pdxmonthly.com/sponsored/2025/01/the-best-of-spring-break-in-rockaway-beach>

UPCOMING PRINT ADS

(see attached)

Seattle Met – full page ad at half price!


Travel Portland guidebook ad (see attached)

SIGNAGE


Electronic sign by city hall installed


Repairs to Cedar Trail interpretive signs underway

FACEBOOK - January 2025 Post with the Most

 **Rockaway Beach**
Published by Dan Haag
- January 28 at 5:52 AM - 🌐


"Sunsets are proof that endings can often be beautiful too"
- Beau Taplin


 Chris Williams
[#visitrockawaybeach](#)



The image shows a sunset over the ocean. The sun is low on the horizon, partially obscured by a large rock formation with a natural archway. A person is standing on the beach in front of the rock formation, looking out at the sunset. The sky is a mix of orange, yellow, and blue, with a few wispy clouds. The sun's reflection is visible on the water and the wet sand of the beach.

INSTAGRAM – January 2025 – most liked posts




visitrockawaybeach [edit profile](#) [view archive](#) [all posts](#) 

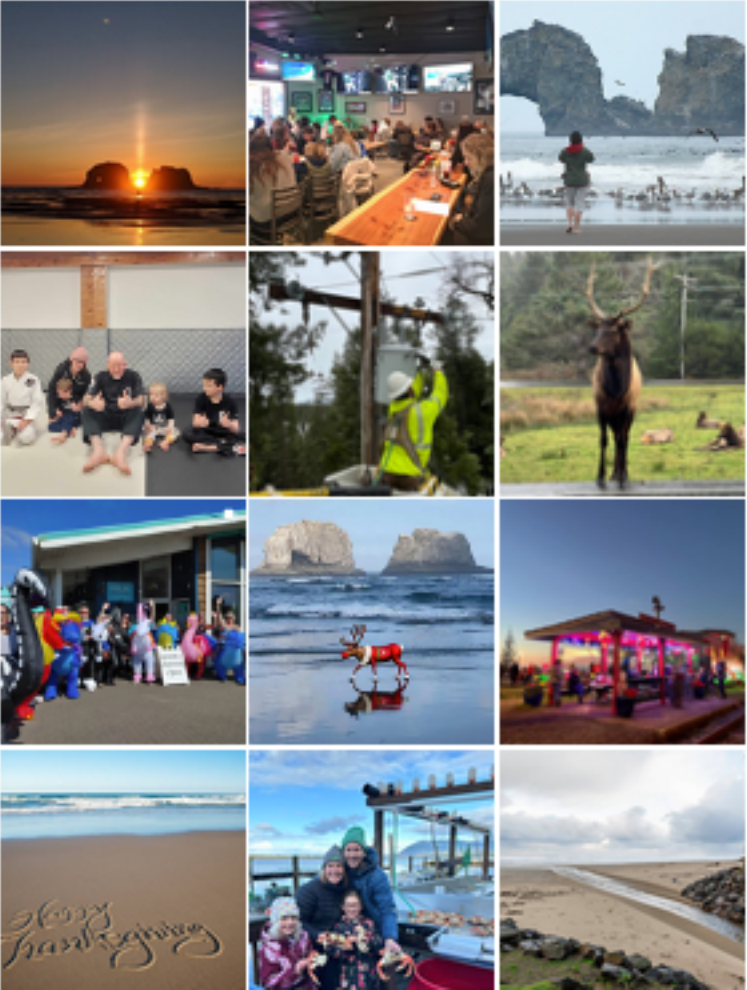
595 posts 1,871 followers 193 following

Visit Rockaway Beach
Local & travel updates
Enjoy scenic views of beach and endless stories. #rockawaybeach #rockawaybeachoregon
@visitrockawaybeach.org

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

 New

[POSTS](#) [SAVED](#) [TAGGED](#)



The grid contains 12 images: 1. Sunset over the ocean with a rock formation. 2. Interior of a bar with people. 3. A person on a beach with birds. 4. A group of people sitting on a ledge. 5. A person in a yellow jacket climbing a rock. 6. A moose in a field. 7. A group of people in front of a building. 8. A reindeer on a beach. 9. A brightly lit outdoor bar at night. 10. A beach with the text 'Enjoy Beach Lighting' written in the sand. 11. A group of people at an outdoor event. 12. A wide view of a beach and ocean.



