



February 2025: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: 4310; 4201 new users; and 5059 sessions – **up 30% from January**

Top keywords: “Rockaway Beach Oregon,” kites, Rockaway Beach,” Barview Jetty, Pronto Pup, Rockaway Beach Resort, rockhounding

Top User geolocations: Seattle, Portland, Beaverton, Hillsboro, Tillamook, Vancouver, Sand Jose, Phoenix, Aspen, Salem

Pages most visited: restaurants, things to do, Outdoor, Grumpy’s Café, shopping, lodging guide

How did they find the site: Google, Direct (731), Bing, Yahoo, Seattle Met, Portland Monthly, Duck Duck Go, tillamookcoast.com, beachconnection.net, traveloregon.com

Actions (events) taken: Get the Guide (**177 requests**) new newsletter subscribers: **9**

SOCIAL MEDIA

Continuing with social campaign highlighting Rockaway Beach businesses

FACEBOOK: Post Views: 66,548; Reach: 40,422 Engagement 875

Stats up 23% from January. 29 new followers, total of 12,001

Post with the most: Views: 17,779 – Reach: 14,826; Engagement: 99

“The sea, once it casts its spell, holds on in its net of wonder forever.” February 21,2025
(attached)

INSTAGRAM: 1893 followers, up 20 from January, 600 posts
(see attached for most liked images)

SPONSORED CONTENT

Portland Monthly and Seattle Met sponsored articles

“Rockaway Beach’s Top Eats are Never Far from the Sand”

– published February. 23, 2025

<https://www.pdxmonthly.com/sponsored/2025/02/rockaway-beach-s-top-eats-are-never-far-from-the-sand>

<https://www.seattlemet.com/sponsored/2025/02/rockaway-beach-s-top-eats-are-never-far-from-the-sand>

KPTV Online Campaign for spring break in OR and WA (more to come in March & April)

Rockaway 30-second video link

<https://vimeo.com/fox12/review/1057937683/23597ef97f>

Rockaway 15-second video link:

<https://vimeo.com/fox12/review/1057940913/584d025bfd>

GRANTS – Façade Improvement and Marketing Grants went live, local businesses notified Feb. 28.



FACADE IMPROVEMENT AND MARKETING GRANTS 2024-2025

**Applications open: March 1, 2025
Deadline to apply: April 20, 2025**

The City of Rockaway Beach announces continued funding for businesses operating in the city’s business district. The facade improvement and marketing grant are **funded by the transient lodging tax collected by the City of Rockaway Beach.**

FACADE IMPROVEMENT GRANT OVERVIEW

The Facade Improvement Grant is intended to encourage economic development by making buildings more attractive and accessible to visitors, through repairs, painting, signage, ADA entries, ADA bathrooms at hotels, and other projects.

This current round of the grant is funded at \$200,000;
applicants may ask for **up to \$30,000, no match required.**
Be sure to read grant details about eligible projects.

MARKETING GRANT OVERVIEW


The Marketing Grant is intended to encourage visitation primarily in the off-season.

This current round of the grant is funded at \$30,000;
applicants may ask for **up to \$3,000, no match required.**
Be sure to read grant details about eligible projects.

