



July 2025: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

- **Users:** 8,869; 8,524 new users; and 11,296 sessions – up 25% from June.
- **Top keywords:** Rockaway Beach, Rockaway Beach Oregon, Pronto Pup, Nehalem Bay State Park, Things to Do, Rockaway Beach weather, Old Oregon Smokehouse, Rockaway Beach Resort, rockhounding
- **Top User geolocations:** Portland, Seattle, Local (Rockaway), Los Angeles, San Jose, Salem, Vancouver, Hillsboro, Phoenix
- **Pages most visited:** Outdoor, restaurants, things to do, Grumpy's Café, annual events, bonfires, shopping, old growth cedar trail, RV parks and camping
- **How did they find the site:** Google, Direct (1,992), Bing, Yahoo, Duck Duck Go, tillamookcoast.com, ChatGPT, Facebook
- **Actions (events) taken:** Get the Guide (493 requests) new newsletter subscribers: 28

SOCIAL MEDIA

Continuing with social campaign highlighting Rockaway Beach businesses

- **FACEBOOK:** Post Views: 129,149; Reach: 26.644; Engagement 2,625
127 new followers, total of 12,432
Post with the most: Views: 34,155– Reach: 26.644; Engagement: 340
"The Joy was infectious at the annual 4th of July parade." (Posted July 5)
- **INSTAGRAM:** 2,133 followers, up 111 from June
(see attached for most liked images)

UPCOMING CONTENT

Willamette Living Magazine, August/September issue: Accessibility story and new video
Portland Monthly early fall issue: Accessibility story and new video
In discussion for KATU-TV campaign in fall
Web-based historic walking tour app

FACEBOOK - July Post with the Most



INSTAGRAM – July 2025 – most liked posts



651 posts 2,133 followers 190 following

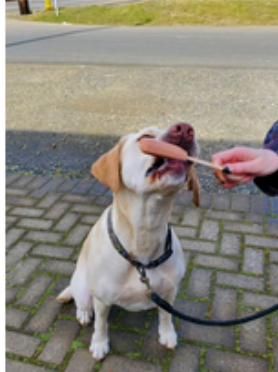
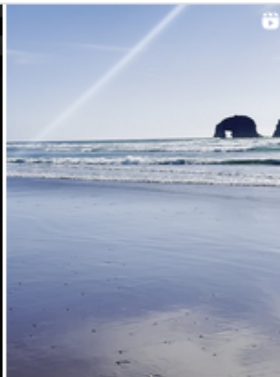
Visit Rockaway Beach

Local & travel website

Enjoy seven miles of beach and endless stories #smalltownbigbeach #rockawaybeachoregon
@visitrockawaybeach.org