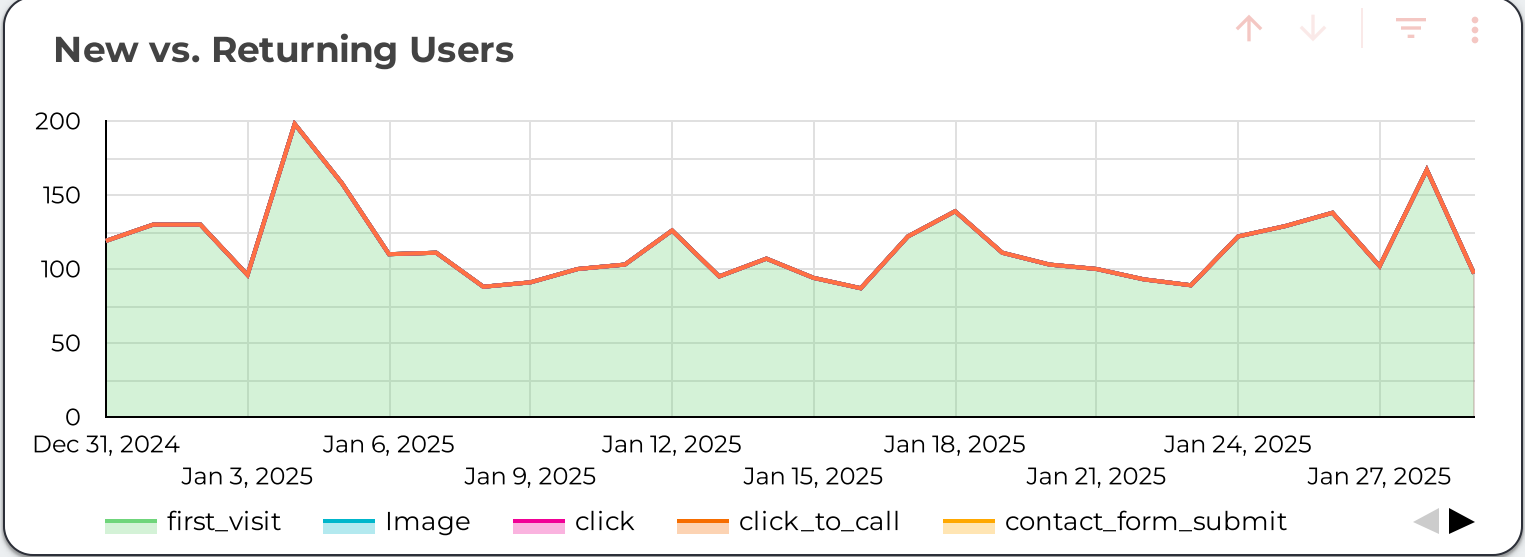
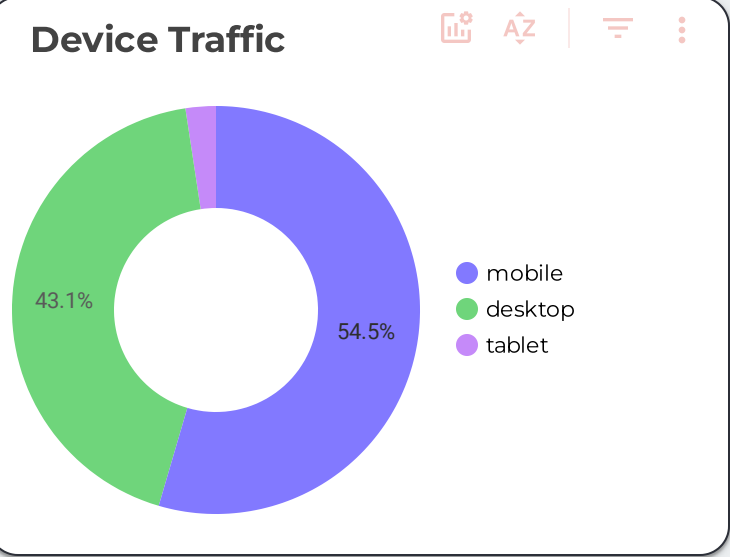
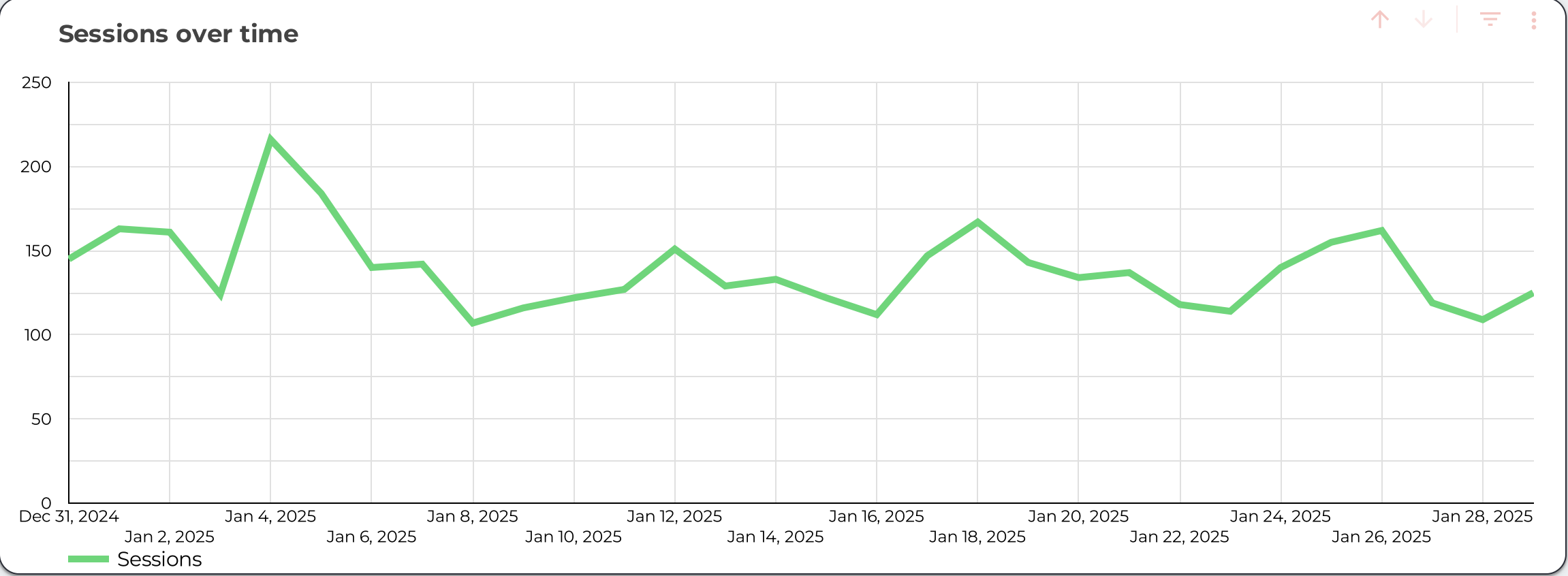
With seven miles of sandy beach and unlimited fun, Rockaway Beach on the north Oregon Coast is a favorite getaway for families and nomads of every kind.