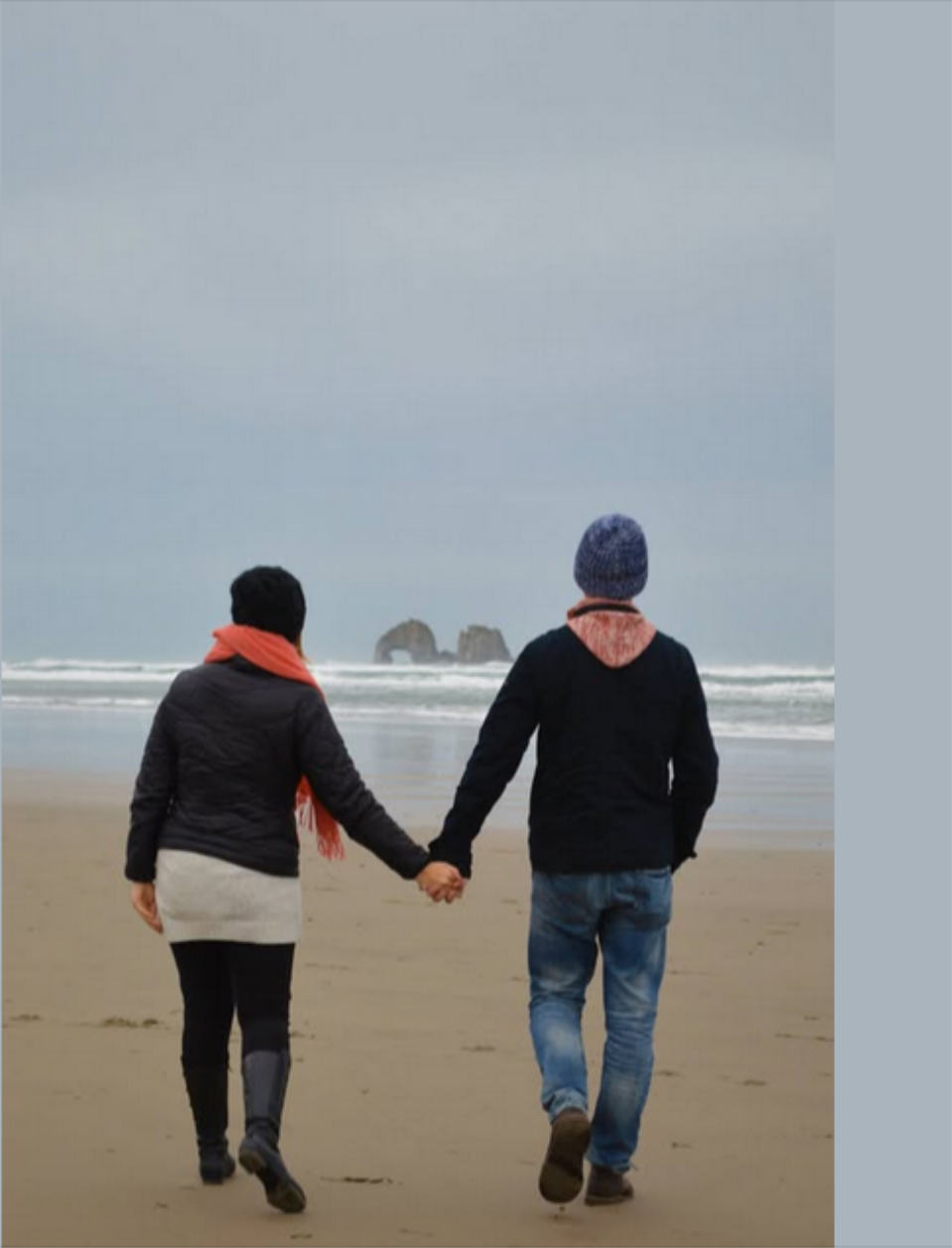
**FOR MORE INFORMATION, ELIGIBILITY, AND TO
ACCESS THE APPLICATION, GO TO:
VISITROCKAWAYBEACH.ORG/GRANTS**

**QUESTIONS? CONTACT
NAN@TILLAMOOKCOAST.COM**

**FACEBOOK - February 2025 Post with the Most:
Views: 17,779 – Reach: 14,826; Engagement: 99**

 **Rockaway Beach**
Published by Dan Haag
February 21 at 5:29 AM · 🌐

"The sea, once it casts its spell, holds one in its net of wonder forever." -Jacques Yves Cousteau ❤️
[#visitrockawaybeach](#)



