



August 2025: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

- **Users:** 8,462; **New users:** 8,130; **sessions:** 10,465, **page views:** 20,866 – down 3% from July.
- **Top keywords:** Rockaway Beach, Rockaway Beach Oregon, sneaker waves, kite, Nehalem Bay State Park, Rockaway Beach weather, Pronto Pub, things to do, Rockaway Beach Resort, rockhounding, Old Oregon Smokehouse
- **Top User geolocations:** Portland, Seattle, Los Angeles, Local (Rockaway), Vancouver, Salem, San Jose, Hillsboro, Beaverton
- **Pages most visited:** things to do, restaurants, Grumpy's Café, Outdoor, shopping, old growth cedar trail, rockhounding
- **How did they find the site:** Google, Direct (1,937, Bing, Yahoo, Duck Duck Go, tillamookcoast.com, Facebook, Travel Oregon
- **Actions (events) taken:** Get the Guide (450 requests) new newsletter subscribers: 44

SOCIAL MEDIA *HUGE INCREASE IN AUGUST*

Continuing with social campaign highlighting Rockaway Beach businesses

- **FACEBOOK:** Views: 236,246 (**up 89%** from July); Reach: 137,992 (**up 500%** from July); Engagement 9.879 (**up 279%** from July); **884 new followers**, total of 13,316
Post with the most: Views: 114,850– Reach: 75,069; Engagement: 6,170

REEL by Trent Olson: "With fall quickly approaching it won't be long now until the sun lines up perfectly with the opening in Twin Rocks to create one of the greatest phenomena on the entire Oregon Coast. Are you ready?." (Posted August 18)

- **INSTAGRAM:** 2,213 followers, up 90 from July
(see attached for most liked images)

MEDIA:

"We Took the New North Coast Express Bus to Rockaway Beach" August 21, 2025

<https://www.pdxmonthly.com/travel-and-outdoors/2025/08/transit-trip-rockaway-beach-oregon-north-coast-express-bus>

"Rockaway Beach Has a Menu For That" August 17, 2025

<https://www.pdxmonthly.com/sponsored/2025/08/rockaway-beach-has-a-menu-for-that>

UPCOMING:

