



April 2025: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

Users: 6,300; 6.069 new users; and 7.686 sessions – down 15% from March

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

Top User geolocations: Portland, Seattle, Local (Rockaway), Chicago, San Jose, Los Angeles, Oregon City, Hillsboro, Vancouver. Forest Grove, Salem,

Pages most visited: things to do, restaurants, Outdoor, Grumpy’s Café, shopping, Old Growth Cedar Trail

How did they find the site: Google, Direct (1,137 – higher % than March), KPTV (online tracking) Bing, Duck Duck Go, NW Travel and Life, Seattle Met, tillamookcoast.com

Actions (events) taken: Get the Guide (266 requests) new newsletter subscribers: 48

SOCIAL MEDIA

Continuing with social campaign highlighting Rockaway Beach businesses

LOTS of social media activity - (more than 2X reach/engagement from March)

FACEBOOK: Post Views: 171,900; Reach: 81,800; Engagement 3,600

163 new followers, total of 12,178

Post with the most: Views: 52,575 – Reach: 38,457; Engagement: 662

“Time to visit the Old Oregon Smokehouse.” April 10,2025 (attached)

INSTAGRAM: 1,969 followers, up 48 from March

(see attached for most liked images)

SPONSORED CONTENT

MSN.com This Stretch Of Oregon's Coast Is A Cute Beach City With Sandy Beaches, Quaint Shops, And Sleepy Vibes

Story by Lauren Kershner

<https://www.msn.com/en-us/travel/tripideas/this-stretch-of-oregon-s-coast-is-a-cute-beach-city-with-sandy-beaches-quaint-shops-and-sleepy-vibes/ar-AA1COdAS?ocid=msedgdhp&pc=U531&cvid=3f2bcef1f2e64a3093c15c629bde60ba&ei=50>

NW Travel and Life – Eblast and Social (eblasts perform much better!)

October 2024: 13,800 email list – 45.49% open rate (average is 31.41%), CTR – 8.9%

March 1, 2025: 36,900 email list – 48.63% open rate (average is 31.41%), CTR – 18.02%

Social engagement October – March – 23,910 impressions, 324 Clicks, CTR 4.78%

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

TV spots: 139 – Reach 834,678 (out of a population reach of 907,501)

Sponsored content

Good Eats at the Beach:

Web Views	Web Clicks	Web CTR	App Views	App Clicks	App CTR	Total Views	Total Clicks	Total CTR	Client Clicks
483,696	406	0.08%	48,446	4,327	6%	532,142	4,733	0.78%	169

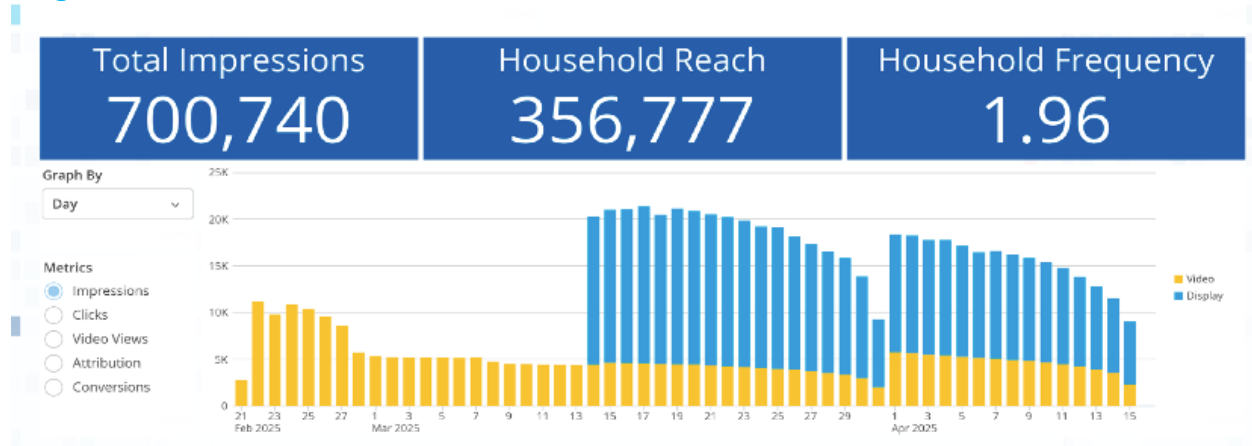
Outdoor fun for the whole family

Web Views	Web Clicks	Web CTR	App Views	App Clicks	App CTR	Total Views	Total Clicks	Total CTR	Client Clicks
468,060	215	0.05%	40,984	2,950	4.7%	509,044	3,165	0.6%	55

Digital display



Targeted Video



FACEBOOK - April Post with the Most:

**Rockaway Beach**
Published by Dan Haag
April 10 at 9:16 AM

Time to visit the Old Oregon Smokehouse - a wide variety of fresh fish prepared to perfection and continuously named some of the best clam chowder on the coast!