INSTAGRAM – February 2025 – most liked posts

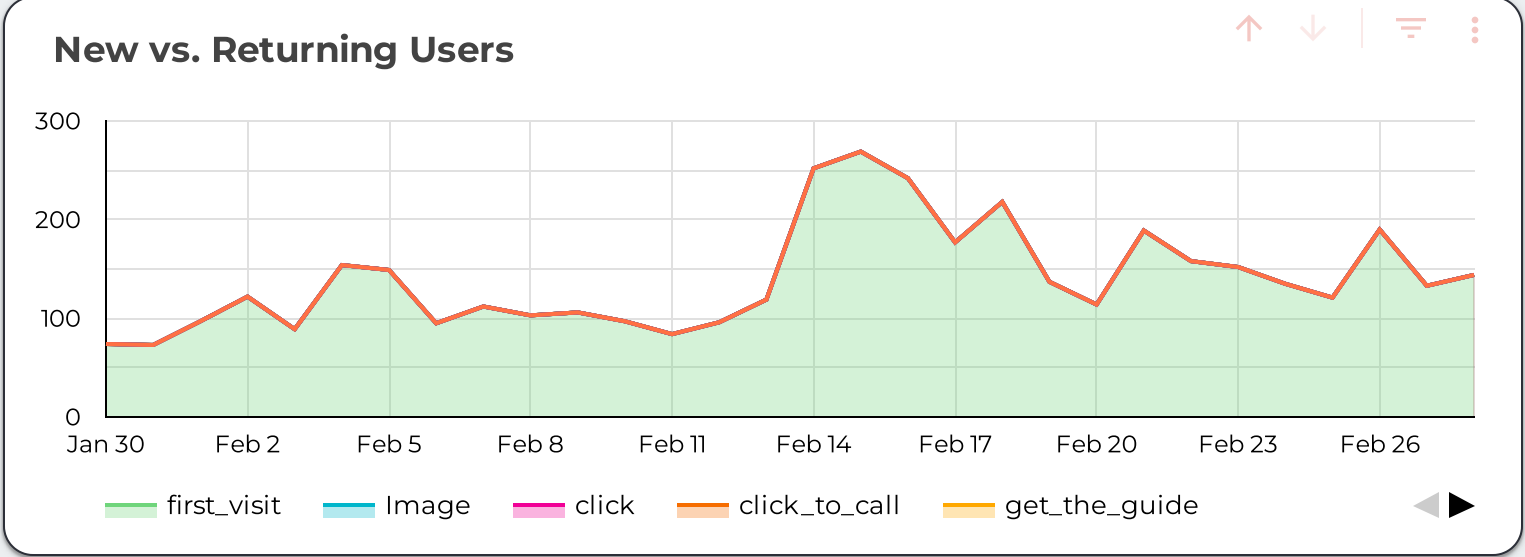
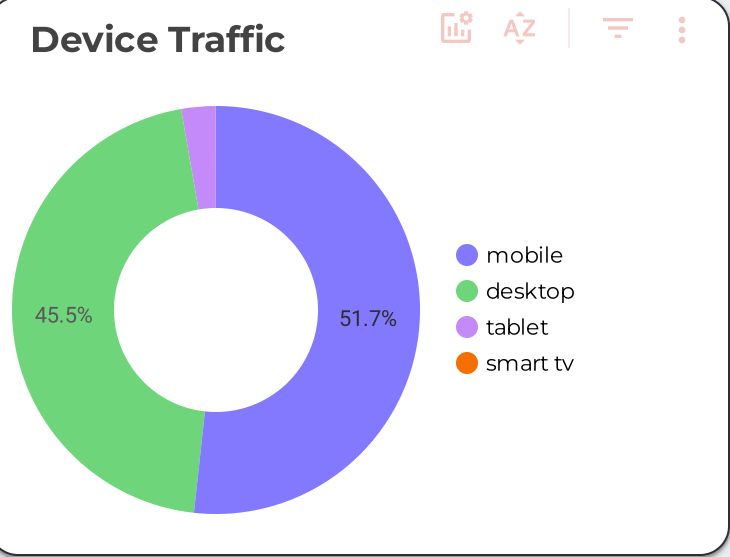
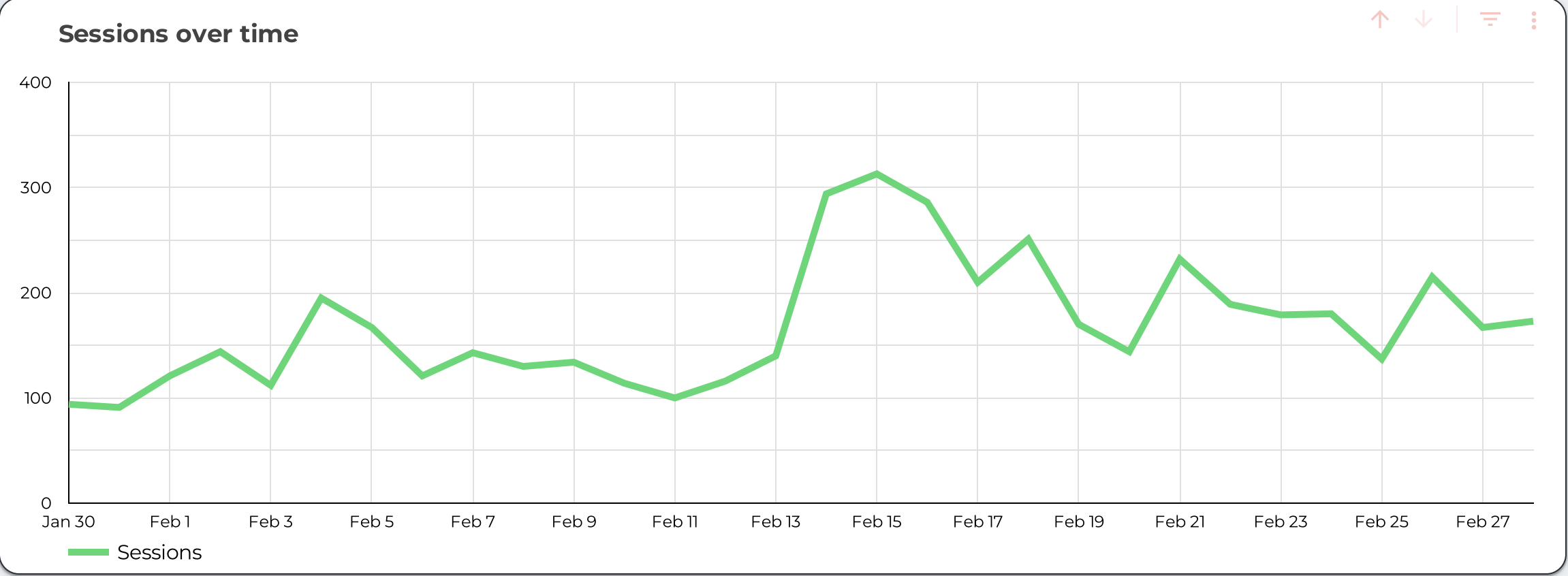
Instagram profile for **visitrockawaybeach**. The profile includes a circular profile picture with the text "ROCKAWAY BEACH" and "visitrockawaybeach.org". The bio reads: "Visit Rockaway Beach Local & travel website Enjoy seven miles of beach and endless stories #smalltownbigbeach #rockawaybeachregion @ visitrockawaybeach.org". The profile shows 600 posts, 1,893 followers, and 190 following.