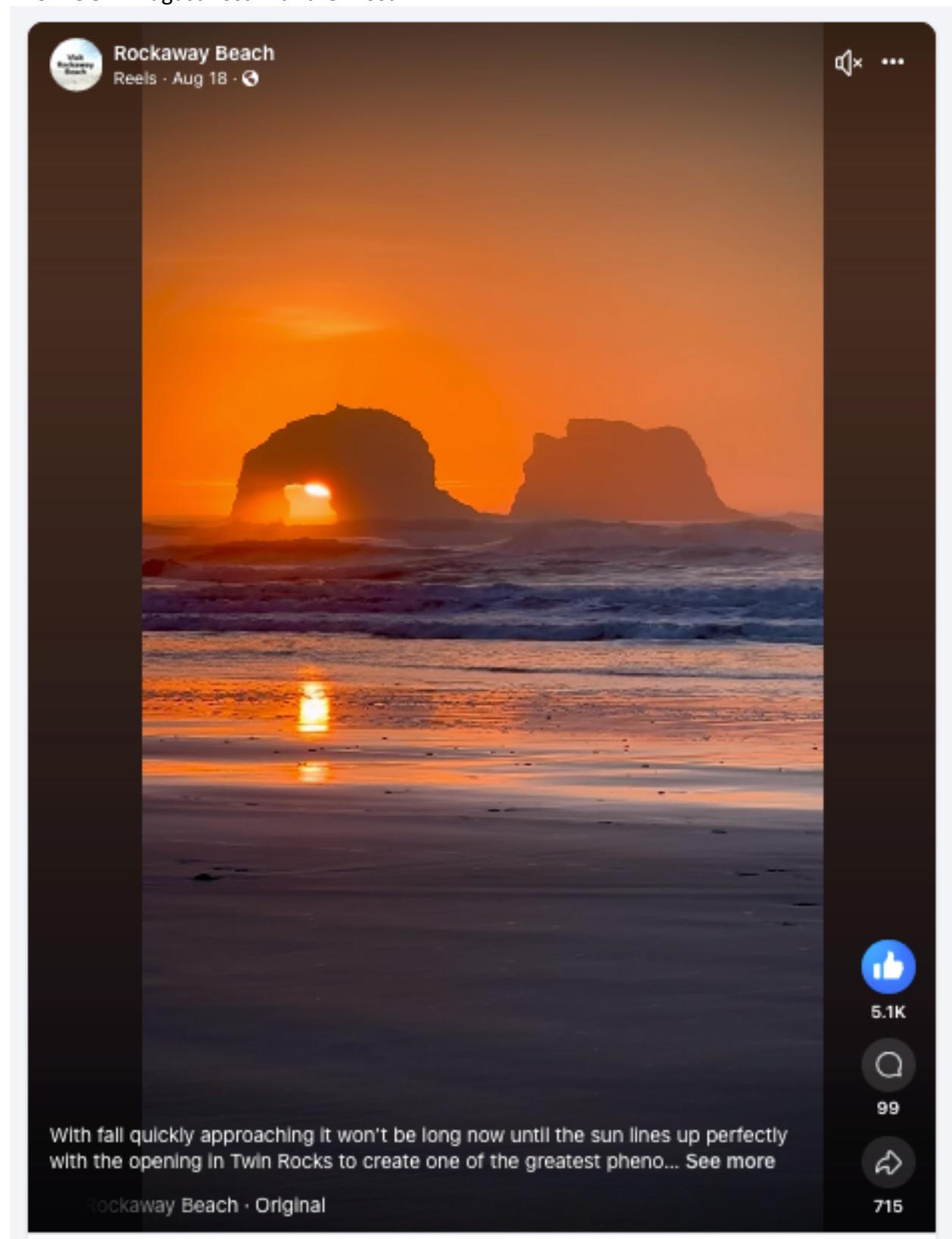
Willamette Living Magazine, August/September issue: Accessibility story and new video

Portland Monthly fall issue: Accessibility story and new video

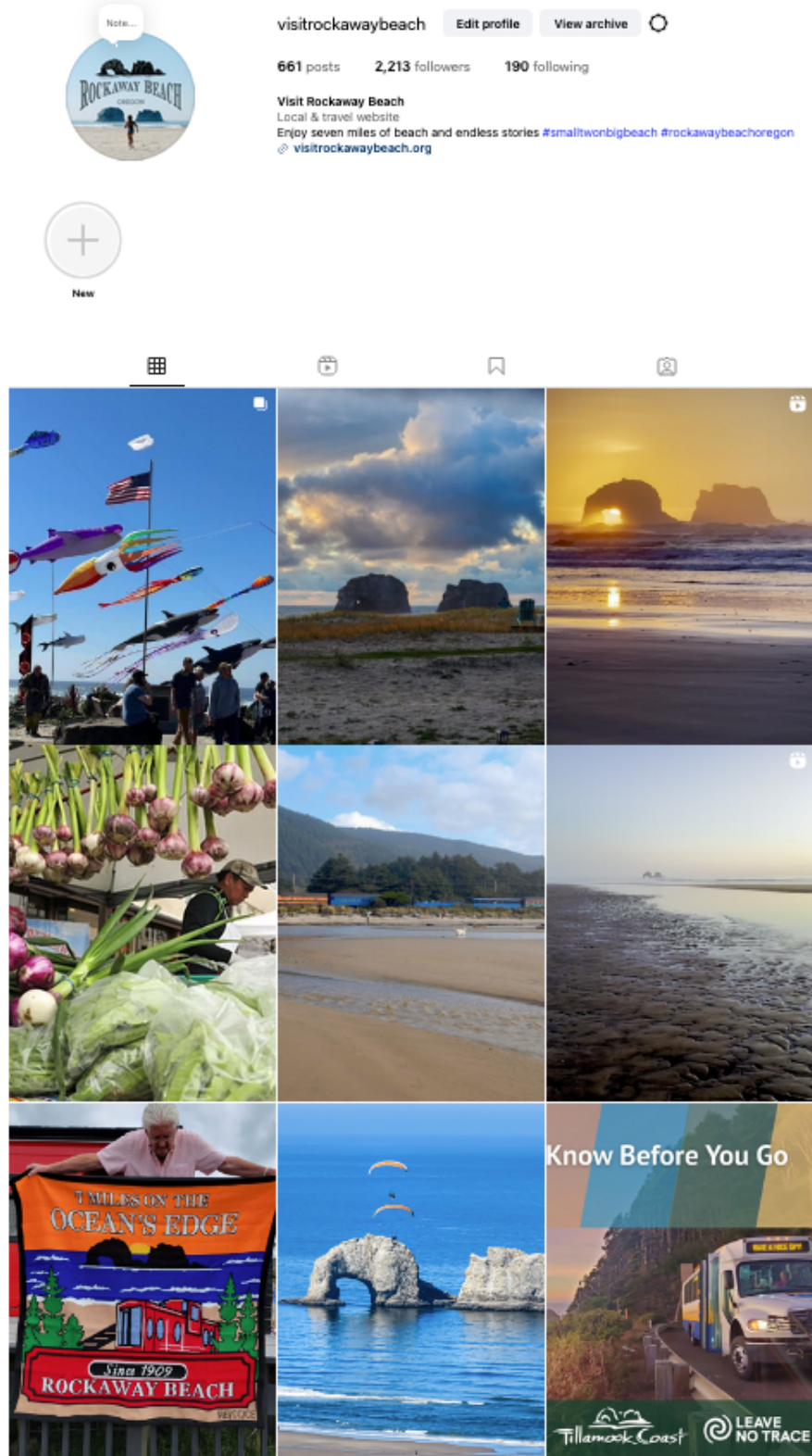
KATU-TV campaign in September and October: 3 TV interviews, social posts, etc.