New



User Behavior

Users

8,869

± 24.8%

New users

8,524

± 23.8%

Sessions

11,296

± 18.8%

Sessions per user

1.3

± -4.0%

Contact Form

7

± 40.0%

Get the Guide

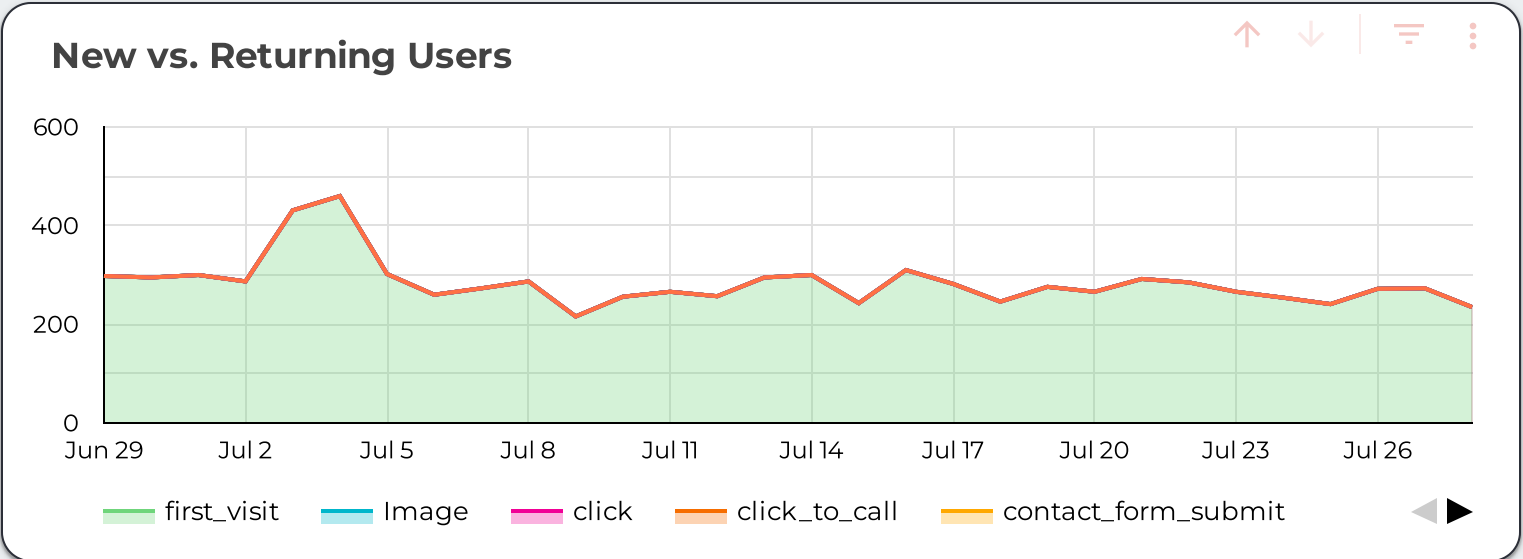
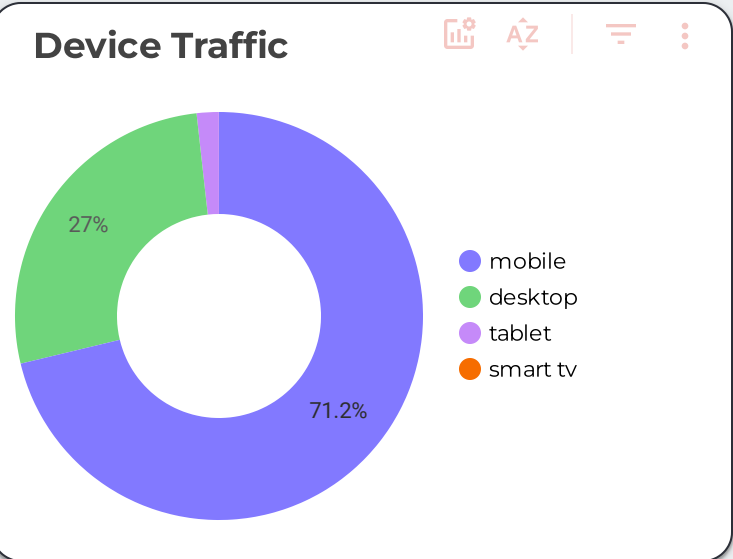
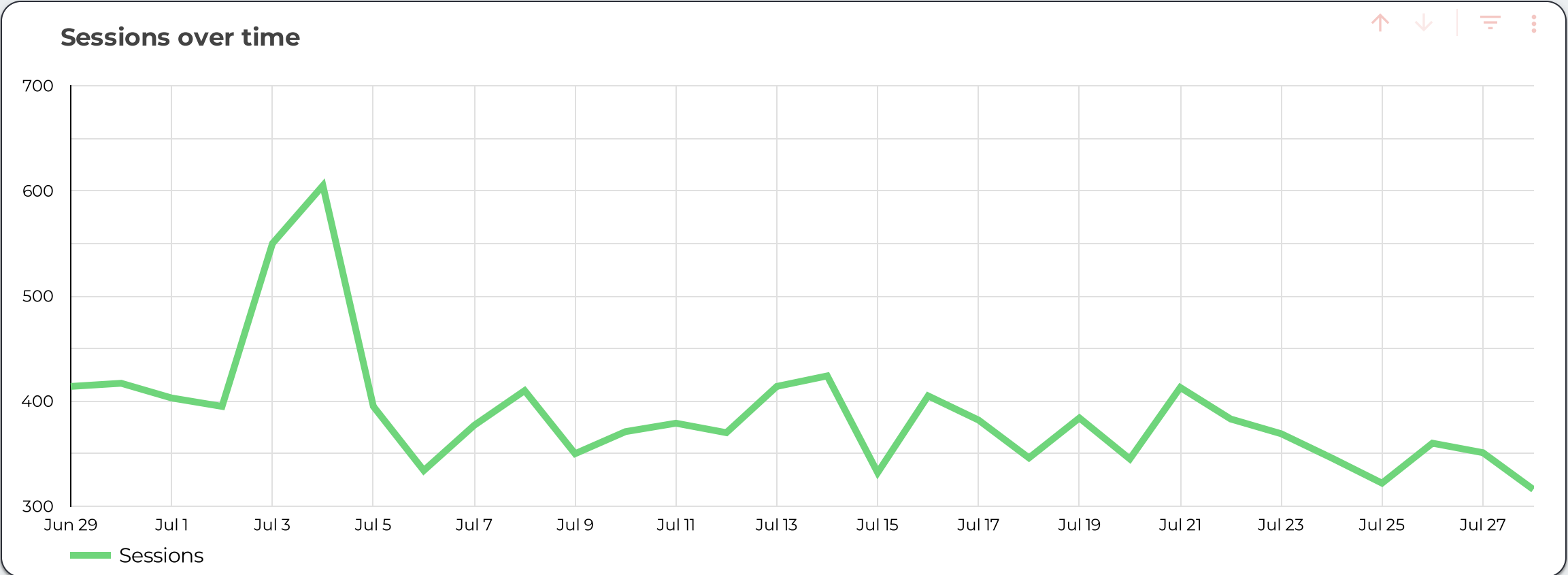
493