Navigation tabs: POSTS, SAVED, TAGGED

The grid of photos includes: 1. A couple walking away on a sandy beach. 2. A wide view of the beach and ocean under a cloudy sky. 3. A view of the town and beach from a hillside. 4. The couple walking away on the beach. 5. A view of a snowy hillside. 6. A sunset over the ocean with a rock formation. 7. The interior of a restaurant. 8. A person walking on the beach near a rocky shore. 9. A group of people sitting on a bench.

User Behavior

Users 4,310 <small>↑ 21.5%</small>	New users 4,201 <small>↑ 21.6%</small>	Sessions 5,059 <small>↑ 22.5%</small>	Sessions per user 1.18 <small>↑ 0.5%</small>	Contact Form No data <small>No data</small>	Get the Guide 177 <small>↓ -1.7%</small>	Subscribe Form Submit 9 <small>↓ -52.6%</small>
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How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	2,799	2,302	2,236	1.23
(direct)	731	603	573	1.22
onlinetrackingstats.net	602	583	581	1.04
GDM	233	231	231	1.01
bing	208	174	171	1.2
yahoo	81	65	64	1.25
seattle_met	75	69	69	1.09
pdxmonthly.com	63	59	59	1.07
duckduckgo	61	51	51	1.2
tillamookcoast.com	51	42	40	1.24
flowcode.com	30	22	22	1.36
corbus	26	17	9	2.36
Grand total	5,059	4,310	4,201	1.18

