



## March 2025: TOURISM MARKETING REPORT

### WEBSITE ANALYTICS (see attached reports)

**Users: 7,298; 7,107 new users; and 8,493 sessions – up 30%+ from February**

**Top keywords:** “Rockaway Beach Oregon,” kites, Rockaway Beach,” Things to Do, Pronto Pup, Rockaway Beach Resort, Twin Rocks, rockhounding, Old Oregon Smokehouse

**Top User geolocations:** Portland, Seattle, Oceanside, Local (Rockaway), Aspen, Chicago, Beaverton, Salem, Vancouver

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

**How did they find the site:** Google, Direct (731), Bing, Seattle Met, Yahoo, Duck Duck Go, tillamookcoast.com, NW Travel and Life

**Actions (events) taken:** Get the Guide (252 requests) new newsletter subscribers: 22

### SOCIAL MEDIA

*Continuing with social campaign highlighting Rockaway Beach businesses*

*Featured new beach access improvements via video*

**FACEBOOK:** Post Views: 71,010; Reach: 35,291 Engagement 1,193

**Stats up 23% from January.** 45 new followers, total of 12,046

**Post with the most:** Views: 16,801 – Reach: 12,610; Engagement: 232

“Meet the Easter Bunny Aboard the Historic Train.” March 20,2025 (attached)

**INSTAGRAM:** 1921 followers, up 28 from February, 60y 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, continuing through April 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)**

**Sponsored content**

<https://www.kptv.com/sponsored/rockaway-beach/good-eats-beach-rockaway-beach-dining/>

**Rockaway 30-second video link**

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

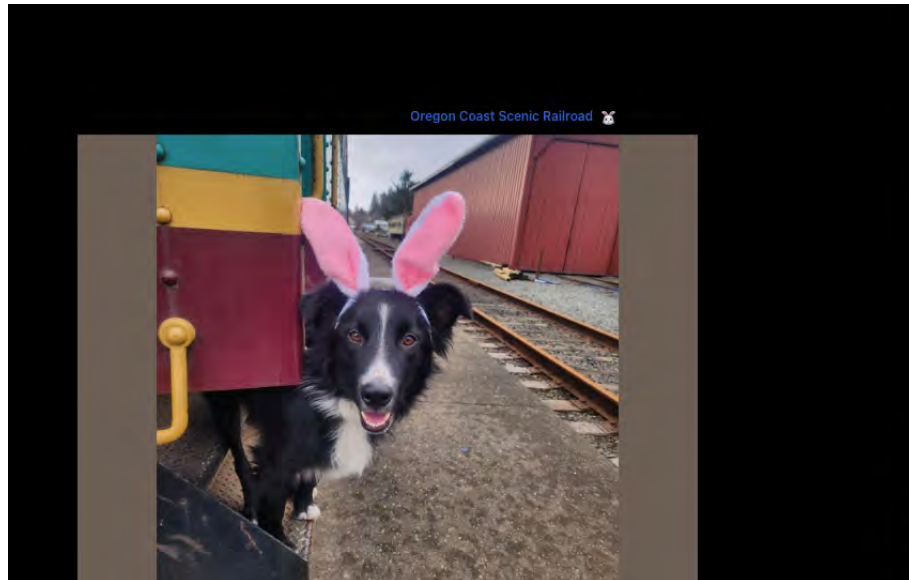
**Rockaway 15-second video link:**

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

**Willamette Living Magazine – (Jan – Feb 2025 winter activities)**  
**(See attached)**

**NW Travel and Life – newsletter spring break – launched March 15**  
**No stats yet**

**FACEBOOK - March 2025 Post with the Most:**  
**Views: 16,801 – Reach: 12,610; Engagement: 232**  
“Meet the Easter Bunny Aboard the Historic Train.” March 20,2025



Views ⓘ  
**16,801**

Reach ⓘ  
**12,610**

Interactions ⓘ  
**232**

Link clicks ⓘ  
**22**


**Views**  
Followers vs. non-followers

6% Followers • 94% Non-followers

**Interactions ⓘ**

Reactions	209
Comments	10
Shares	12
Saves	1

INSTAGRAM – March 2025 – most liked posts



visitrockawaybeach

607 posts 1,921 followers 190 following

Visit Rockaway Beach  
Local & travel website  
Enjoy seven miles of beach and endless stories #smalltownbigbeach #rockawaybeachregion  
@ visitrockawaybeach.org

Edit profile View archive

Home
+

POSTS
SAVED
TAGGED



Jan/Feb  
2025

Willamette

# LIVING

The magazine for Oregon's Willamette Valley

2025,  
Here We Go!



