



## June 2025: TOURISM MARKETING REPORT

### WEBSITE ANALYTICS (see attached reports)

- **Users:** 7,173; new users, 6,928; and 9,514 sessions, 16,209 Page views – 25% above May
- **Top keywords:** “Rockaway Beach Oregon,” Rockaway Beach,” kites, Pronto Pup, Things to Do, Nehalem Bay State Park, sneaker waves, Rockaway Beach Resort, Old Oregon Smokehouse
- **Top User geolocations:** Portland, Seattle, Los Angeles, Local (Rockaway), Medford, San Jose, Salem, Vancouver, Phoenix, Hillsboro
- **Pages most visited:** Outdoor, things to do, restaurants, Grumpy’s Café, annual events, shopping, Old Growth Cedar Trail
- **How did they find the site:** Google, Direct (1,770), Bing, Duck Duck Go, Yahoo, tillamookcoast.com, Facebook
- **Actions (events) taken:** Get the Guide (385 requests) new newsletter subscribers: 41

### SOCIAL MEDIA

*Continuing with social campaign highlighting Rockaway Beach businesses*

**FACEBOOK:** Post Views: **202,807 (116% over May)**; Reach: **155,245**; Engagement **6,686** (3X over May) **117** new followers, total of 12,461

**Post with the most:** Published June 13. Views: 51,851 – Reach: 43,388; Engagement: 223  
“We’re less than a month away from the big annual 4th of July Fireworks show!”

**INSTAGRAM:** **2,024** followers, up 139 from May  
(see attached for most liked images)

### NEW VIDEO

**Accessibility is in the DNA of Rockaway Beach (all are welcome)**

**Mayor McNeilly is narrator**

[https://www.youtube.com/watch?v=7yJ7lh\\_ch6U](https://www.youtube.com/watch?v=7yJ7lh_ch6U)

### PROMOTIONS

**B-Line – mobile billboards** in Portland, from September 2024 through early June 2025.

**On streets of Portland for 759 hours.** Drivers reported multiple shout-outs about Rockaway!  
*One man shouted, “I love Rockaway, grew up there.”*

### E-NEWSLETTER

Summer events, mailed June 3 to 10,210 subscribers, 3,460 clicks: Open rate – 18.5%

## EARNED MEDIA

### Complete list of Oregon Coast 4<sup>th</sup> of July events

<https://www.beachconnection.net/news/complete-coast-fourth-july2025.php>

#### Nature Preserve Walkway (adding benches):

Benches added – posted on social media – received lots of thanks!

#### New Art Gallery:

The [Blue Water Fine Art Gallery](#) opened on June 27th, adding to the town's cultural attractions.

<https://www.tillamookcountypioneer.net/new-artistic-haven-blooms-in-rockaway-beach-blue-water-fine-art-gallery-opens-friday/>

## TCVA TOURISM INDUSTRY SECTOR REPORT

*Comments from sectors: Kudos to Rockaway Beach for their support of businesses*

See full report at: <https://tillamookcoast.com/wp-content/uploads/2025/06/2025-Tourism-Sector-Business-Report-FINAL.pdf>

#### From Farmers/Fishers/Agritourism sector

“The current government of Rockaway Beach was praised as business-friendly”

#### From museums/cultural heritage sector

“To the extent that cities were mentioned, Rockaway Beach drew praise for its Community Grant programs but other cities were generally described as uninvolved.”

#### From retail sector

“Rockaway Beach was praised for its “incredible” grants to businesses, but otherwise this is where the going got rough for cities.”

#### From restaurant sector

“Rockaway Beach got a shout-out from a restaurant owner who received a facade grant to improve the look of the weatherbeaten building, but generally local governments did not fare well when appraised by restaurateurs.”