visitrockawaybeach.org

User Behavior

Users 3,546 <small>↑ 38.8%</small>	New users 3,455 <small>↑ 39.8%</small>	Sessions 4,131 <small>↑ 34.2%</small>	Sessions per user 1.18 <small>↓ -3.3%</small>	Contact Form 5 <small>↑ 66.7%</small>	Get the Guide 180 <small>↑ 91.5%</small>	Subscribe Form Submit 19 <small>↑ 58.3%</small>
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How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	2,774	2,295	2,235	1.22
(direct)	848	803	775	1.07
bing	196	167	166	1.17
yahoo	86	62	62	1.39
tillamookcoast.com	71	54	53	1.34
duckduckgo	68	46	46	1.48
beachconnection.net	19	19	18	1.06
traveloregon.com	13	12	12	1.08
m.facebook.com	9	9	9	1
facebook.com	8	8	8	1
visittheoregoncoast.com	7	4	4	1.75
corbus	5	5	5	1
Grand total	4,131	3,546	3,455	1.18

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	9,793	468	4.78%	3.99	3.99
rockaway beach	6,592	51	0.77%	10.06	10.06
meredith lodging	2,933	1	0.03%	7.71	7.71
rockhounding	1,598	0	0%	8.56	8.56
rock hounding	1,274	0	0%	6.07	6.07
kite	1,087	0	0%	6.49	6.49
rockaway beach resort	1,000	31	3.1%	4.78	4.78
barview jetty campground	959	0	0%	9.44	9.44
sneaker waves	933	1	0.11%	11.59	11.59
twin rocks	924	4	0.43%	5.09	5.09
things to do in rockaway be...	902	27	2.99%	6.45	6.45
pronto pup	649	2	0.31%	10.05	10.05
rockaway	625	4	0.64%	12.26	12.26
rockaway beach, oregon	610	27	4.43%	3.93	3.93
rv parks near brighton ont...	567	0	0%	41.96	41.96
old oregon smokehouse	514	6	1.17%	7.78	7.78
camping in lincoln city oreg...	507	0	0%	77.74	77.74
Grand total	154,001	2,413	1.57%	18.08	18.08

What Pages Did Users Visit?

Sessions
4,131
↑ 34.2%

Page views
9,389
↑ 89.8%

User engagement
66:52:02
↑ 80.2%

Page path	Sessions	Page views
/	1.2K	3.7K
/rockaway-beach-restaurants/	326	386
/things-to-do/	264	297
/restaurants/grumpys-cafe/	260	296
/outdoor/	239	235
/how-to-spot-rocks-when-rockhounding/	155	153
/rockaway-beach-shopping/	144	156
/how-to-get-here/	127	130
/old-growth-cedar-wetlands-preserve/	122	130
/twin-rocks/	122	121
/the-story-behind-glass-floats/	118	114
/rockaway-beach-annual-events/	115	150
/events/	109	127
/rockaway-beach-lodging-guide/	109	116
/bonfires/	97	98
/lodging-guide-rv-parks-camping/	96	130
/indoor/	95	96
/lodging-guide-hotels-motels/	92	113
/lodging-guide-vacation-rentals/	92	109
/restaurants/original-pronto-pup/	77	81
Grand total	4.1K	9.4K