**GETAWAY: TACOMA**  
**DR. RUHA BENJAMIN**  
**INTERNATIONAL FOODS**

Portland to Eugene & everything in-between!





## Rockaway Beach in Winter is Made For “Me Time”

*Enjoy a view of the ancient landmark  
Twin Rocks from your hotel room*

**THERE'S A MYSTICAL FEELING TO THE OREGON COAST IN WINTER. THE CROWDS ARE GONE, THE TRAFFIC HAS EASED.** There's more time to explore museums and galleries, and savor a bowl of hot fresh chowder and crab cakes.

But it's also the season to take time for “me.” Book an oceanfront room and take in the wave show. Visit a bookstore or local library and find a good mystery to read. Take a walk in a wintery forest preserve. Go to a local restaurant for karaoke or trivia night with the locals. In other words, relax, kick back and take some down time. You deserve it. Here are a few suggestions:

### **Enjoy winter rates at oceanfront hotels**

Winter is an affordable time to book a weekend stay (or longer!). In Rockaway Beach, hotels along the beach have the best views of the Pacific Ocean's dynamic wave action. Try **Rockaway Beach Resort** or **Surfside Resort** – they both have swimming pools (and the ocean is just too cold this time of year). They are within short walking distance to restaurants and shops.

### **Fresh seafood, baked goods and local entertainment**

Craving fresh, local seafood? You're in the right place. Get some clam chowder to go from **Old Oregon Smokehouse**, and take it back to your room for waterfront dining. Or go to **Sand Dollar Restaurant** at the Wayside for fresh seafood and more delicacies prepared European style (and it's beachfront dining).

**Tie Breaker** is the newest restaurant in town, and it not only offers burgers, salads and other favorites, it's a sports bar. Multiple screens around the bar area gives you a ringside seat to your favorite teams. In the evenings, have fun singing karaoke with the locals or playing trivia games.

And if you're up for a game of putt-putt golf on a Wizard of Oz themed course, you got it. In the center of town at **Troxel's Rock Garden**.

Ready for coffee and scones in the morning? Head to **Beach Bakeshop**. Ice cream in the afternoon? Got you covered at **Sea Breeze** and **Schwietert's Cones and Candy**.

### **Eclectic shopping**

From vintage finds to modern designs, Rockaway Beach is filled with treasure shops. **Simple Charming** and **The Little Crow** are filled with local crafts, antiques and unique finds. **Troxel's Gem and Jewelry Store** has handcrafted necklaces, bracelets and rings, and rare agates and gems.

### **Walk the beach and the boardwalk**

Seven miles of wide, sandy beach is the calling card for Rockaway Beach. Look for a bounty of agates and shells that wash ashore in winter. Keep your eyes on the ocean, though. Winter is a season of big wave action.

At the south end of town is the **Old Growth Cedar Trail**. Walk on a raised, ADA boardwalk through a mystical nature preserve. The land has survived earthquakes, a tsunami, fires and development. At the end of the one-mile trail is an 800-year old cedar tree. She has seen it all. And still she stands.





Wizard of Oz-themed putt-golf follows a yellow brick road



Old Growth Cedar Trail is a nature preserve



Other options: doing nothing. Sit back in your oceanfront hotel room with a good book and a bottle of wine, and feel the stress leave your body with every wave that laps at the beach. Feel like exploring? Rockaway Beach makes a convenient home base for touring the coast. Head north to Manzanita and pick up a book at Cloud & Leaf, or drive south to Tillamook and stock up on cheese at the Creamery.

It's me time, so do as you please.