± 29.7%

Subscribe Form Submit

28

± -26.3%



How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	8,021	6,050	5,836	1.35
(direct)	1,992	1,586	1,512	1.29
bing	505	411	398	1.24
yahoo	232	164	158	1.41
duckduckgo	207	154	148	1.38
tillamookcoast.com	132	101	99	1.33
chatgpt.com	85	43	43	1.98
m.facebook.com	80	77	77	1.1
(not set)	50	50	1	1
beachconnection.net	41	37	35	1.17
facebook.com	30	30	30	1
Im facebook.com	30	30	30	1.2
Grand total	11,296	8,869	8,524	1.3

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	29,283	213	0.73%	9.29	9.29
rockaway beach oregon	27,133	1,158	4.27%	4.9	4.9
pronto pup	4,091	12	0.29%	9.04	9.04
nehalem bay state park	3,638	3	0.08%	13.18	13.18
things to do in rockaway be...	2,659	111	4.17%	6.11	6.11
rockaway beach weather	1,883	3	0.16%	10.6	10.6
old oregon smokehouse	1,854	23	1.24%	6.24	6.24
rockaway beach resort	1,651	16	0.97%	4.94	4.94
rockhounding	1,614	0	0%	10.48	10.48
city of rockaway beach ore...	1,437	5	0.35%	3.86	3.86
pronto pup rockaway	1,394	6	0.43%	7.06	7.06
rockaway beach fireworks ...	1,324	33	2.49%	2.48	2.48
rockaway beach, oregon	1,275	52	4.08%	4.51	4.51
pronto pup oregon	1,273	0	0%	7.98	7.98
twin rocks	1,271	4	0.31%	5.7	5.7
city of rockaway beach or	1,253	0	0%	3.27	3.27
stores in rockaway beach o...	1,203	2	0.17%	1.47	1.47
Grand total	377,698	6,520	1.73%	12.16	12.16

What Pages Did Users Visit?