[#visitrockawaybeach](#)





INSTAGRAM – April 2025 – most liked posts



visitrockawaybeach

656 posts · 1,009 followers · 192 following

Visit Rockaway Beach
Local & Travel website
Enjoy views, miles of beach and endless stories #smallbeachbigbeach #rockawaybeachnj
visitrockawaybeach.org

+

Reel

POSTS · SAVED · TAGGED



User Behavior

Users

6,300

-17.6%

New users

6,069

-18.7%

Sessions

7,686

-13.7%

Sessions per user

1.24

5.5%

Contact Form

2

100.0%

Get the Guide

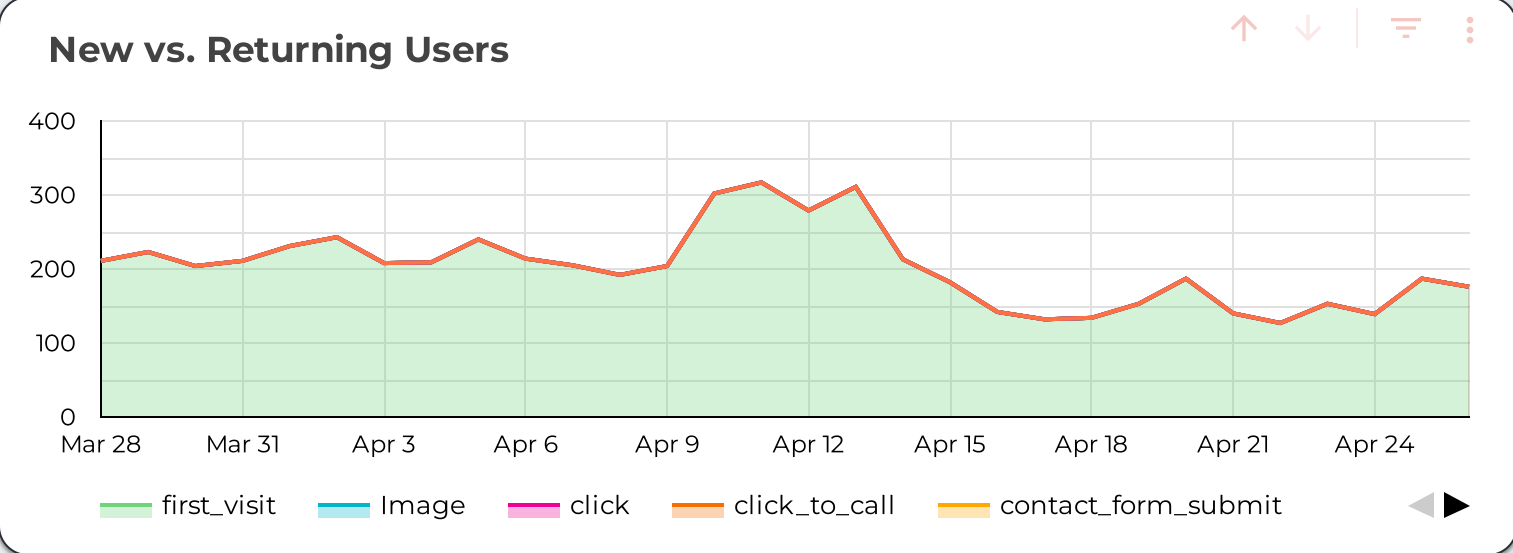