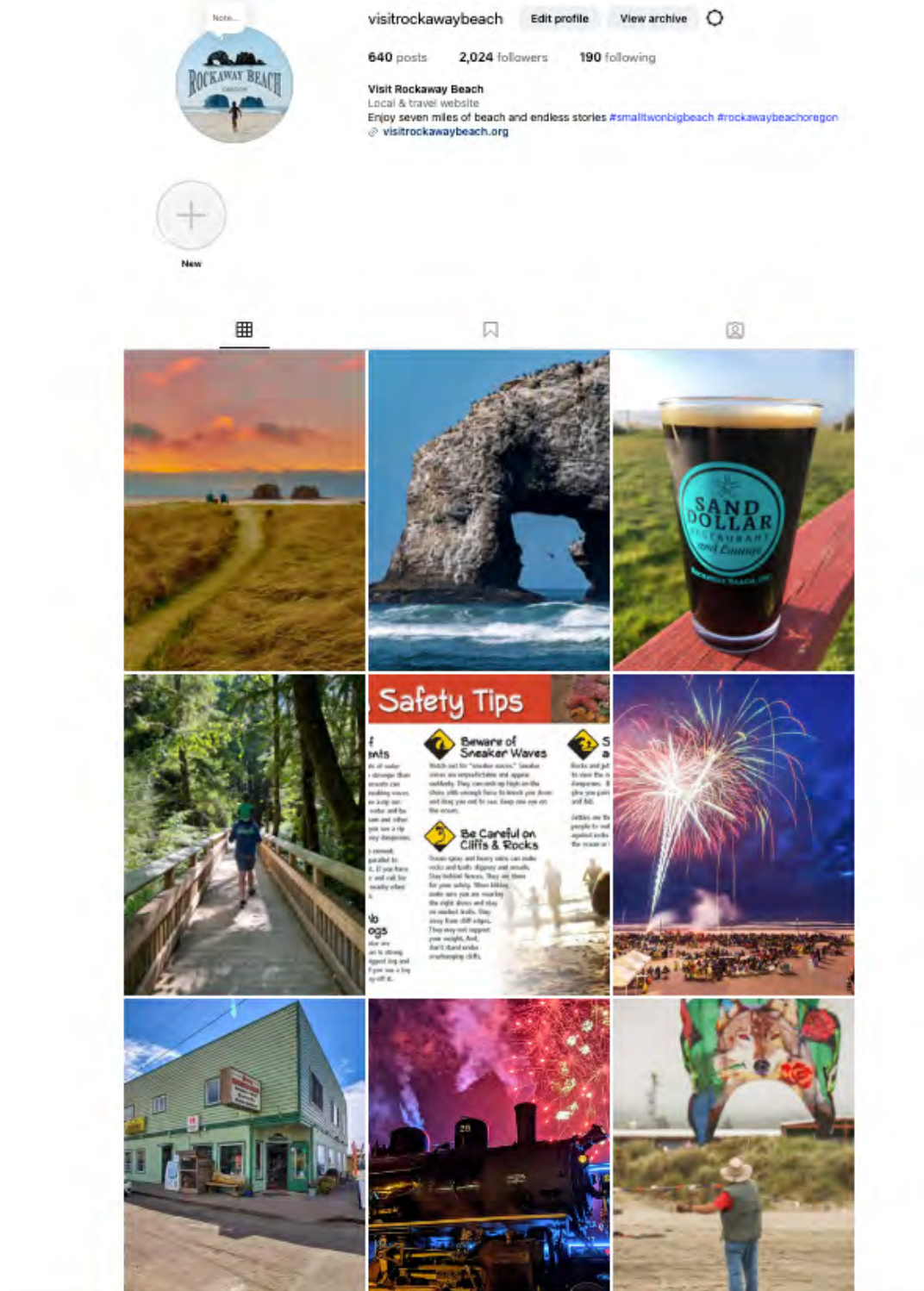
#### From lodging sector

“Except for Rockaway Beach, which was generally hailed as business-friendly and innovative for its grant programs by interviewees across tourism sectors, Tillamook County and its cities tended to fare poorly in the view of lodging providers.”