Web-based historic walking tour app

FACEBOOK - August Post with the Most



INSTAGRAM – August 2025 – most liked posts



Transit Trip

<https://www.pdxmonthly.com/travel-and-outdoors/2025/08/transit-trip-rockaway-beach-oregon-north-coast-express-bus>

We Took the New North Coast Express Bus to Rockaway Beach

This summer weekend bus heads straight for Oregon Coast hits like Tillamook and Cannon Beach. We had the cushy coach practically to ourselves.

By [Margaret Seiler](#) August 21, 2025



The North Coast Express can drop day-trippers in the Oregon Coast town of Rockaway Beach around noon on summer weekends.

Image: [Hrach Hovhannisyan/shutterstock.com](https://www.shutterstock.com/image-photo/rockaway-beach-oregon)

When I first heard the Oregon Coast Visitors Association was starting up a summer-weekend express bus from the Sunset Transit Center, I was excited. Leaving Southwest Portland Friday through Sunday from Memorial Day weekend to the end of August, the temporary service has more beach destinations than Oregon Point and more day-trip-friendly timing than the [Tillamook County Transportation District's "Wave" bus](#).

Then I looked at the [North Coast Express](#) website—with its confusingly named routes, \$35 ticket prices with no child discounts, and tracker map that defaulted to an image of the continent of Africa—and I was less excited. When I bought my ticket to Rockaway Beach online (round trips

only, with no one-way option), I was relieved I'd clicked yes to receive texts, since the promised email confirmation never came. It was all a little dubious.

"We're trying to still work some bumps out on the website," our driver says when I board at Sunset around 9:30am on a June Friday. He's one of a pair; his partner gives a flight attendant-style intro to the bus features and emergency exits as we set off. (On the return trip that evening, they've switched roles.) Once I'm actually sitting in my reclining red-upholstered seat, though, I stop thinking about how many menus I had to click through on the weird web interface to buy my ticket or how many tanks of gas the ticket price for a family of four would buy, and I'm happy just to lean back and ride.



The plush interior and reclining seats of the North Coast Express.