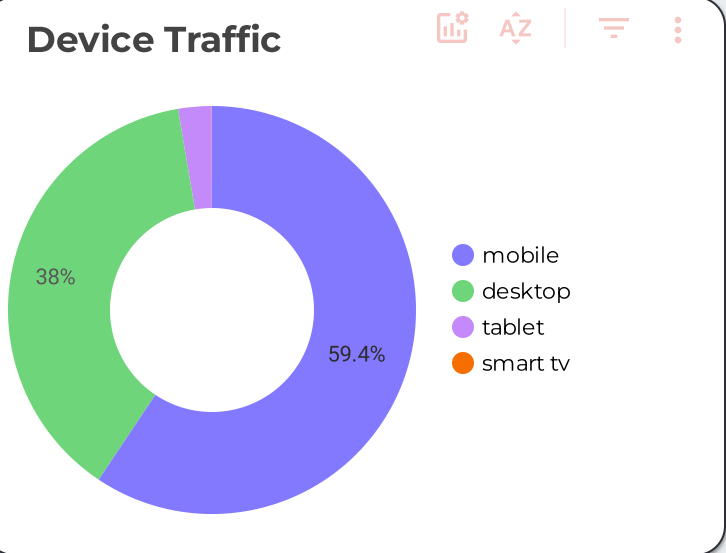
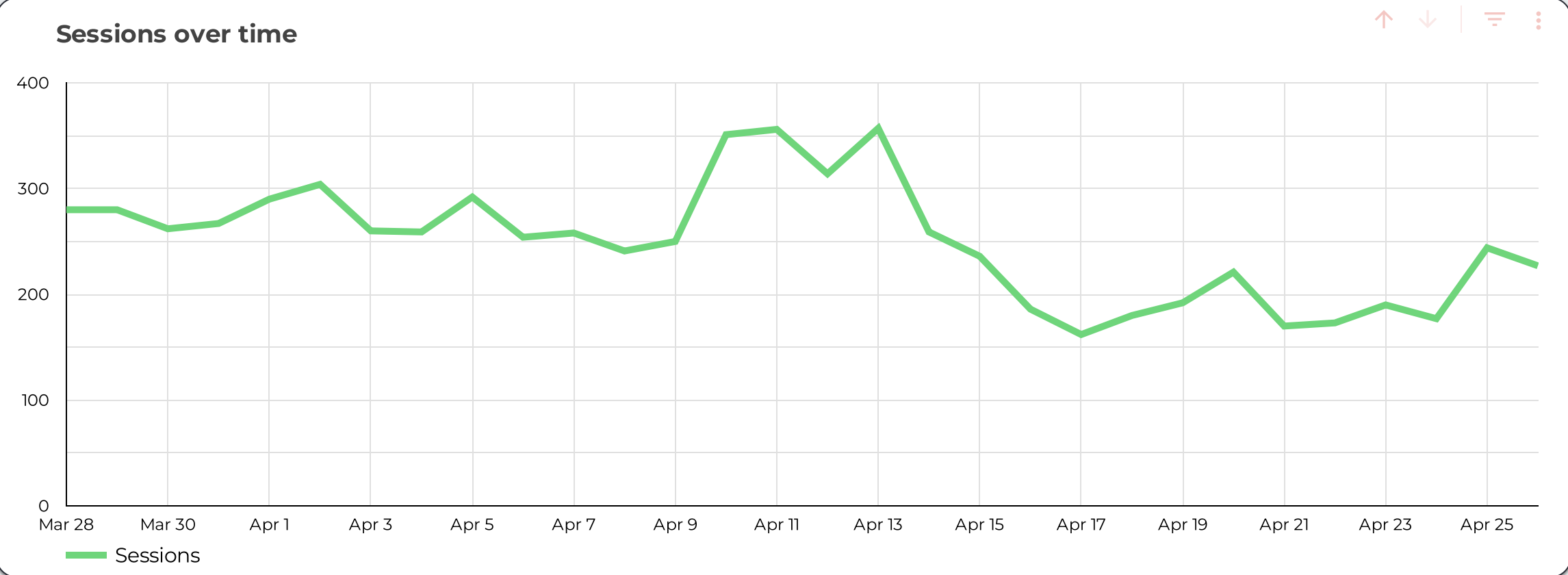
266

0.0%

Subscribe Form Submit

48

92.0%



How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	4,095	3,232	3,115	1.29
(direct)	1,137	912	853	1.27
GDM	783	765	759	1.03
onlinetrackingstats.net	380	373	369	1.03
bing	283	244	238	1.17
duckduckgo	112	70	66	1.62
ig	103	100	100	1.03
nwtravelmag.com	98	97	97	1.01
yahoo	81	63	57	1.33
tillamookcoast.com	79	66	66	1.2
Northwest Travel & Life Magazine	69	61	58	1.13
seattle met	64	58	56	1.1
Grand total	7,686	6,300	6,069	1.24