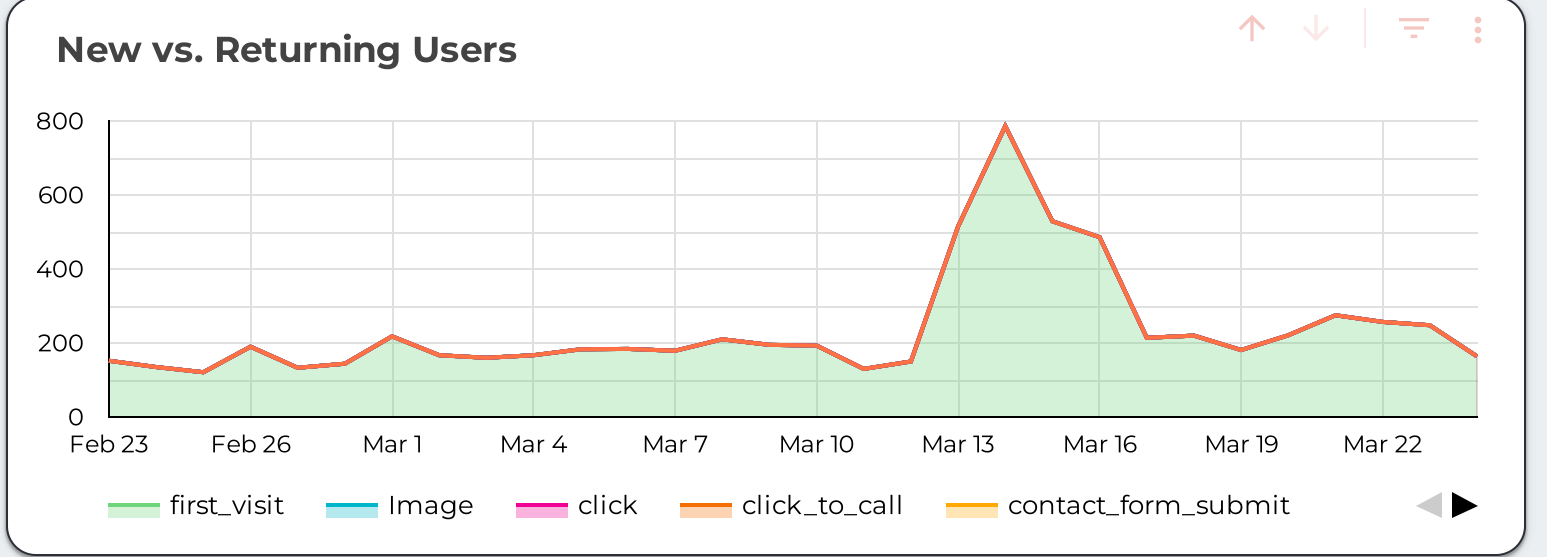
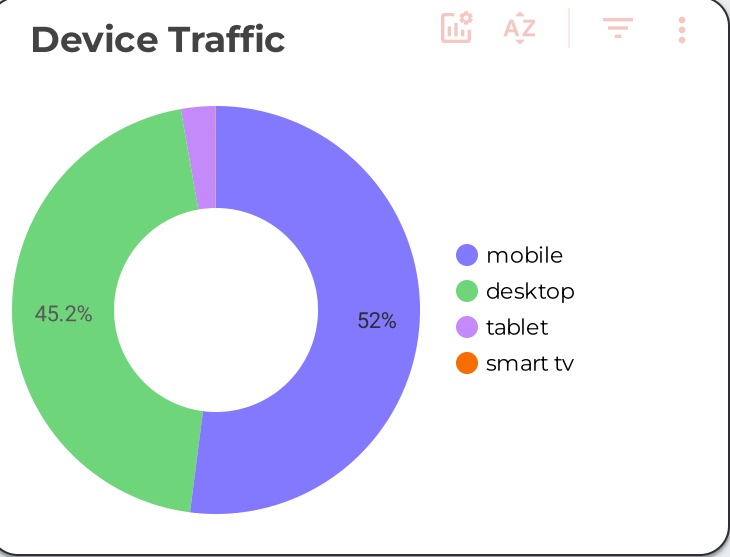
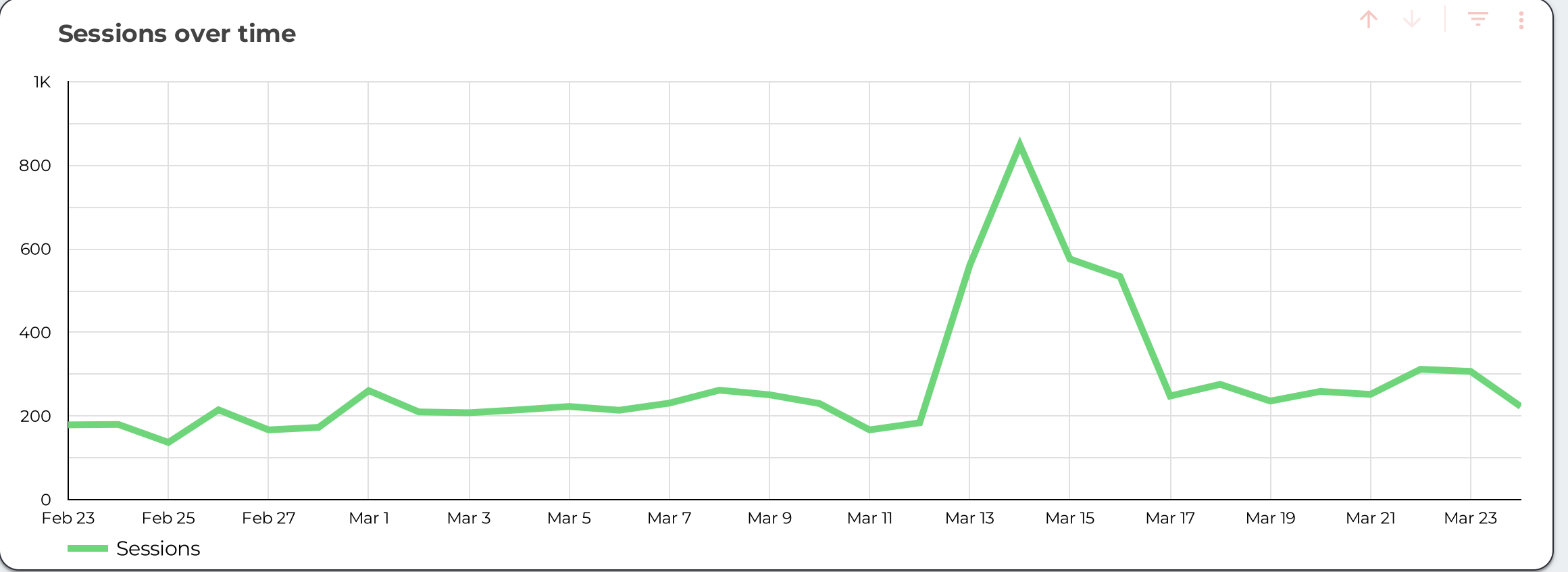
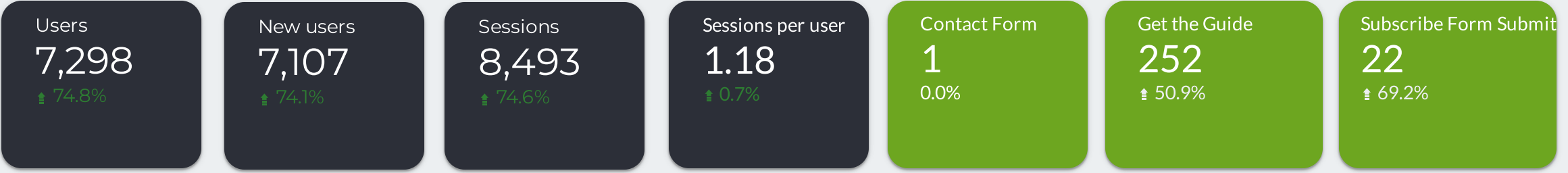
Plan your "me" trip at [www.visitrockawaybeach.org](http://www.visitrockawaybeach.org)