Image: [Margaret Seiler](#)

There's not much to see out the window: The motorcoach's exterior wrap, showing [Cannon Beach](#)'s Ecola State Park, obscures the view for passengers within, so trying to gaze out through the dots at the treetops or, eventually, oceanscapes gives me a headache. There are TVs jutting from the ceiling every few rows, but they stay dark. I read, use the Wi-Fi in the areas with service, and try to nap. There's a bathroom at the back of the bus, best visited near the beginning or end of the trip; it's not a fun place to be when the bus is clinging to the curves of

Highway 6 as it crosses the Coast Range. (The sign instructing all users to sit down on the seat should definitely be heeded.)

I'm one of six people on the bus this morning, including the two drivers, so there's room to spread out. If I'd gotten to Sunset TC a little earlier, I could have spied how many people were on the morning run for Oregon Point, the similarly priced, similarly timed (but daily) service that runs from Union Station to [Astoria](#) with nine stops in between, including Sunset TC.



The Twin Rocks are visible from Rockaway Beach.

Image: [Bob Pool/Shutterstock.com](#)

The Point doesn't go to Rockaway, though, which I picked for the timing: It's the first beach stop on what's called the North Coast Express's southbound route, before that "southbound" bus doubles back to the Tillamook Cheese Factory for a second stop at this dairy Disney Land and then travels northbound up the coast. And it's the last beach stop before that same bus heads back to the Portland metro area in the evening, via Highway 6 (again with a stop at the cheddar HQ). So of all the places I could go on the North Coast Express (the northbound route stops first in Cannon Beach, then Seaside and Astoria), it seemed to have the best beach-to-bus time ratio.

Before we get to Rockaway, we stop at the [Tillamook Cheese Factory](#). We're a little ahead of schedule and have time to use the bathroom, snap a picture in the old-time van in the lobby, and maybe pick up a plush cheese brick toy or some squeaky curds to go in the gift shop. The Portland Timbers crossover merch, with an axe and an ice cream scooper forming a mighty X, is some top-tier branding, and the dorky neoprene fanny pack in a marbled cheddar pattern is hard to resist. There's not time for the cone line, though a hungry rider could linger and pick up

the same bus 70 minutes later (it goes north to Rockaway, then south again to Tillamook, then north again...). But I'm looking forward to a beach day, not ice cream, so I climb back aboard before the bus sets out for Rockaway.



Both the southbound and northbound routes of the North Coast Express stop at the Tillamook Cheese Factory.

Image: [ARTYOORAN/shutterstock.com](https://www.shutterstock.com/user/ARTYOORAN)

The bus deposits me in the little beach town around noon, with about six hours to kill before the return trip. Named by eager developers hoping to recreate the seaside pleasure grounds of Long Island's Rockaway Beach, the tourist-friendly town has a main drag along US 101 that resembles Seaside's Broadway turned 90 degrees. Train tracks separate the town from the sand, with the old-time [Oregon Coast Scenic Railroad](#) running to Garibaldi and back, but after my bus ride I'm more interested in strolling on the beach, gazing at the ocean I couldn't see clearly through the bus window, and taking in the town.



The Original Pronto Pup has a slightly misleading name, as the corndog's Rockaway Beach origins were at a stand by the long-since-demolished natatorium.

Image: [Margaret Seiler](#)