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach oregon	13,600	644	4.74%	4.37	4.37
rockaway beach	8,096	50	0.62%	9.31	9.31
kites	2,947	0	0%	11.7	11.7
the original pronto pup	1,670	5	0.3%	7.3	7.3
pronto pup	1,565	8	0.51%	9.66	9.66
things to do in rockaway be...	1,367	73	5.34%	5.37	5.37
rockaway beach, oregon	1,200	32	2.67%	4.34	4.34
rockaway beach resort	1,118	24	2.15%	5.31	5.31
kite	863	0	0%	6.82	6.82
twin rocks	808	0	0%	5.93	5.93
rockaway	730	3	0.41%	12.53	12.53
old oregon smokehouse	724	3	0.41%	9.38	9.38
food near me	616	8	1.3%	8.86	8.86
pronto pup rockaway	555	2	0.36%	5.94	5.94
pronto pup oregon	506	2	0.4%	6.61	6.61
silver+sands+rockaway+be...	506	0	0%	9.05	9.05
rockaway beach old growt...	480	1	0.21%	9.46	9.46
Grand total	164,090	3,007	1.83%	16.27	16.27

What Pages Did Users Visit?

Sessions
7,686
-13.7%

Page views
11,838
-23.6%

User engagement
86:59:19
-11.4%

Page path	Sessions	Page views
/	3.3K	3.4K
/things-to-do/	515	550
/rockaway-beach-restaurants/	479	594
/outdoor/	442	418
/restaurants/grumpys-cafe/	314	379
/rockaway-beach-shopping/	277	305
/old-growth-cedar-wetlands-preserve/	218	231
/bonfires/	201	203
/how-to-get-here/	199	211
/how-to-spot-rocks-when-rockhounding/	186	189
/indoor/	185	173
/lodging-guide-rv-parks-camping/	173	215
/rockaway-beach-annual-events/	163	163
/rockaway-beach-lodging-guide/	162	177
/restaurants/original-pronto-pup/	156	164
/shopping/rockaway-beach-market/	154	169
/events/	146	179
/twin-rocks/	120	125
/shopping/flamingo-jims-gifts-clothing/	115	127
/the-story-behind-glass-floats/	115	121
Grand total	7.7K	11.8K