The Little Crow is filled with eclectic treasures



## User Behavior



## How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	3,806	3,018	2,952	1.28
onlinetrackingstats.net	1,254	1,224	1,218	1.03
GDM	1,215	1,184	1,183	1.04
(direct)	1,074	960	916	1.15
bing	288	244	233	1.21
seattle_met	133	126	122	1.06
yahoo	102	77	72	1.36
duckduckgo	78	68	67	1.15
tillamookcoast.com	68	56	55	1.21
(not set)	61	61	0	1
Northwest Travel & Life Magazine	58	45	44	1.29
flowcode.com	57	36	36	1.57
<b>Grand total</b>	<b>8,493</b>	<b>7,298</b>	<b>7,107</b>	<b>1.18</b>

## Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	13,969	588	4.21%	4.58	4.58
kites	8,748	1	0.01%	11.02	11.02
rockaway beach	6,079	45	0.74%	10.92	10.92
things to do in rockaway be...	1,349	40	2.97%	6.48	6.48
pronto pup	1,264	1	0.08%	9.64	9.64
rockaway beach resort	1,242	36	2.9%	5.33	5.33
twin rocks	983	1	0.1%	5.85	5.85
rockhounding	950	0	0%	10.46	10.46
rockaway beach, oregon	845	25	2.96%	4.25	4.25
what is a glass float	836	9	1.08%	1.62	1.62
old oregon smokehouse	775	11	1.42%	8.16	8.16
sneaker waves	770	0	0%	13.21	13.21
rockaway	697	5	0.72%	13.65	13.65
barview jetty campground	648	0	0%	10.4	10.4
pronto pup rockaway	625	1	0.16%	7.27	7.27
rockaway beach old growt...	617	5	0.81%	10.22	10.22
what are glass floats	553	9	1.63%	4	4
<b>Grand total</b>	<b>182,853</b>	<b>3,045</b>	<b>1.67%</b>	<b>15.91</b>	<b>15.91</b>