## FACEBOOK - June 2025 Post with the Most



## INSTAGRAM – June 2025 – most liked posts





User Behavior

Users

7,173

↑ 14.1%

New users

6,928

↑ 13.1%

Sessions

9,514

↑ 21.4%

Sessions per user

1.35

↑ 7.9%

Contact Form

4

0.0%

Get the Guide

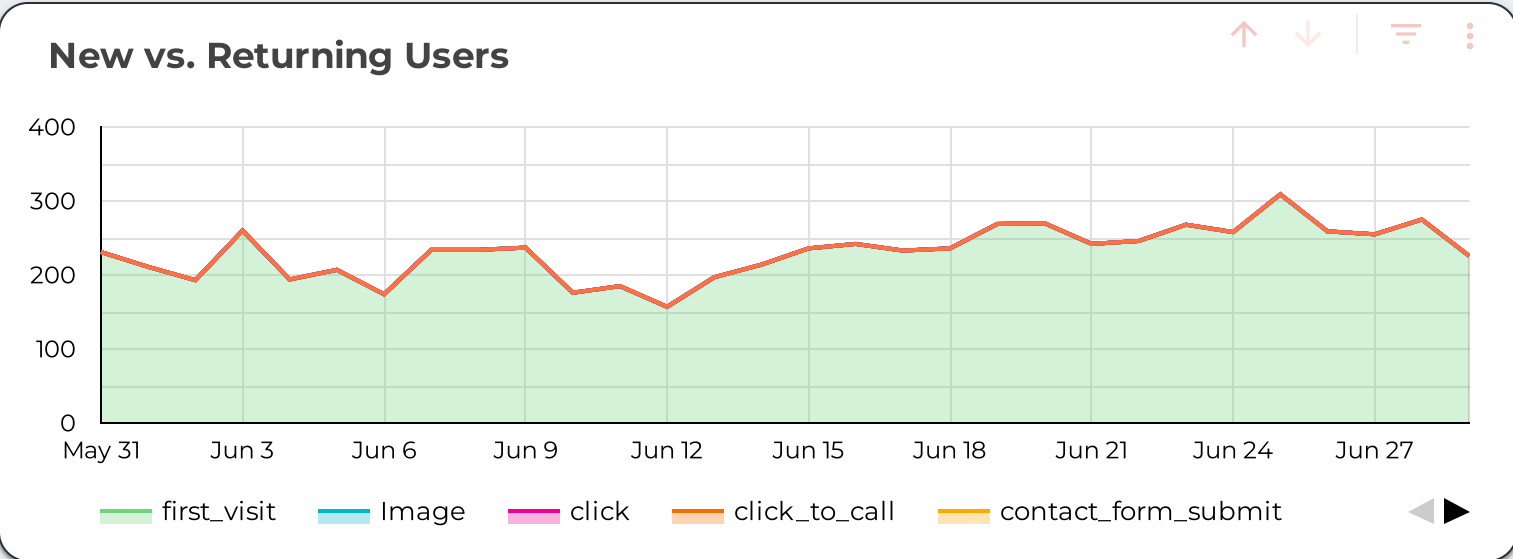
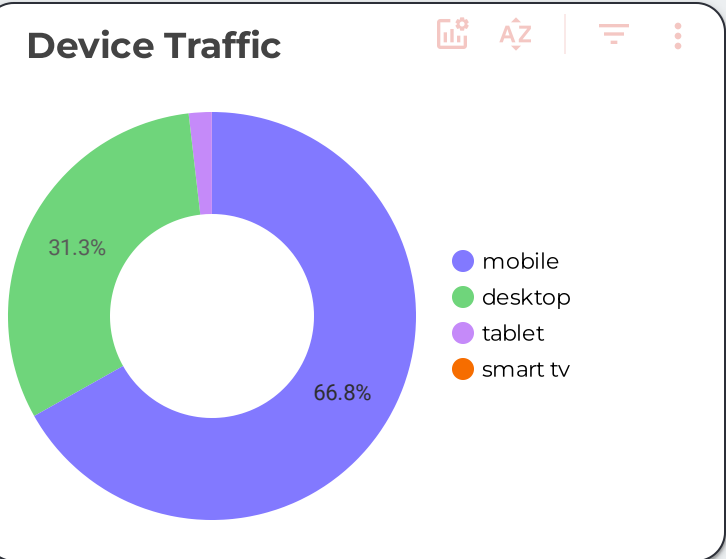
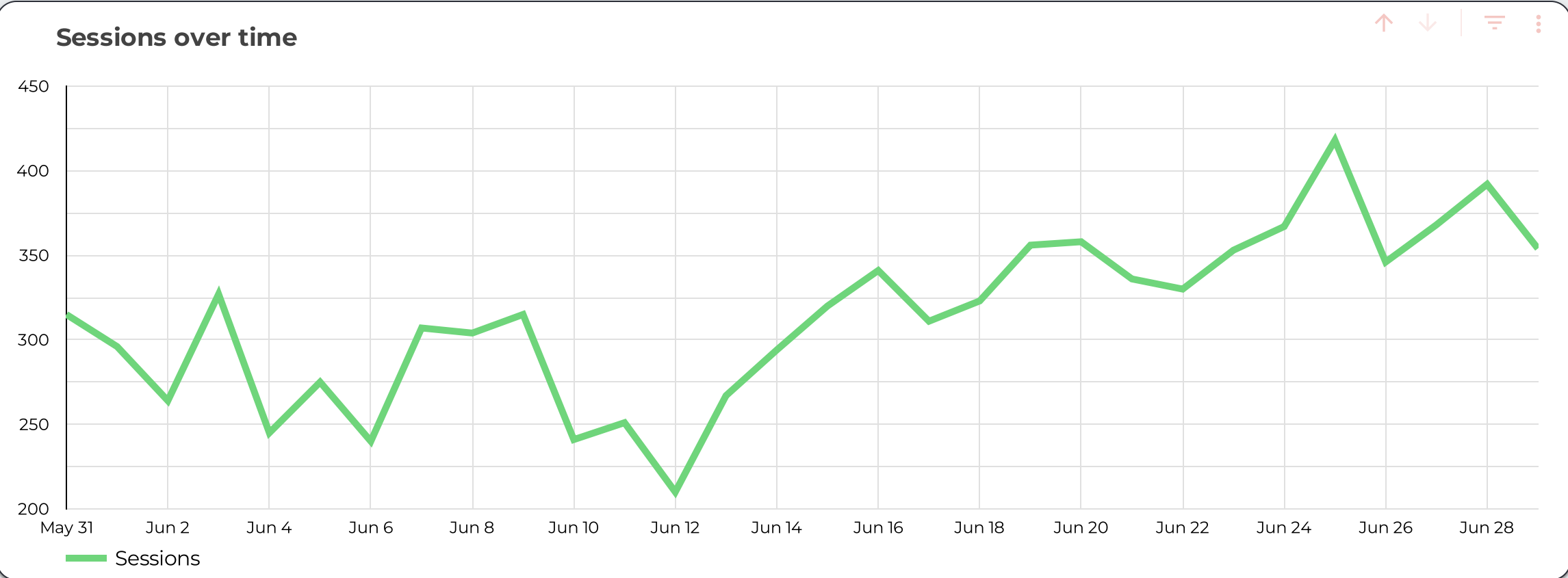
385