Visitor Demographics

Users

6,300

-17.6%

New users

6,069

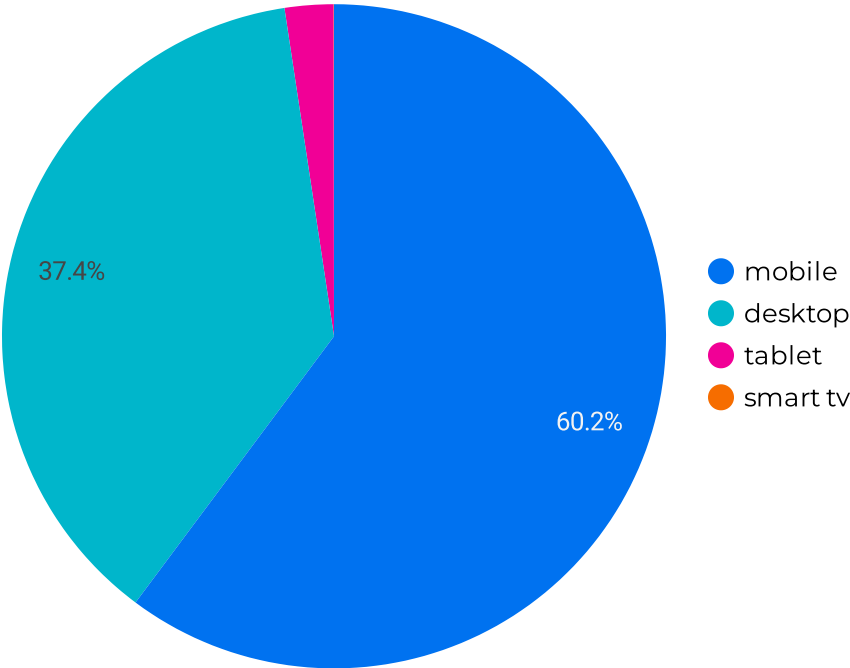
-18.7%

Sessions

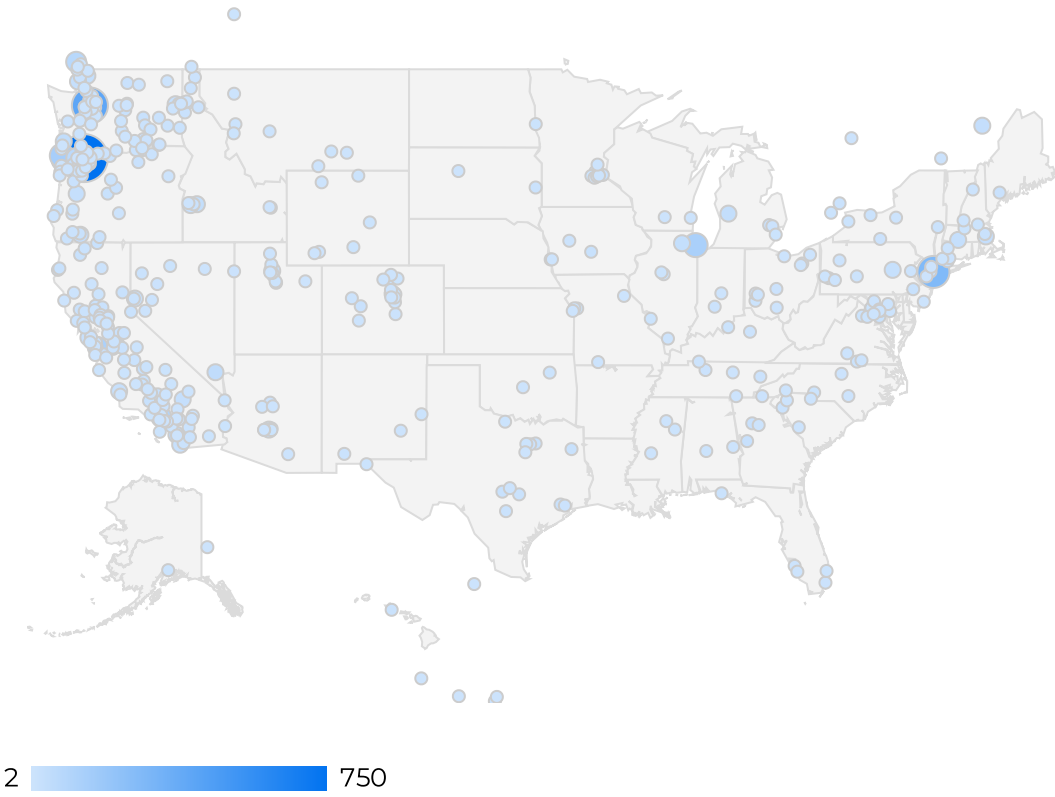
7,686

-13.7%

Sessions by Device



Sessions by City



City	Sessions	Users	New users	Sessions per user	User engagement
Portland	750	634	591	1.21	09:33:51
(not set)	601	567	521	1.08	04:10:17
Seattle	406	341	305	1.25	05:59:20
New York	276	269	267	1.03	00:27:09
Tillamook	186	141	120	1.35	02:26:54
Rockaway Beach	139	103	80	1.38	02:19:03
Chicago	126	124	123	1.02	00:13:30
San Jose	118	110	97	1.13	01:32:16
Los Angeles	98	93	88	1.07	00:45:32
Oregon City	93	74	60	1.33	01:04:45
Hillsboro	80	69	64	1.19	01:13:41
Vancouver	76	67	64	1.15	01:10:06
Forest Grove	66	60	52	1.18	00:26:52
Salem	64	58	54	1.12	00:37:22
Oceanside	56	56	49	1.02	00:09:05
Ashburn	48	48	47	1	00:04:05
Grand total	7,686	6,300	6,069	1.24	86:59:19

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How Did Users Get To Our Website?