## What Pages Did Users Visit?

Sessions  
**8,493**  
↑ 74.6%

Page views  
**14,801**  
↑ 44.7%

User engagement  
**91:52:29**  
↑ 33.9%

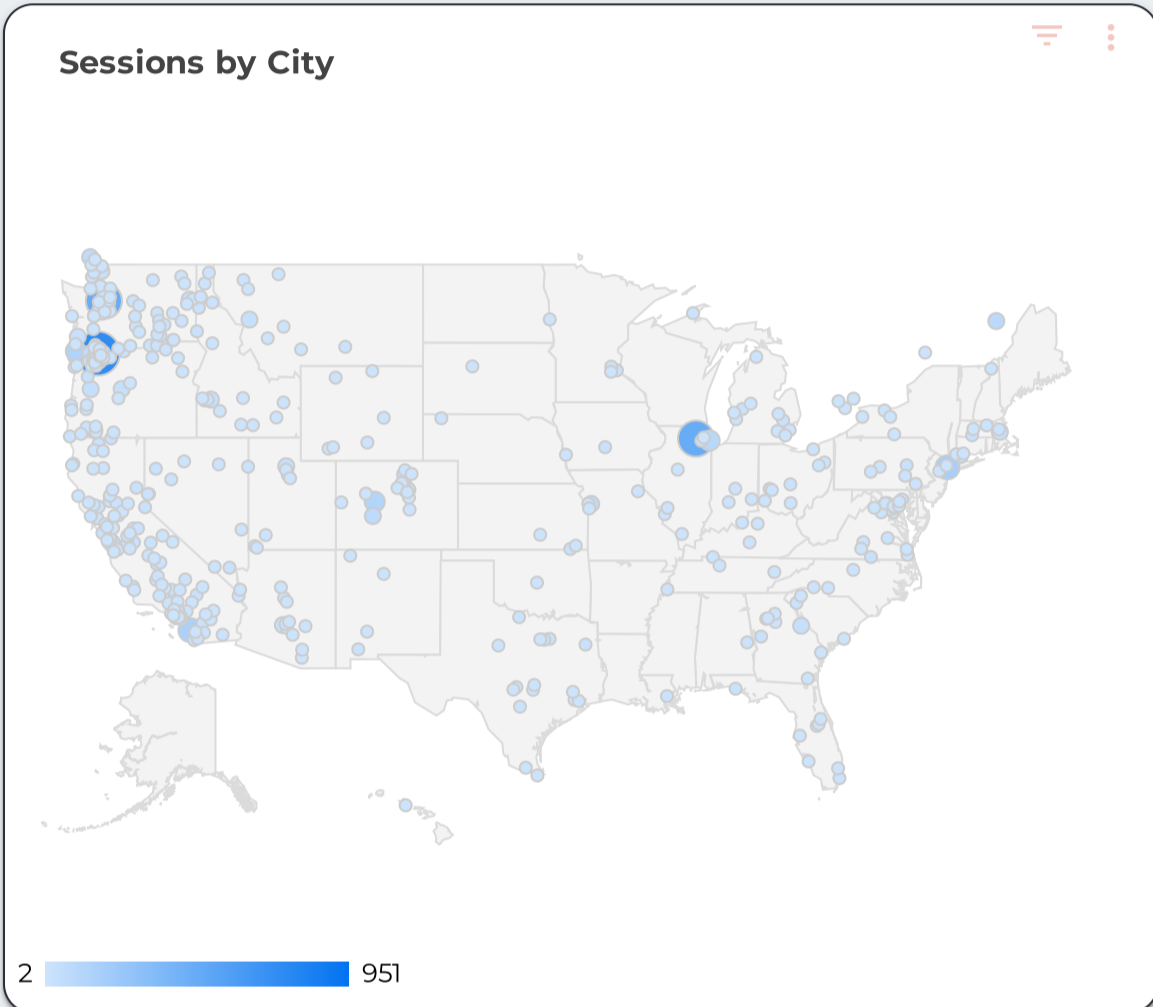
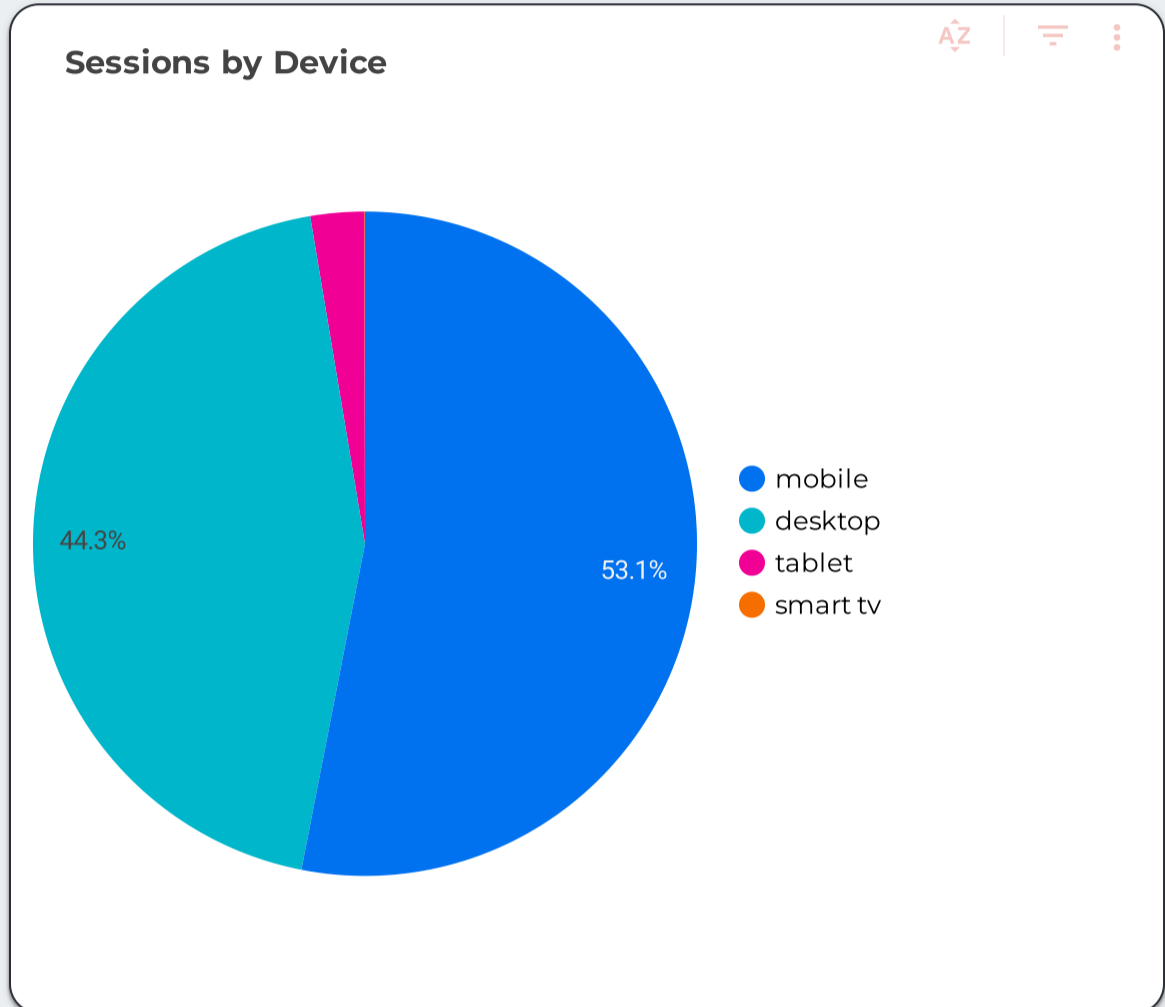
Page path	Sessions	Page views
/	4.2K	6.5K
/rockaway-beach-restaurants/	500	578
/things-to-do/	435	466
/outdoor/	385	348
/restaurants/grumpys-cafe/	316	375
/rockaway-beach-shopping/	293	322
/rockaway-beach-lodging-guide/	236	277
/how-to-get-here/	215	224
/old-growth-cedar-wetlands-preserve/	214	230
/indoor/	203	206
/the-story-behind-glass-floats/	201	199
/how-to-spot-rocks-when-rockhounding/	199	202
/lodging-guide-rv-parks-camping/	154	199
/rockaway-beach-annual-events/	134	137
/events/	132	152
/lodging-guide-hotels-motels/	129	157
/restaurants/original-pronto-pup/	123	125
/lodging-guide-vacation-rentals/	122	140
/bonfires/	119	120
/shopping/rockaway-beach-market/	116	128
<b>Grand total</b>	<b>8.5K</b>	<b>14.8K</b>