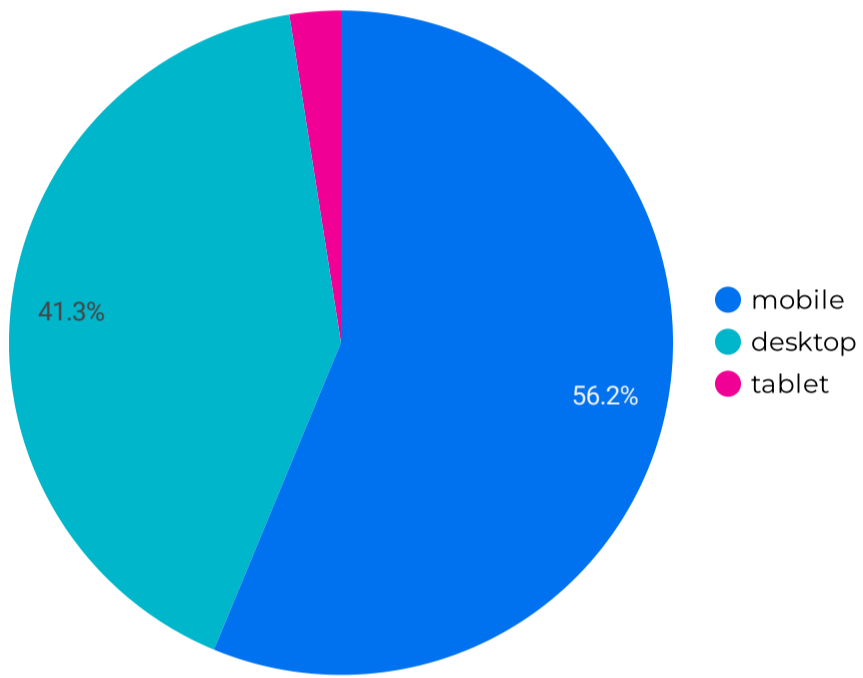
Visitor Demographics

Users
3,546
↑ 38.8%

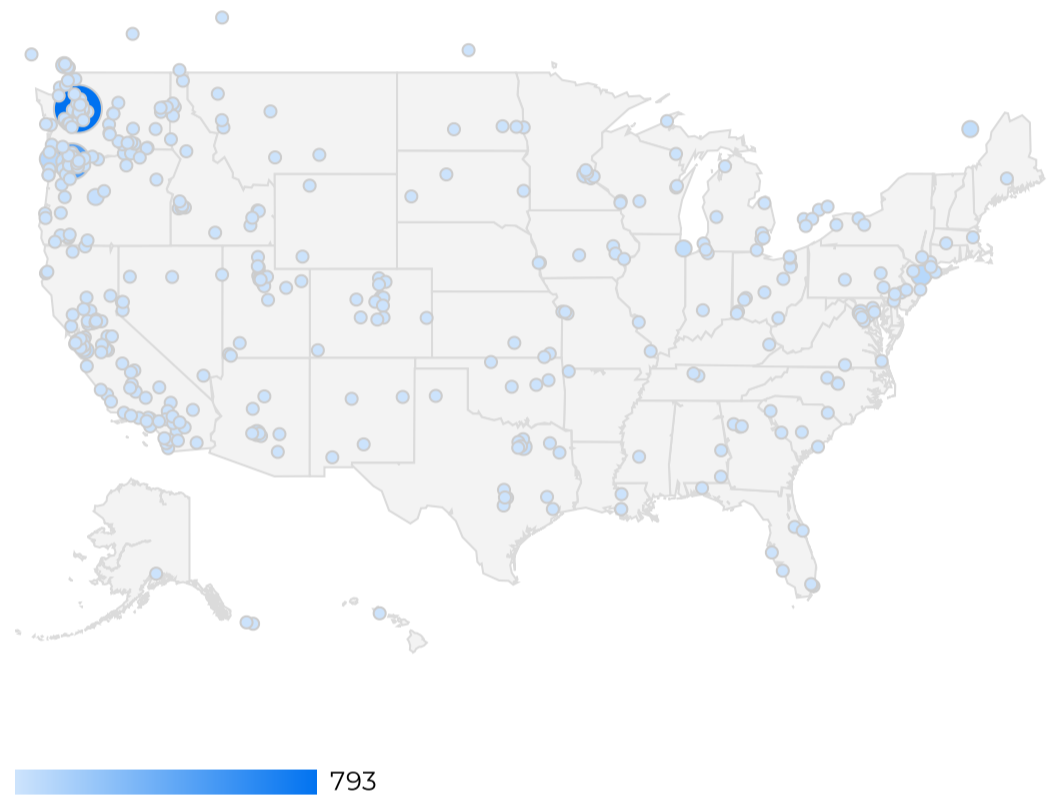
New users
3,455
↑ 39.8%

Sessions
4,131
↑ 34.2%

Sessions by Device



Sessions by City



City	Sessions	Users	New users	Sessions per user	User engagement
Seattle	793	647	603	1.26	10:09:01
Portland	476	412	381	1.18	05:00:24
(not set)	255	261	243	0.99	03:44:52
New York	81	77	75	1.05	00:47:25
Tillamook	76	63	58	1.25	00:44:29
Rockaway Beach	75	67	57	1.14	00:58:31
Hong Kong	71	72	72	0.99	00:08:23
Vancouver	52	43	40	1.21	00:46:57
San Jose	50	42	33	1.43	00:22:03
Los Angeles	44	36	34	1.22	00:38:28
Salem	43	31	31	1.39	00:23:26
Oregon City	40	34	33	1.18	00:35:22
Chicago	39	33	30	1.22	00:34:15
Phoenix	39	31	27	1.34	00:59:32
Quebec City	38	38	38	1	00:00:14
Beaverton	38	33	31	1.19	00:41:01
Grand total	4,131	3,546	3,455	1.18	66:52:02