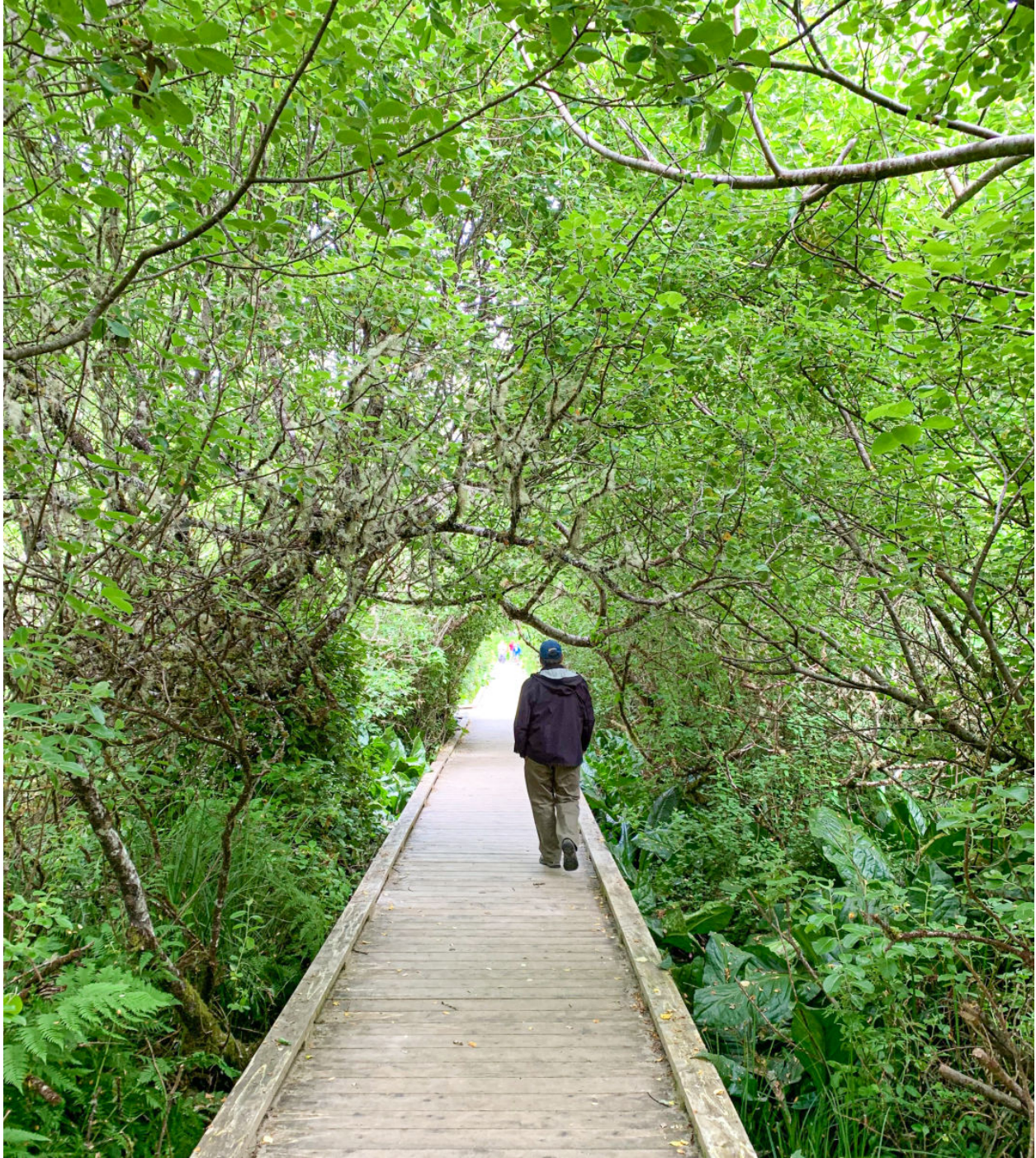
I'm also hungry. A "sand dollar" handpie from [Beach Bakeshop](#) or a giant cinnamon roll from [Grumpy's](#) can provide a late breakfast. Lunch options include the Old Oregon Smokehouse for seafood, the Barview Jetty Taqueria (which got a hearty recommendation from our bus driver, who also appreciates its restroom), and, about a mile south of the city center, the [Original Pronto Pup](#), where the classic corndog ([which originated in Rockaway Beach](#)) also comes in a mini version for little kids or a footlong for larger appetites. The menu includes a cornmeal-battered pickle or zucchini, nachos, and soft serve, but the real draw are photo ops with the giant corn dog on the roof and the coin-operated corn dog with a saddle out front (tip: settle into the saddle first and ask someone else to drop in the two quarters, so you don't lose any ride time climbing on while it's moving). Even if you miss the restaurant's limited opening hours, it's worth a pilgrimage. The joint is decorated with framed black-and-white photos documenting corn dog enthusiasts of yore, including a devastatingly handsome fellow in an apron standing under a sign advertising the "Weiner Dun in the Bun." They don't sell postcards of him, alas, but they do sell hats and "I rode the corndog" T-shirts.