### Visitor Demographics

Users  
**7,298**  
↑ 74.8%

New users  
**7,107**  
↑ 74.1%

Sessions  
**8,493**  
↑ 74.6%



City	Sessions	Users	New users	Sessions per user	User engagement
(not set)	951	950	899	1.01	05:16:36
Portland	731	635	592	1.19	07:55:39
Campton Hills	465	465	465	1	00:00:00
Seattle	465	398	365	1.21	06:00:39
New York	172	168	167	1.06	00:16:17
Oceanside	154	154	150	1.01	00:12:24
Tillamook	136	112	95	1.31	01:40:49
Rockaway Beach	134	90	70	1.6	01:13:33
Aspen	123	123	122	1.01	00:01:27
Chicago	95	92	91	1.09	00:25:50
Beaverton	84	73	68	1.15	01:20:37
Quebec City	79	79	79	1	00:00:34
Salem	75	49	45	1.56	01:09:11
Gunnison	69	69	69	1	00:00:00
Vancouver	69	65	62	1.11	00:48:09
Independence	67	67	67	1	00:00:23
<b>Grand total</b>	<b>8,493</b>	<b>7,298</b>	<b>7,107</b>	<b>1.18</b>	<b>91:52:29</b>



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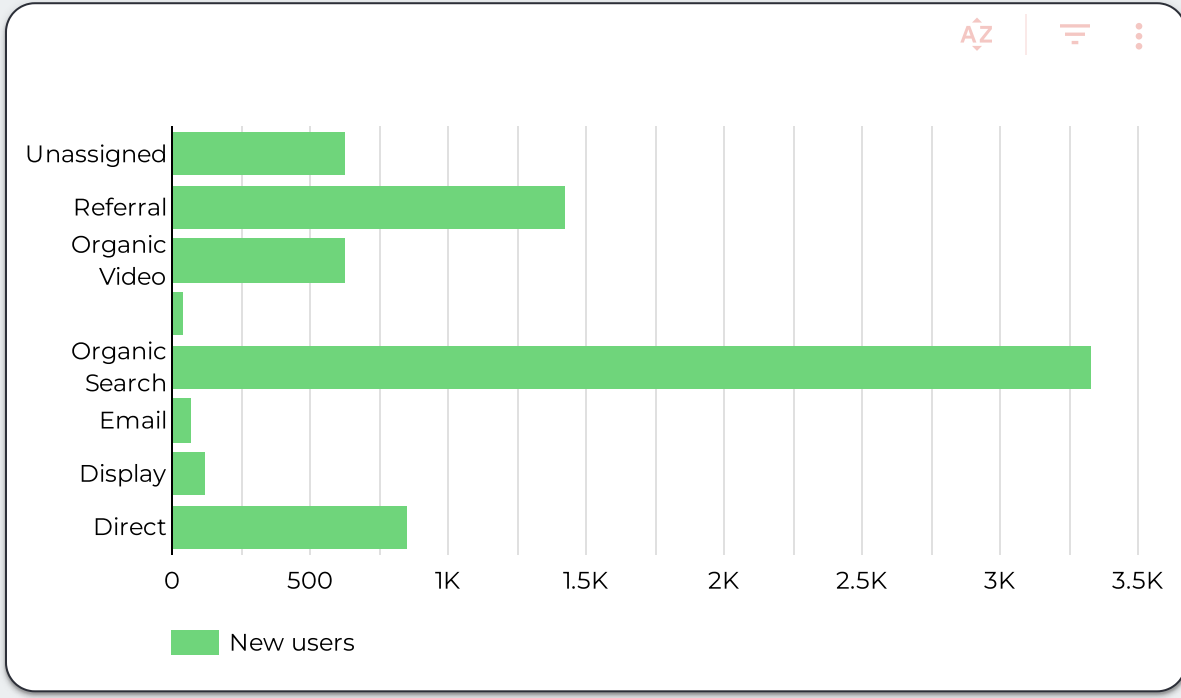
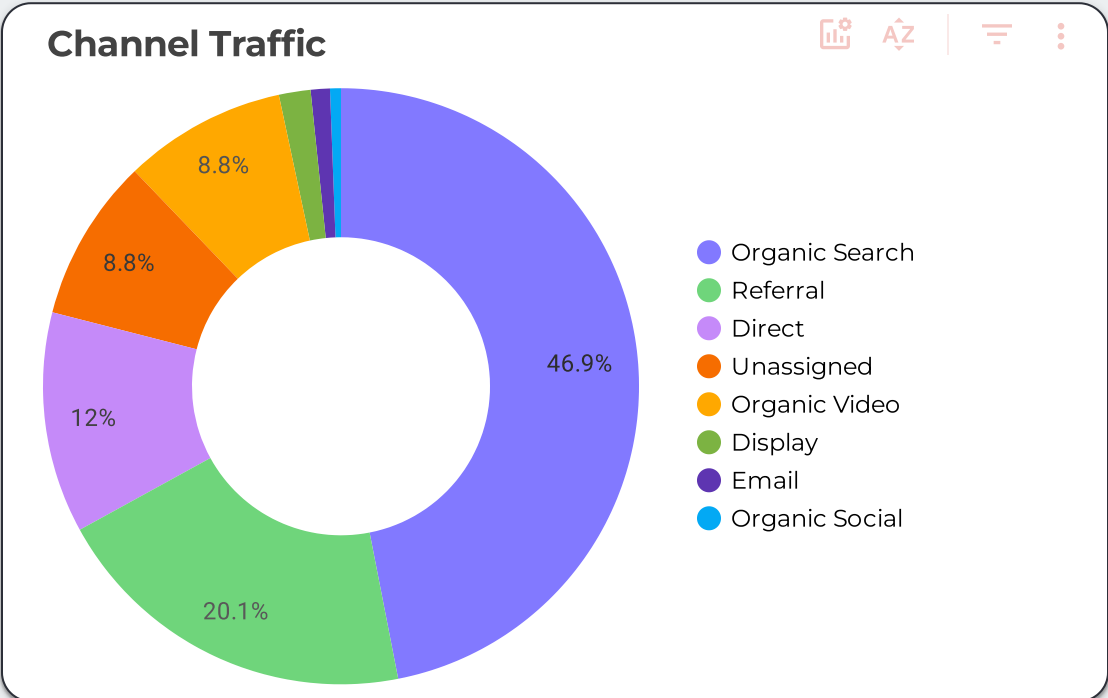
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onlinetrackingstats.net	1,254	1,224	1,218	1.03	00:13:41
GDM	1,215	1,184	1,183	1.04	00:03:44
(direct)	1,074	960	916	1.15	19:04:45
bing	288	244	233	1.21	07:19:15
seattle_met	133	126	122	1.06	00:32:02
yahoo	102	77	72	1.36	01:17:00
duckduckgo	78	68	67	1.15	01:21:35
tillamookcoast.com	68	56	55	1.21	01:01:07
(not set)	61	61	0	1	01:35:57
Northwest Travel & Life Magazine	58	45	44	1.29	00:30:09
flowcode.com	53	36	36	1.47	00:16:15
corb.us	42	23	21	1.83	00:25:37
Grand total	8,493	7,298	7,107	1.18	91:52:29

1 - 60 / 60



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

Event count  
**82,309**  
↑ 34.3%

Events per session  
**9.69**  
↓ -23.1%

Event name	Event count	Events per session
view_search_results	18	1.5
user_engagement	7.1K	2.1
subscribe_form_submit	22	2.4
social_link_click	165	1.3
session_start	8.4K	1
scroll	2.7K	1.4
page_view	14.8K	1.8
get_the_guide	252	1.1
first_visit	7.1K	1
contact_form_submit	1	1
click_to_call	11	1.2
click	1.4K	1.5
Image	40.2K	106.4
<b>Grand total</b>	<b>82.3K</b>	<b>9.7</b>