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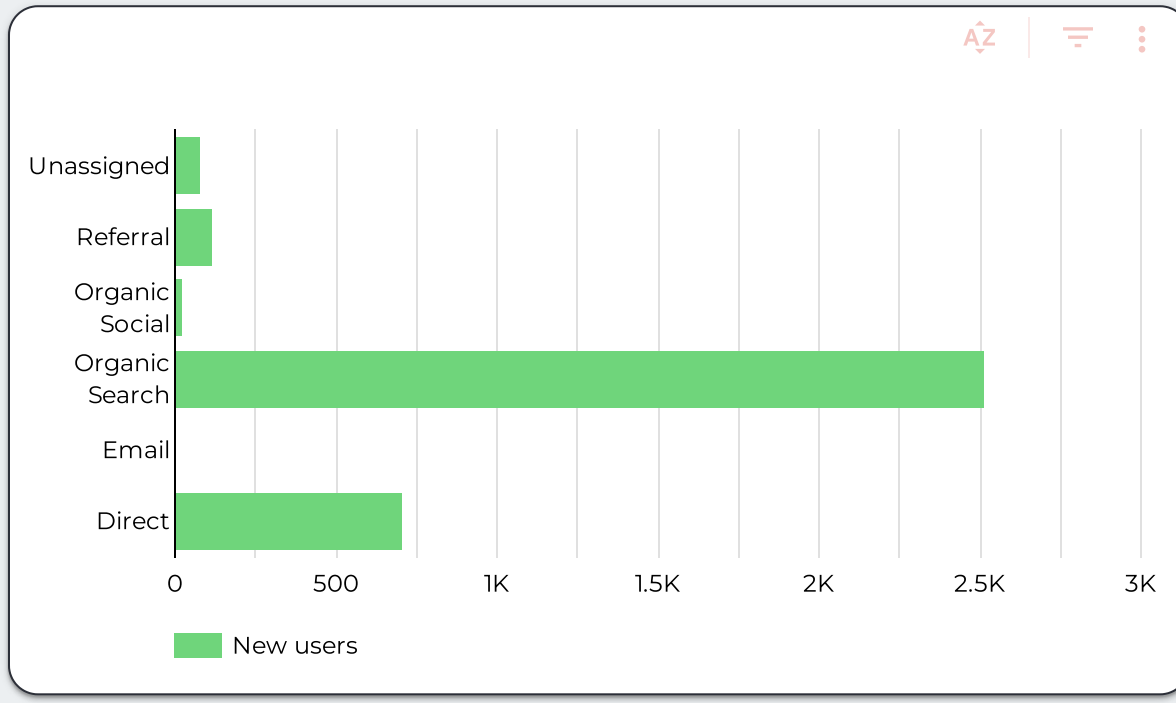
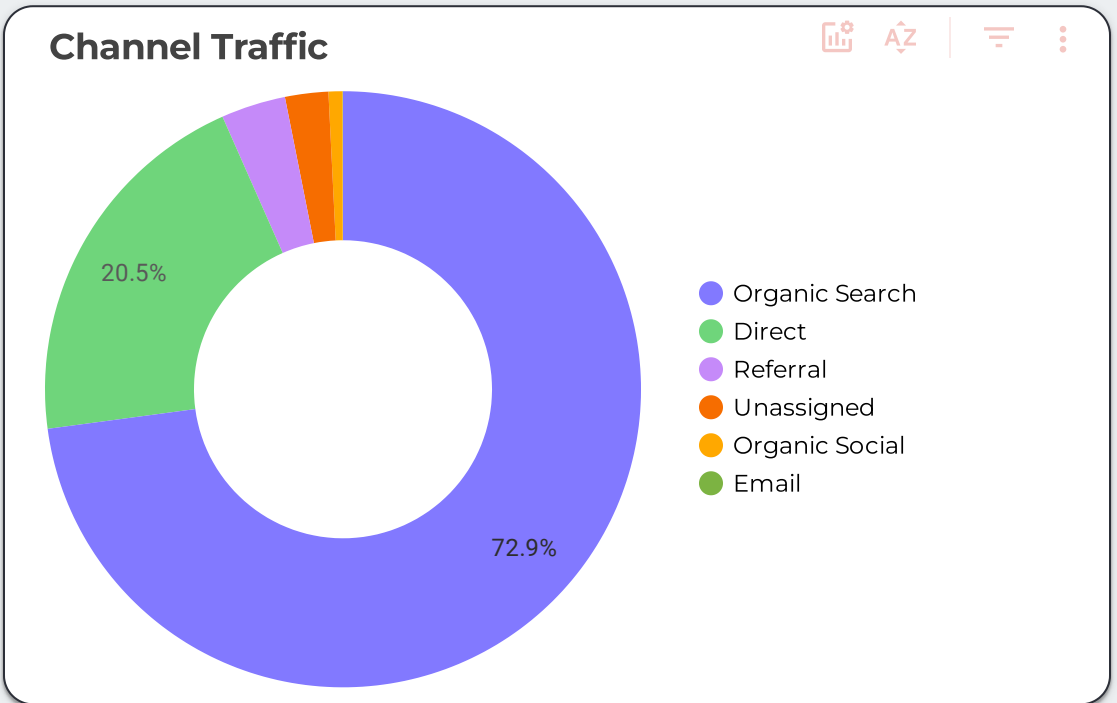
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bing	196	167	166	1.17	04:43:57
yahoo	86	62	62	1.39	01:06:07
tillamookcoast.com	71	54	53	1.34	01:09:36
duckduckgo	68	46	46	1.48	00:50:23
beachconnection.net	19	19	18	1.06	00:10:25
traveloregon.com	13	12	12	1.08	00:13:02
m.facebook.com	9	9	9	1	00:02:18
facebook.com	8	8	8	1	00:00:32
visittheoregoncoast.com	7	4	4	1.75	00:05:34
corb.us	5	5	5	1	00:09:57
l.facebook.com	5	4	4	1.25	00:04:52
Grand total	4,131	3,546	3,455	1.18	66:52:02

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

Event count
53,596
↑ 66.2%

Events per session
12.97
↑ 23.9%

Event name	Event count	Events per session
view_search_results	18	1.4
user_engagement	4.9K	2
subscribe_form_submit	19	2.4
social_link_click	103	1.2
session_start	4.2K	1
scroll	1.9K	1.4
page_view	9.4K	2.4
get_the_guide	180	1
first_visit	3.5K	1
contact_form_submit	5	1
click_to_call	11	1.4
click	962	1.5
Image	28.4K	108.8
Grand total	53.6K	13