It costs 50 cents to ride the corn dog. It's more than worth the two quarters.

Image: [Margaret Seiler](#)

A little farther south along 101, a mile-long shaded boardwalk called the [Big Tree Trail](#) leads inland through skunk cabbage, salal, and salmonberry to a bulbous, multitrunk western red cedar that looks like it could walk away at any moment. The trailhead is a little far from the bus stop but worth the extra walk. Even farther south on 101, the [St. Charles Place](#) food cart serves lumpia and huge Filipino meat-and-noodle plates, plus burgers, a Coney that traces its sauce to the original Nathan's Famous in New York, and, since we're in Rockaway, corn dogs.



The shade of the Big Tree Trail is a cool respite from the sun-soaked downtown.

Image: [Margaret Seiler](#)

The walk back into town passes by [Flamingo Jim's](#), which offers the same T-shirts, magnets, and keychains as a million other souvenir shops, only the items here have "Rockaway Beach" printed on them. It's also a handy spot to pick up a "rock star" hat with a built-in wig, dream catchers, flasks disguised as tampons or sunscreen tubes, Flintstone character yard ornaments, and surprisingly cute overalls printed with chickens, mushrooms, or flowers.

At [Rick's Roadhouse](#), Rockaway's locals' bar, former Blazer Jerome "No Mercy" Kersey's Nikes hang above the cash register and an autographed Mike Trout jersey looms over the shuffleboard table. Out back is a true smoker's patio—no food allowed. In an odd bit of dueling sports memorabilia, the family-friendly [Tie Breaker sports bar](#) next door displays balls signed by [Bill Walton](#) and Clyde Drexler, plus a Felix Hernandez jersey.

It's more than just sports nostalgia on display at the Hope Chest Thrift Shop Too, just up the block from the bars. All the VHS tapes that were surely once stacked atop VCRs within the town's vacation rentals landed here: *On the Town*, *The Cutting Edge*, *Babe*, *Heat*, *The Lion in Winter*. Other shops on the main drag are stocked with saltwater taffy, *Christmas Story* leg lamp earrings, novelty signs and sassy dish towels. For kitchen perishables, the [Green Coast Market](#) on the other side of the train tracks has local produce, Oregon-grown hazelnut butter, snacks for picnickers, fancy flours for longer-term visitors, and a vending machine with yo-yos, enamel pins, books wrapped to hide their titles, and numerous "mystery bags."



A cat food sundress at the Little Crow.

Image: [Margaret Seiler](#)

[The Little Crow](#), a shop attached to Rockaway's candy store, stocks overalls covered in sardines, mussels, and cheese wedges, plus sundresses in a cartoony canned cat food print. I know seafood is big on the coast, but I wasn't expecting it to cover so many garments, or that I, a certified dog person whose favorite kind of fish is the "and chips" variety, would seriously consider buying them. As I board the bus again at 6 to head home (and then wait 15 minutes while the drivers call in to make sure everyone is accounted for—they learn a couple who had ridden out with us that morning have decided to stay overnight and take the bus home the next day), I'm already thinking that I might need to come back sometime and try them on.



Pay before you play at the honor-system mini golf in downtown Rockaway Beach, or incur the wrath of this sign maker.

Image: [Margaret Seiler](#)

And maybe I will. The bus runs two more weekends this summer (its last run is Sunday, August 31), and its future after that is still up in the air. But I'd probably want to bring the kids, and not just to ride the corn dog and visit the ent that lives beyond the skunk cabbage. We might even need to stay longer than a day, like the couple on my outbound bus. Friday nights, karaoke at the Tie Breaker starts at 7 and is all ages till 9. On Saturdays, the Little Crow offers kids 12 and under a free Hot Wheels car or charm. On any day, an honor-system Yellow Brick Road mini golf course sits tucked between two stores, beckoning passersby with the *Wicked* soundtrack playing in the background and a constant spray of bubbles. (Games are \$3 per person, and anyone who fails to pay first will be firmly judged, a sign warns; an adjacent U-pick rock garden invites you pay "whatever price you feel is fair.") Across the tracks, a beach toy library stocked with pails and sifters sits at the top of a path down to the sand.