↑ 18.8%

Subscribe Form Submit

41

↑ 57.7%



How Did Users Get To Our Website?

| User source         | Sessions | Users | New users | Sessions per user |
|---------------------|----------|-------|-----------|-------------------|
| google              | 6,337    | 4,802 | 4,622     | 1.35              |
| (direct)            | 1,770    | 1,389 | 1,341     | 1.31              |
| bing                | 449      | 362   | 348       | 1.25              |
| duckduckgo          | 202      | 148   | 141       | 1.4               |
| yahoo               | 154      | 108   | 104       | 1.45              |
| tillamookcoast.com  | 136      | 109   | 107       | 1.27              |
| (not set)           | 82       | 81    | 1         | 1.01              |
| m.facebook.com      | 54       | 50    | 50        | 1.1               |
| chatgpt.com         | 41       | 30    | 30        | 1.37              |
| beachconnection.net | 26       | 22    | 21        | 1.18              |
| traveloregon.com    | 23       | 20    | 19        | 1.21              |
| agencia.org         | 22       | 2     | 2         | 2.22              |
| Grand total         | 9,514    | 7,173 | 6,928     | 1.35              |

Keywords from Google

| Query                          | Impressions | Clicks | Site CTR | Average Position | Average Position |
|--------------------------------|-------------|--------|----------|------------------|------------------|
| rockaway beach                 | 22,472      | 133    | 0.59%    | 8.56             | 8.56             |
| rockaway beach oregon          | 19,231      | 982    | 5.11%    | 4.69             | 4.69             |
| kites                          | 6,436       | 0      | 0%       | 11.53            | 11.53            |
| pronto pup                     | 2,126       | 5      | 0.24%    | 9.73             | 9.73             |
| things to do in rockaway be... | 2,113       | 116    | 5.49%    | 5.26             | 5.26             |
| sneaker waves                  | 1,915       | 0      | 0%       | 10.46            | 10.46            |
| nehalem bay state park         | 1,795       | 2      | 0.11%    | 14.18            | 14.18            |
| rockaway beach resort          | 1,618       | 31     | 1.92%    | 4.89             | 4.89             |
| rockaway beach weather         | 1,357       | 6      | 0.44%    | 10.72            | 10.72            |
| old oregon smokehouse          | 1,276       | 16     | 1.25%    | 8.48             | 8.48             |
| twin rocks                     | 1,137       | 6      | 0.53%    | 6.18             | 6.18             |
| rockaway                       | 1,115       | 6      | 0.54%    | 11.45            | 11.45            |
| kelly's marina                 | 1,085       | 0      | 0%       | 13.91            | 13.91            |
| weather rockaway beach         | 1,045       | 0      | 0%       | 9.47             | 9.47             |
| sneaker wave                   | 1,002       | 3      | 0.3%     | 4.97             | 4.97             |
| rockaway beach, oregon         | 986         | 46     | 4.67%    | 4.19             | 4.19             |
| rock hounding                  | 956         | 0      | 0%       | 6.85             | 6.85             |
| Grand total                    | 301,154     | 5,112  | 1.7%     | 13.11            | 13.11            |

What Pages Did Users Visit?

Sessions

9,514

21.4%

Page views

16,209

14.4%

User engagement

119:03:05

21.6%

| Page path                             | Sessions | Page views |
|---------------------------------------|----------|------------|
| /                                     | 2.5K     | 2.8K       |
| /outdoor/                             | 828      | 737        |
| /things-to-do/                        | 794      | 904        |
| /rockaway-beach-restaurants/          | 777      | 952        |
| /restaurants/grumpys-cafe/            | 580      | 690        |
| /rockaway-beach-annual-events/        | 512      | 530        |
| /rockaway-beach-shopping/             | 471      | 505        |
| /old-growth-cedar-wetlands-preserve/  | 397      | 430        |
| /bonfires/                            | 371      | 394        |
| /lodging-guide-rv-parks-camping/      | 324      | 427        |
| /how-to-spot-rocks-when-rockhounding/ | 317      | 313        |
| /shopping/rockaway-beach-market/      | 290      | 342        |
| /how-to-get-here/                     | 263      | 277        |
| /rockaway-beach-lodging-guide/        | 246      | 285        |
| /indoor/                              | 242      | 257        |
| /twin-rocks/                          | 213      | 220        |
| /events/                              | 202      | 242        |
| /video-gallery/                       | 182      | 197        |
| /lodging-guide-hotels-motels/         | 181      | 245        |
| /restaurants/original-pronto-pup/     | 178      | 184        |
| Grand total                           | 9.5K     | 16.2K      |