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-17.6%

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Sessions

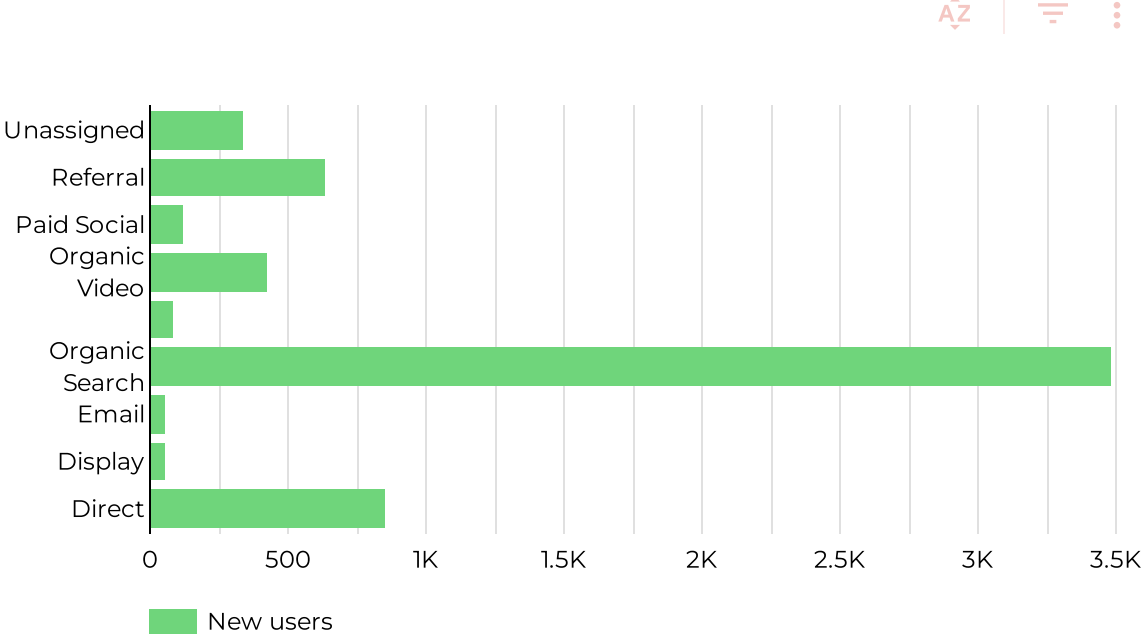
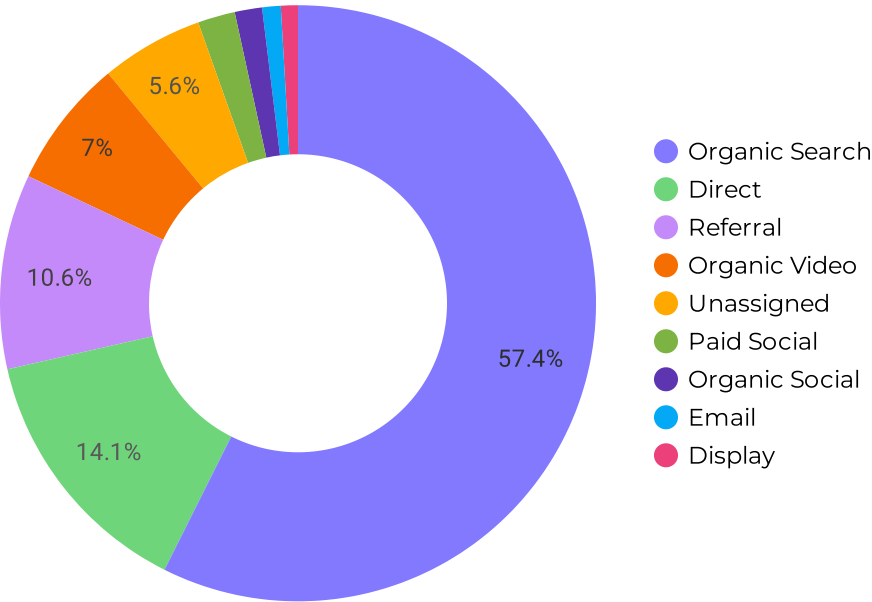
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onlinetrackingstats.net	380	373	369	1.03	00:23:06
bing	283	244	238	1.17	06:31:01
duckduckgo	112	70	66	1.62	01:36:30
ig	103	100	100	1.03	00:10:01
nwtravelmag.com	98	97	97	1.01	02:23:34
yahoo	81	63	57	1.33	01:28:03
tillamookcoast.com	79	66	66	1.2	01:11:13
Northwest Travel & Life Magazine	69	61	58	1.13	00:45:51
seattle_met	64	58	56	1.1	00:27:58
corb.us	43	27	24	1.65	00:33:02
Grand total	7,686	6,300	6,069	1.24	86:59:19

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Channel Traffic



Session Channel Grouping

City

Device category

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

Event count

86,506

↓ -1.5%

Events per session

11.26

↑ 14.1%

Event name	Event count	Events per session
view_search_results	31	1.3
user_engagement	7.2K	2.1
subscribe_form_submit	48	4.4
social_link_click	174	1.4
session_start	7.5K	1
scroll	3K	1.5
page_view	11.8K	1.6
get_the_guide	266	1
first_visit	6.1K	1
file_download	4	1
contact_form_submit	2	1
click_to_call	14	1.2
click	1.5K	1.5
Image	48.9K	100.2
Grand total	86.5K	11.3