Rockaway is so kid-friendly that I feel a bit guilty having left them at home. But as I tally the cost of North Coast Express tickets for the whole crew, I know that for a family trip I'll be too tempted to just take the car instead. Still, it's been a lovely day of not having to worry about parking or gas, feeling free to have another round at Rick's Roadhouse thanks to my designated bus driver, and knowing I won't have to vacuum any sand out of the backseat.

Sponsored Content

Rockaway Beach Has a Menu For That

Yes, chef! Which Rockaway Beach restaurant-goer are you?

Presented by Rockaway Beach August 17, 2025 What's This?

Oregon coast hamlet Rockaway Beach boasts a food scene fit for any eater. Just under two hours away from Portland, the iconic seven-mile beach town has it all: Whether you're seeking a colorful evening of local fare or want to catch your own dinner straight from the sea, picturesque Rockaway Beach has you covered.

For the Seafood Lovers



Fresh catch is the name of the game at Old Oregon Smokehouse.

[Old Oregon Smokehouse](#) promises one of the best cups of clam chowder on the entire Oregon coast. Locals know to order it in a bread bowl for the true Rockaway Beach experience; the mom-and-pop establishment has been serving steaming bowls since 1964. You can't go wrong with fried oysters, fish and chips, and crab melts from the dockside fry shack.

For the Picknickers

It's (almost) all in the name at [Joe's Snacks and Beer](#). The oh-so-cute bright blue corner store hawks quick snacks, coffee, and deli staples, making it the perfect pit stop before a beachside picnic. The best part? The ocean is just steps away.

For the View-Hungry



The menu is only half of Sand Dollar's draw; head to the patio for the rest.

Vacationers seeking to capitalize on Rockaway Beach's serene landscapes find porch seating with a backdrop of Lake Lytle at [Lakeside Hideaway Restaurant](#) alongside a casual sportsbar vibe inside. Across town, [Sand Dollar Restaurant and Lounge](#) boasts ocean view tables topped with locally-sourced, seasonal dishes.

For the Sweet Tooth

Well-known around town for their sand dollar hand pies—with both savory and sweet fillings—[Beach Bake Shop](#) hawks homemade sweets alongside chowders and to-go boxed lunches. Menus shift with the seasons, so look out for exciting drops like a cinnamon roll bread pudding and buttermilk biscones.

For the DIY Diners

A crab dinner at [Kelly's Brighton Marina](#) starts with a crabbing lesson on Nehalem Bay; staff provide instruction, baited crab rings, and lifejackets for a crabbing adventure from their dock or

rental boats. Chefs will cook any legal-sized catches to be enjoyed on nearby picnic benches, and a live seafood market boasts Manila steamer clams, Netarts Pacific oysters, and Dungeness crabs.

For the History Buffs

Look no further than the 30-foot-long corndog perched atop a white and black building for a piece of Rockaway Beach history. [Rockaway Pronto Pup](#) is the birthplace of the eponymous battered, deep-fried dog—the pronto pup—and reigning purveyor of all things fried on sticks. A pickle, three-cheese blend, and foot-long beef dog all get the classic pancake-like batter treatment, and a mechanical corn dog provides 50-cent rides to nostalgic diners.

For the Truck Treasure Finders

Rockaway Beach's food truck scene is ever-growing, from mango lassi and chaat at the [New Taste of India Food Cart](#) to street tacos from [Taqueria Mendez Food Truck](#) and [Taqueria Rockaway](#). Sassy Rocks Food Truck slings breakfast, lunch, dinner, and home-crafted desserts. Salmon, lasagna, and cheesecake grace the wide-ranging specials menu from week to week, making every visit a new surprise. And the pink and green chairs of Tropics Island Grill Food Truck come with shaved ice, Hawaiian teriyaki chicken, and pork bowls to transport visitors to a tropical beach vacay.