Sessions
11,296
↑ 18.8%

Page views
19,783
↑ 21.8%

User engagement
142:29:35
↑ 21.5%

Page path	Sessions	Page views
/	2.9K	3.3K
/outdoor/	1.1K	807
/rockaway-beach-restaurants/	911	1.1K
/things-to-do/	887	984
/restaurants/grumpys-cafe/	670	825
/rockaway-beach-annual-events/	662	693
/bonfires/	540	559
/rockaway-beach-shopping/	481	546
/old-growth-cedar-wetlands-preserve/	478	512
/lodging-guide-rv-parks-camping/	422	527
/shopping/rockaway-beach-market/	357	409
/how-to-get-here/	357	393
/how-to-spot-rocks-when-rockhounding/	335	338
/rockaway-beach-lodging-guide/	280	317
/restaurants/original-pronto-pup/	277	279
/events/	251	316
/twin-rocks/	231	236
/tide-pooling-spring-rockaway-beach/	228	226
/beach-access/	218	232
/shopping/flamingo-jims-gifts-clothing/	211	223
Grand total	11.3K	19.8K

1 - 20 / 508

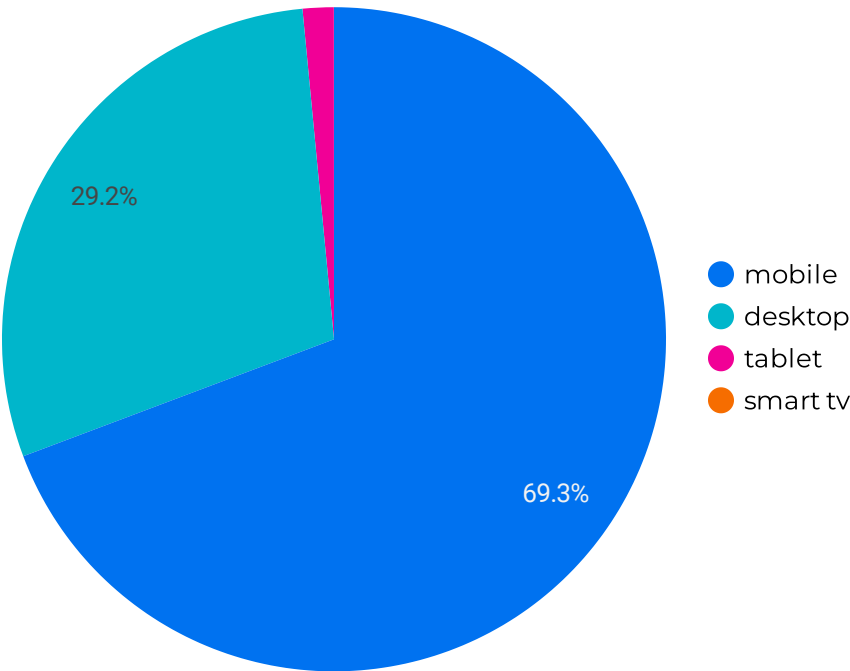
Visitor Demographics

Users
8,869
↑ 24.8%

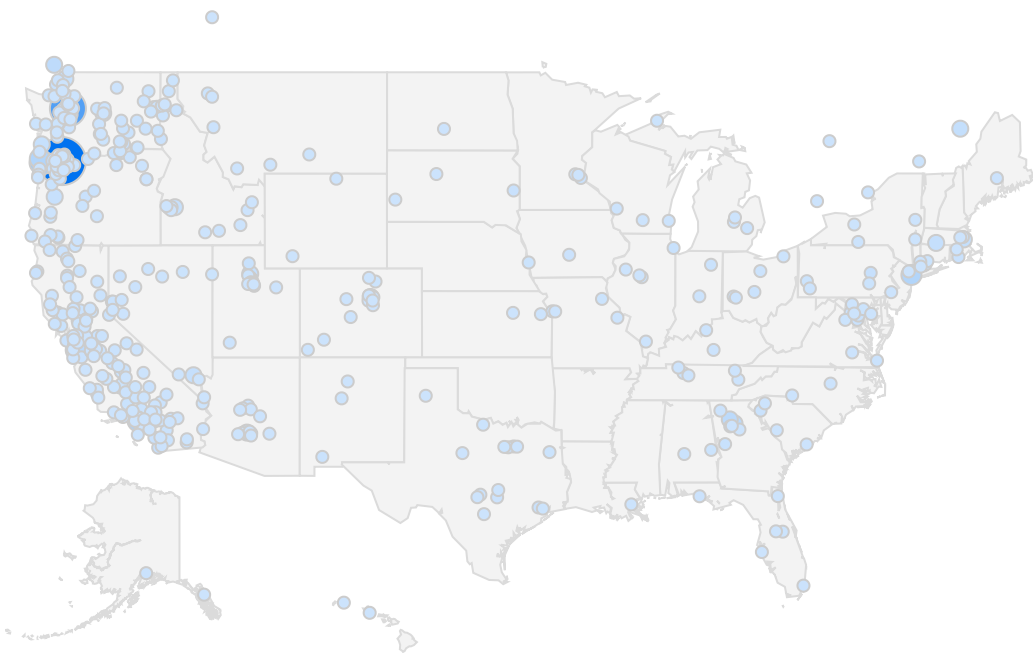
New users
8,524
↑ 23.8%

Sessions
11,296
↑ 18.8%

Sessions by Device



Sessions by City



City	Sessions	Users	New users	Sessions per user	User engagement
Portland	1,586	1,299	1,170	1.27	16:40:25
Seattle	940	844	689	1.17	11:24:50
(not set)	585	544	419	1.13	06:46:49
Tillamook	357	294	247	1.27	03:30:14
Los Angeles	254	241	171	1.18	02:55:12
Rockaway Beach	204	173	146	1.24	02:19:33
New York	202	184	171	1.13	01:18:45
San Jose	136	122	99	1.19	01:30:52
Lilburn	133	2	1	66.5	00:00:33
Mountain Park	126	1	1	126	00:10:31
Salem	117	97	90	1.29	01:26:19
Vancouver	112	90	75	1.37	01:12:59
Hillsboro	85	73	66	1.27	01:19:28
Phoenix	80	71	59	1.16	01:04:06
Forest Grove	75	65	46	1.29	00:42:47
Beaverton	74	56	49	1.4	01:11:12
Grand total	11,296	8,869	8,524	1.3	142:29:35