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Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	10,035	479	4.77%	4.5	4.5
kites	6,439	0	0%	9.55	9.55
rockaway beach	6,274	39	0.62%	10.41	10.41
barview jetty campground	1,744	0	0%	8.28	8.28
kite	1,295	0	0%	7.55	7.55
pronto pup	1,043	5	0.48%	9.67	9.67
rockaway beach resort	1,023	22	2.15%	4.79	4.79
rock hounding	1,005	0	0%	7.56	7.56
twin rocks	926	4	0.43%	5.26	5.26
things to do in rockaway be...	922	26	2.82%	6.39	6.39
meredith lodging	838	0	0%	8.18	8.18
glass balls on beach	772	7	0.91%	1.38	1.38
barview jetty county camp...	727	3	0.41%	8.06	8.06
rockaway	641	3	0.47%	13.57	13.57
rockaway beach, oregon	589	25	4.24%	4.13	4.13
camping in lincoln city oreg...	586	0	0%	71.19	71.19
rockhounding	559	0	0%	12.23	12.23
Grand total	158,769	2,313	1.46%	17.54	17.54

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What Pages Did Users Visit?

Sessions
5,059
↑ 22.5%

Page views
8,250
↓ -12.1%

User engagement
59:23:31
↓ -11.2%

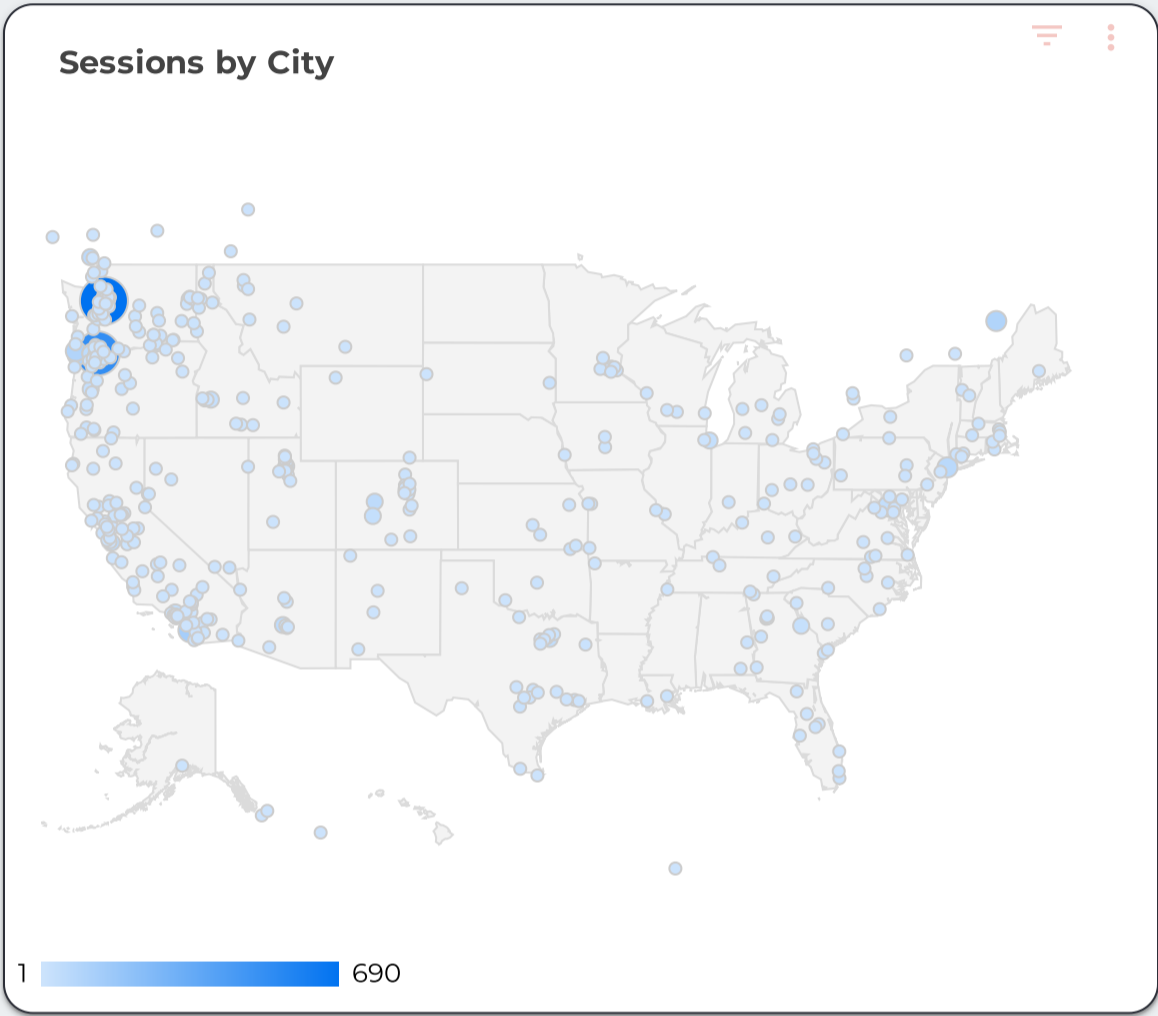
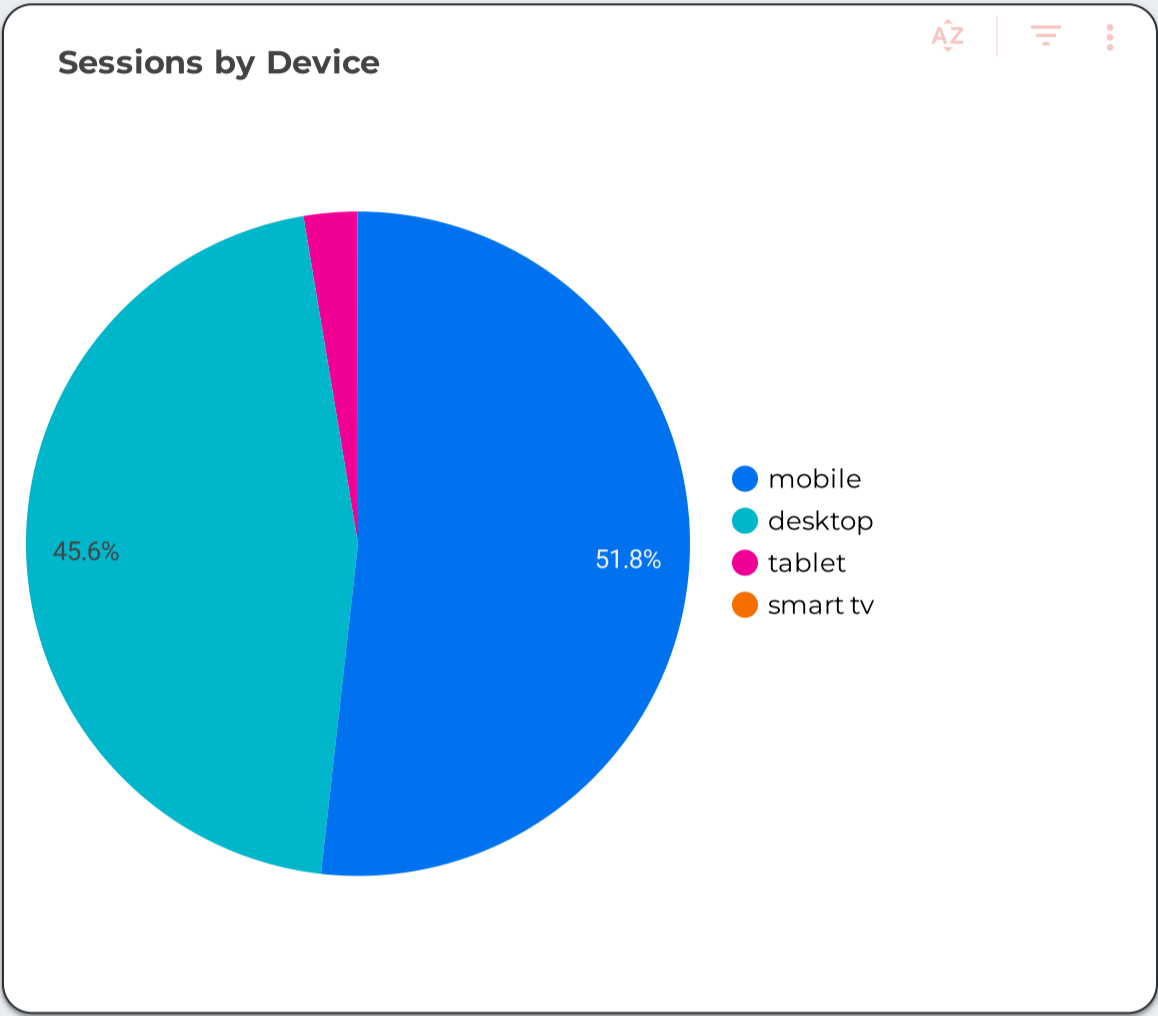
Page path	Sessions	Page views
/	2.1K	2.2K
/rockaway-beach-restaurants/	346	413
/things-to-do/	308	343
/outdoor/	267	273
/restaurants/grumpys-cafe/	230	266
/rockaway-beach-shopping/	187	208
/rockaway-beach-lodging-guide/	168	197
/old-growth-cedar-wetlands-preserve/	165	169
/how-to-get-here/	163	169
/indoor/	153	155
/rockaway-beach-annual-events/	141	171
/lodging-guide-rv-parks-camping/	117	151
/the-story-behind-glass-floats/	116	115
/how-to-spot-rocks-when-rockhounding/	110	112
/twin-rocks/	98	105
/bonfires/	88	92
/lodging-guide-vacation-rentals/	86	107
/events/	86	102
/lodging-guide-hotels-motels/	84	112
/restaurants/original-pronto-pup/	82	83
Grand total	5.1K	8.3K