1 - 20 / 380

Visitor Demographics

Users

7,173

14.1%

New users

6,928

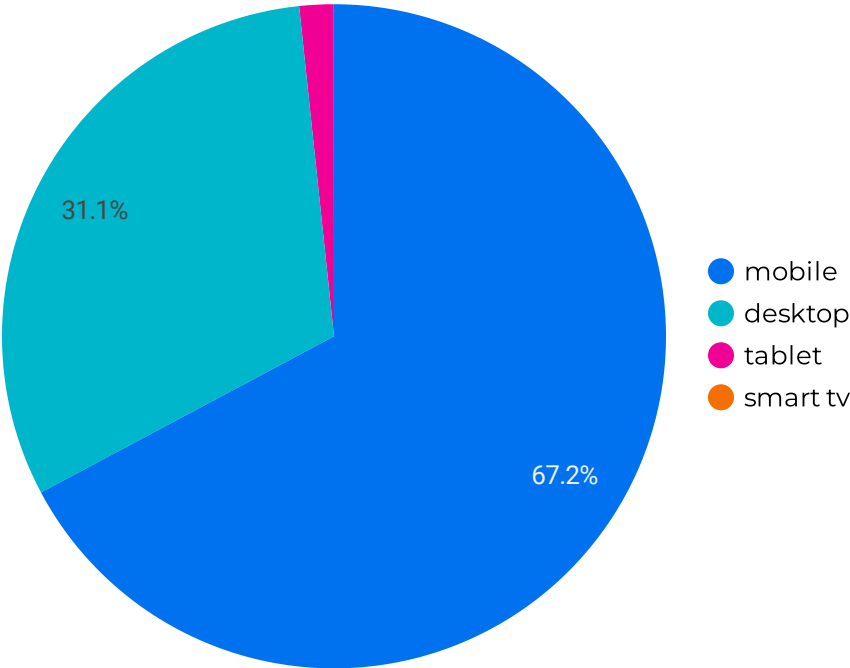
13.1%

Sessions

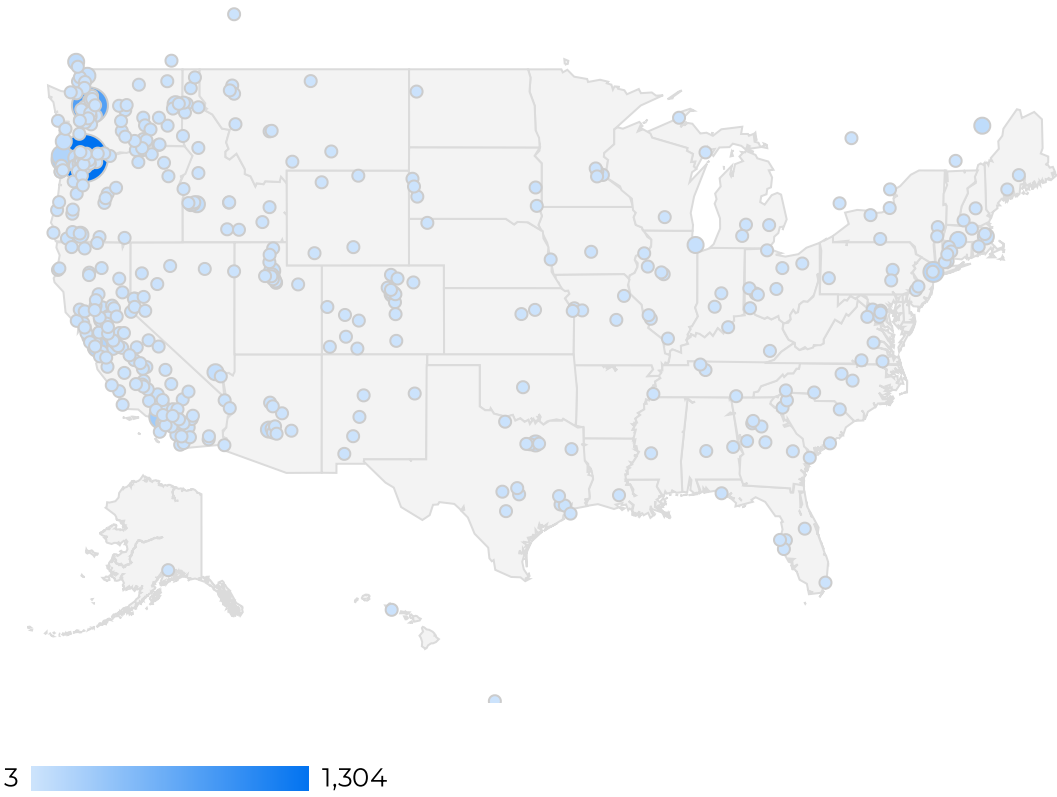
9,514

21.4%

Sessions by Device



Sessions by City



| City           | Sessions | Users | New users | Sessions per user | User engagement |
|----------------|----------|-------|-----------|-------------------|-----------------|
| Portland       | 1,304    | 992   | 892       | 1.36              | 12:42:50        |
| Seattle        | 777      | 682   | 548       | 1.19              | 08:54:53        |
| (not set)      | 528      | 463   | 349       | 1.22              | 06:11:12        |
| Los Angeles    | 269      | 234   | 169       | 1.26              | 03:03:22        |
| Tillamook      | 255      | 218   | 189       | 1.23              | 02:41:29        |
| Rockaway Beach | 176      | 141   | 100       | 1.29              | 02:24:14        |
| San Jose       | 161      | 136   | 113       | 1.24              | 01:52:19        |
| New York       | 139      | 121   | 113       | 1.16              | 00:50:13        |
| Salem          | 100      | 81    | 68        | 1.27              | 00:57:15        |
| Quebec City    | 83       | 83    | 83        | 1                 | 00:03:48        |
| Vancouver      | 81       | 71    | 60        | 1.21              | 01:27:46        |
| Phoenix        | 70       | 61    | 50        | 1.27              | 00:48:16        |
| Hillsboro      | 61       | 57    | 54        | 1.09              | 00:42:14        |
| Beaverton      | 61       | 52    | 43        | 1.22              | 01:05:39        |
| Dallas         | 61       | 37    | 34        | 1.69              | 00:43:40        |
| Boise          | 60       | 51    | 46        | 1.2               | 00:59:28        |
| Grand total    | 9,514    | 7,173 | 6,928     | 1.35              | 119:03:05       |