1 - 100 / 1684

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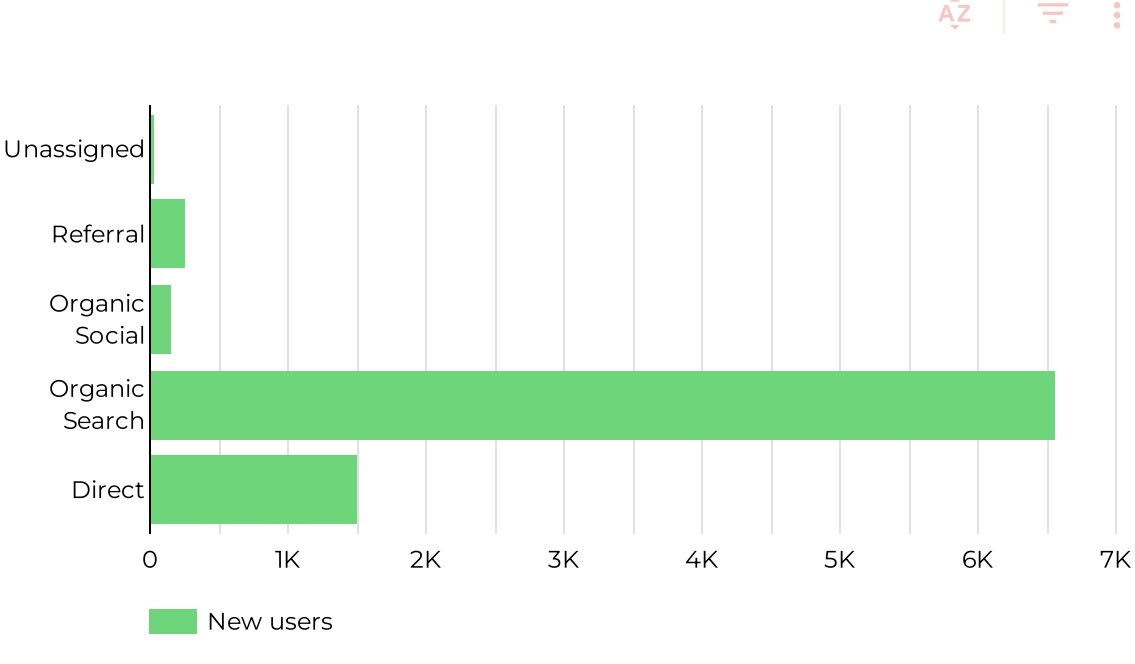
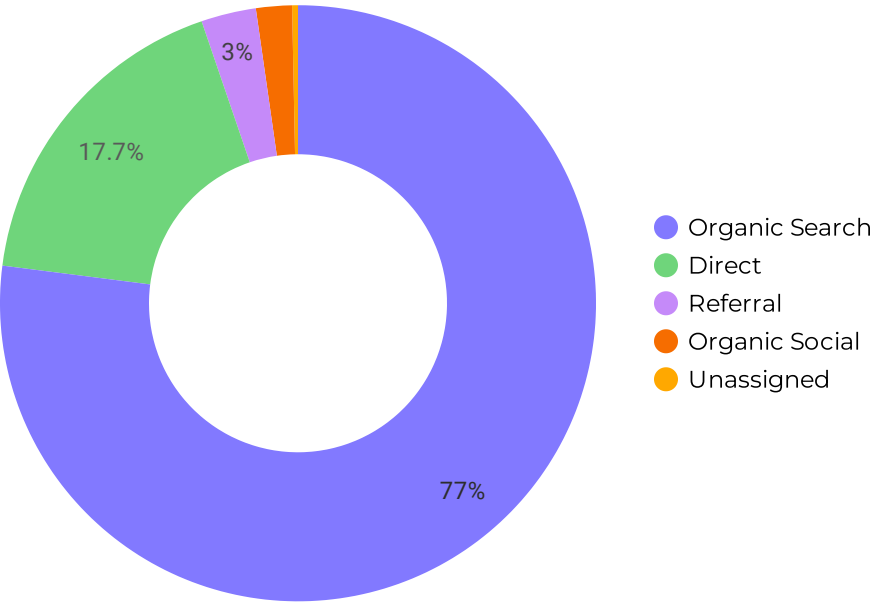
Sessions

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bing	505	411	398	1.24	11:31:00
yahoo	232	164	158	1.41	03:31:26
duckduckgo	207	154	148	1.38	03:34:10
tillamookcoast.com	132	101	99	1.33	02:05:52
chatgpt.com	85	43	43	1.98	00:48:20
m.facebook.com	80	77	77	1.1	00:09:39
(not set)	50	50	1	1	00:49:34
beachconnection.net	41	37	35	1.17	00:33:21
facebook.com	30	30	30	1	00:01:00
lm.facebook.com	30	29	29	1.2	00:01:07
traveloregon.com	25	23	23	1.09	00:25:19
Grand total	11,296	8,869	8,524	1.3	142:29:35

Channel Traffic



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

Event count

187,497

23.2%

Events per session

16.6

3.7%

Event name	Event count	Events per session
view_search_results	74	1.3
video_start	4	4
video_progress	2	2
user_engagement	12.8K	2.1
subscribe_form_submit	28	2
social_link_click	320	1.5
session_start	11.6K	1
scroll	4.8K	1.4
page_view	19.8K	1.9
get_the_guide	493	1
first_visit	8.5K	1
file_download	1	1
contact_form_submit	7	1
click_to_call	30	1.2
click	2.7K	1.5
Image	126.3K	100.9
Grand total	187.5K	16.6

1 - 16 / 16