Visitor Demographics

Users
4,310
↑ 21.5%

New users
4,201
↑ 21.6%

Sessions
5,059
↑ 22.5%



City	Sessions	Users	New users	Sessions per user	User engagement
Seattle	690	562	524	1.25	09:39:35
Portland	519	450	423	1.18	04:59:24
(not set)	366	351	332	1.05	02:02:56
Oceanside	130	130	128	1	00:04:46
Herndon	104	104	104	1	00:00:00
Tillamook	97	74	67	1.35	00:59:05
Beaverton	96	68	61	1.48	01:01:11
Quebec City	93	93	93	1	00:00:21
Rockaway Beach	90	72	55	1.27	00:55:57
Hillsboro	65	57	55	1.16	00:55:30
New York	63	61	59	1.07	00:41:41
Vancouver	56	52	49	1.1	00:32:54
San Jose	54	47	44	1.2	00:23:31
Phoenix	49	38	29	1.32	00:49:31
Aspen	48	48	48	1	00:00:00
Salem	44	37	34	1.19	00:34:27
Grand total	5,059	4,310	4,201	1.18	59:23:31

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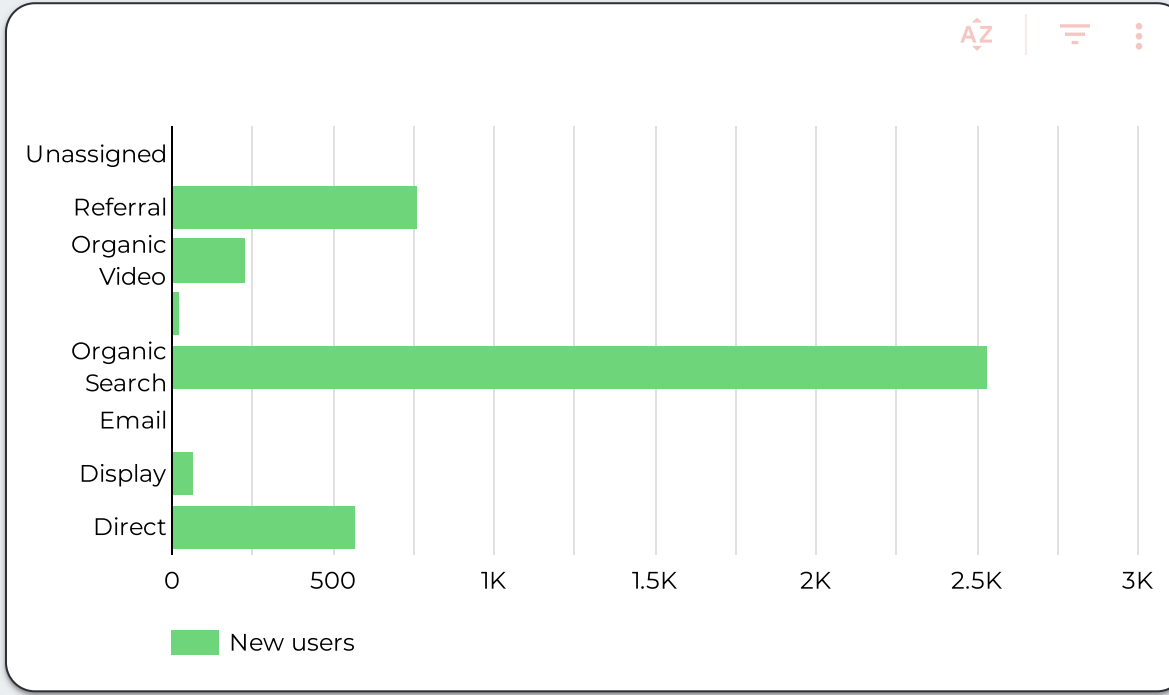
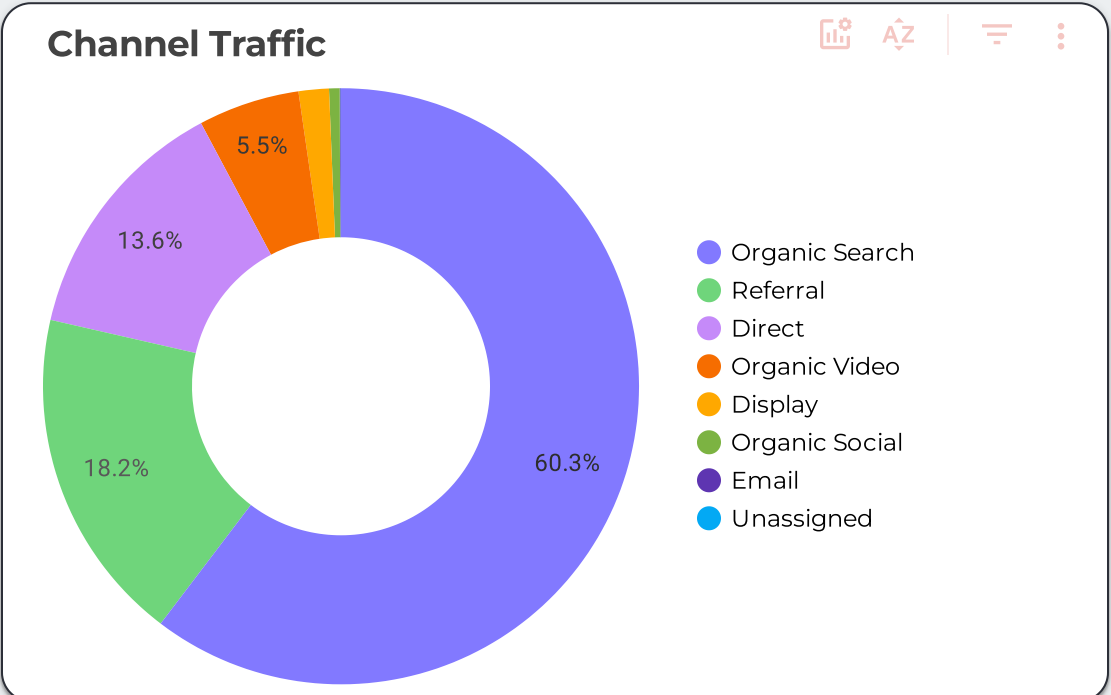
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onlinetrackingstats.net	602	583	581	1.04	00:03:06
GDM	233	231	231	1.01	00:00:16
bing	208	174	171	1.2	05:34:37
yahoo	81	65	64	1.25	01:59:27
seattle_met	75	69	69	1.09	00:19:41
pdxmonthly.com	63	59	59	1.07	00:27:58
duckduckgo	61	51	51	1.2	01:53:20
tillamookcoast.com	51	42	40	1.24	00:34:11
flowcode.com	30	22	22	1.36	00:16:28
corb.us	26	12	9	2.36	00:14:52
beachconnection.net	16	14	13	1.23	00:17:21
Grand total	5,059	4,310	4,201	1.18	59:23:31

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Session Channel Grouping

City

Device category

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

Event count
57,530
↑ 7.3%

Events per session
11.37
↓ -12.3%

Event name	Event count	Events per session
view_search_results	14	1.2
user_engagement	5.3K	2.1
subscribe_form_submit	9	1.8
social_link_click	112	1.6
session_start	5K	1
scroll	2K	1.4
page_view	8.3K	1.7
get_the_guide	177	1
first_visit	4.2K	1
click_to_call	3	1
click	1K	1.6
Image	31.3K	115.9
Grand total	57.5K	11.4