1 - 100 / 1619

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New users

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Sessions

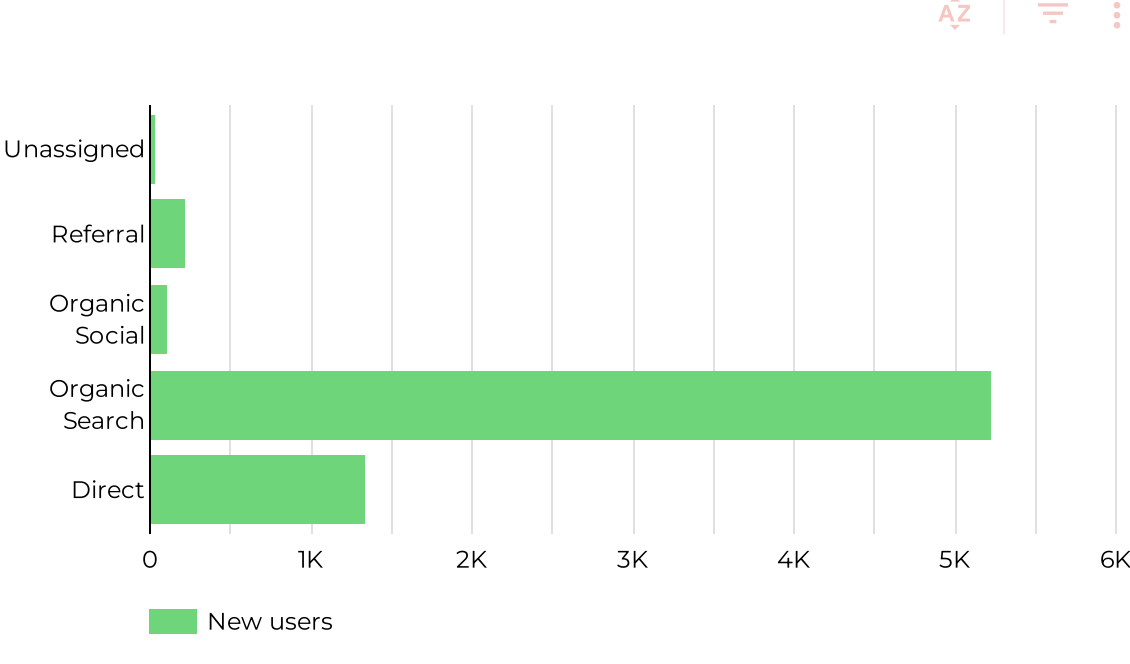
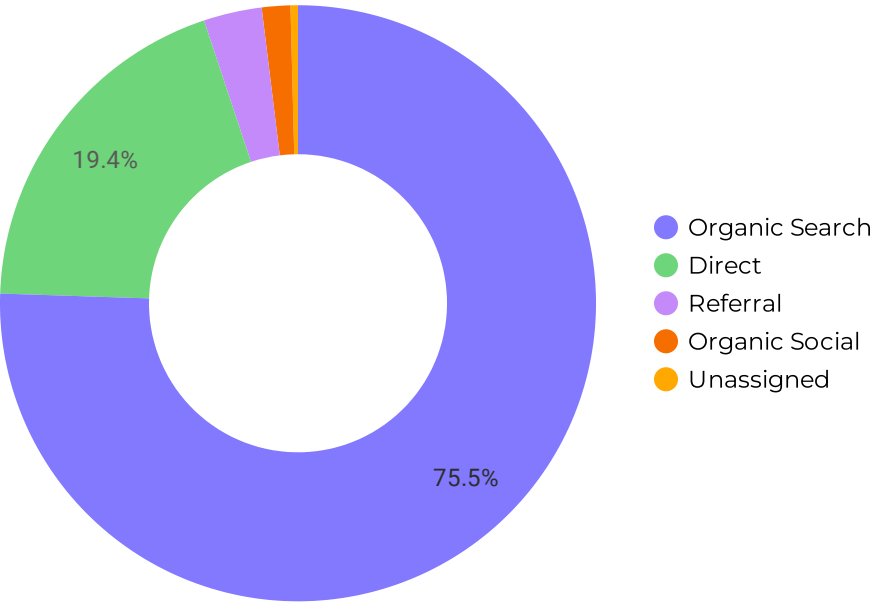
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| bing                | 449      | 362   | 348       | 1.25              | 10:37:18        |
| duckduckgo          | 202      | 148   | 141       | 1.4               | 03:09:32        |
| yahoo               | 154      | 108   | 104       | 1.45              | 03:06:13        |
| tillamookcoast.com  | 136      | 109   | 107       | 1.27              | 01:48:52        |
| (not set)           | 82       | 81    | 1         | 1.01              | 01:19:32        |
| m.facebook.com      | 54       | 50    | 50        | 1.1               | 00:03:01        |
| chatgpt.com         | 41       | 30    | 30        | 1.37              | 00:18:10        |
| beachconnection.net | 26       | 22    | 21        | 1.18              | 00:30:29        |
| traveloregon.com    | 23       | 20    | 19        | 1.21              | 00:23:34        |
| ecosia.org          | 23       | 8     | 8         | 2.88              | 00:28:29        |
| facebook.com        | 20       | 20    | 20        | 1                 | 00:00:52        |
| Grand total         | 9,514    | 7,173 | 6,928     | 1.35              | 119:03:05       |

1 - 54 / 54

Channel Traffic





Session Channel Grouping

City

Device category

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

Event count

156,446

↑ 29.1%

Events per session

16.44

↑ 6.3%

| Event name            | Event count | Events per session |
|-----------------------|-------------|--------------------|
| view_search_results   | 48          | 1.4                |
| user_engagement       | 10.9K       | 2.2                |
| subscribe_form_submit | 41          | 3.4                |
| social_link_click     | 267         | 1.3                |
| session_start         | 9.4K        | 1                  |
| scroll                | 4.2K        | 1.4                |
| page_view             | 16.2K       | 1.8                |
| get_the_guide         | 385         | 1                  |
| first_visit           | 6.9K        | 1                  |
| file_download         | 1           | 1                  |
| email_link_click      | 1           | 1                  |
| contact_form_submit   | 4           | 1                  |
| click_to_call         | 19          | 1.2                |
| click                 | 2.4K        | 1.6                |
| Image                 | 105.7K      | 113.5              |
| Grand total           | 156.4K      | 16.4               |