For the Family Table

Scratch-made pizza shares a table with pastas and minestrone soup at [The Beach Bite](#). Barely one block away, [El Trio Loco III](#)'s extensive menu of enchiladas, tostadas, mariscos, and more provides enough options for a lifetime of vacation pit stops.

For the Classic Diners



From televised to live, Tie Breaker brings the entertainment. Tried and true diner nosh abounds in Rockaway Beach, especially at cozy, family-run [Grumpy's Cafe](#). A full breakfast, lunch, and dinner menu complements the baked goods case, and an underwater-themed mural keeps the ocean close. Meanwhile, [Rick's Roadhouse](#) brings more of a pub vibe, and [Tie Breaker](#) pairs the traditional diner menu with entertaining events from karaoke to comedy nights.

For the Morning Munchers

Drive-through [R&R Espresso](#) slings more than just the requisite caffeine: breakfast sandwiches and homemade baked goods round out the convenient menu.

No matter what you're eating, plan your meal adventure at visitrockawaybeach.org.



Nan Devlin <nan@tillamookcoast.com>

August & September Rockaway Events

Rockaway Beach <traveltillamook@79851202.mailchimpapp.com>

Thu, Jul 31, 2025 at 10:17 AM

Reply-To: traveltillamook@gmail.com

To: nan@tillamookcoast.com

[View this email in your browser](#)

August & September Rockaway Events

ROCKAWAY BEACH
OREGON

small town. big beach.

Summer Arts & Crafts Fair



Get in the swing of summer with great local art and food!

The 48th Annual Art Fair is officially set for August 1st, 2nd, and 3rd 2025. Enjoy exquisite handmade arts and crats and a variety of delicious food.

Bring your friends to South 1st Avenue and enjoy this great summer event together.

Pelican Pub Comes to Rockaway



The Pelican is out of the bag: a new pub location is coming to Rockaway Beach!

The Pelican Flock is growing! The new location in Rockaway Beach will be downtown at the former Rockaway Roaster building. This beautiful space is a block from the beach and the perfect place to enjoy a bite and a brew after a day on the sand.

Stay tuned - Pelican Brewing Rockaway Beach will be opening mid-August 2025.

Ride the Train



There are still plenty of opportunities to enjoy a ride with Oregon Coast Scenic Railroad. With multiple trips in and out of Rockaway, it's a great way to take in the scenery and enjoy the best of downtown Rockaway Beach.

Learn more and book tickets at <https://oregoncoastscenic.org/>

Thursday Market



There are plenty of Thursdays left to enjoy the Rockaway Beach Thursday Market!

Located at the Rockaway Wayside - on the ocean's edge in front of the Visitor Center Caboose - the market is open Thursdays through September 25th. Hours are 2pm - 6pm.

Good food, fresh produce, local artisans and more!

For more details and updates, visit <https://www.rockawaybeach.net/thursday-market>

Rockaway Music Festival

SECOND ANNUAL
ROCKAWAY BEACH
MUSIC FESTIVAL
AUGUST 16TH-17TH

Rockaway Beach Music Festival returns for its second year on August 16th and 17th, 2025! Enjoy a full day of music, food, art, and community at the beautiful Rockaway Beach Wayside.

Enjoy great live music, a beer garden, interactive art, and a variety of local vendors. Get all the details online at <https://www.rbmusicfest.com/>

Enjoy the Kite Festival!



Mark your calendar! The Rockaway Beach Kite Festival officially returns on September 12, 13, & 14, to the Rockaway Beach Wayside.

2025 marks the 49th Annual Rockaway Beach Kite Festival. Sponsored by the American Kitefliers Association, the festival hosts professional and amateur kite fliers.

Participants can compete to win awards for the nicest kite, the kite that drags on the ground the longest before becoming airborne, and many other cool events. Children can join in the fun as they build and learn to fly small kites during special classes.

Learn more at <https://visitrockawaybeach.org/rockaway-beach-annual-events/>



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