



September 2025: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

- **Users:** 5,743; new users 5,483; sessions 7,149
- **Top keywords:** Kite, Rockaway Beach Oregon, kites, Nehalem Bay State Park, Rockaway Beach weather, Pronto Pup, rockhounding, sneaker waves, Things to Do
- **Top User geolocations:** Portland, Seattle, Local (Rockaway), Los Angeles, San Jose, Vancouver, Salem, Hillsboro, Beaverton, Las Vegas
- **Pages most visited:** restaurants, Grumpy's Café, things to do, annual events, shopping, outdoors, Old Growth Cedar Trail, bonfires, how to spot rocks when rockhounding
- **How did they find the site:** Google, Direct (1,325), Bing, Facebook, Duck Duck Go, Yahoo, tillamookcoast.com, Portland Monthly,
- **Actions (events) taken:** Get the Guide (313 requests) new newsletter subscribers: 13

SOCIAL MEDIA (HUGE NUMBERS!)

- **FACEBOOK:** Post Views: 530,582 up 103% from August); Reach: 244,426; Engagement 12,784 127 new followers, total of 12,305
Post with the most: Views: 129,515 – Reach: 87,302; Engagement: 1,737 – 153 comments
“Access for all! A David's Chair track chair is available at St. Mary's by the Sea Church”
- **INSTAGRAM:** 2,269 followers, up 56 from August
(see attached for most liked images)

SPONSORED CONTENT

Portland Monthly

Rockaway Beach Invests in Equitable Outdoor Access: Beach sunsets, for all.

<https://www.pdxmonthly.com/sponsored/2025/09/rockaway-beach-invests-in-equitable-outdoor-access>

Willamette Living

Accessibility Story and video

<https://willametteliving.com/rockaway-beach/>

EARNED MEDIA

Savvy Sightseer

https://www.thesavvysightseer.com/rockaway-or.html#google_vignette

Rockaway Beach grant press release published in Headlight Herald (see attached)

ADDITIONAL PROJECTS

- Photographer Greg Kozawa spent 3 days in Rockaway getting images of the fire station, kite festival, businesses, evening shots of street scenes/buildings, sunsets, beach, etc.
- Videographer John Garcia getting short videos of business owners talking about their shops and being in Rockaway – should receive all videos in October, posting to Facebook
- Presented 2024-25 marketing results wrap-up during city council workshop

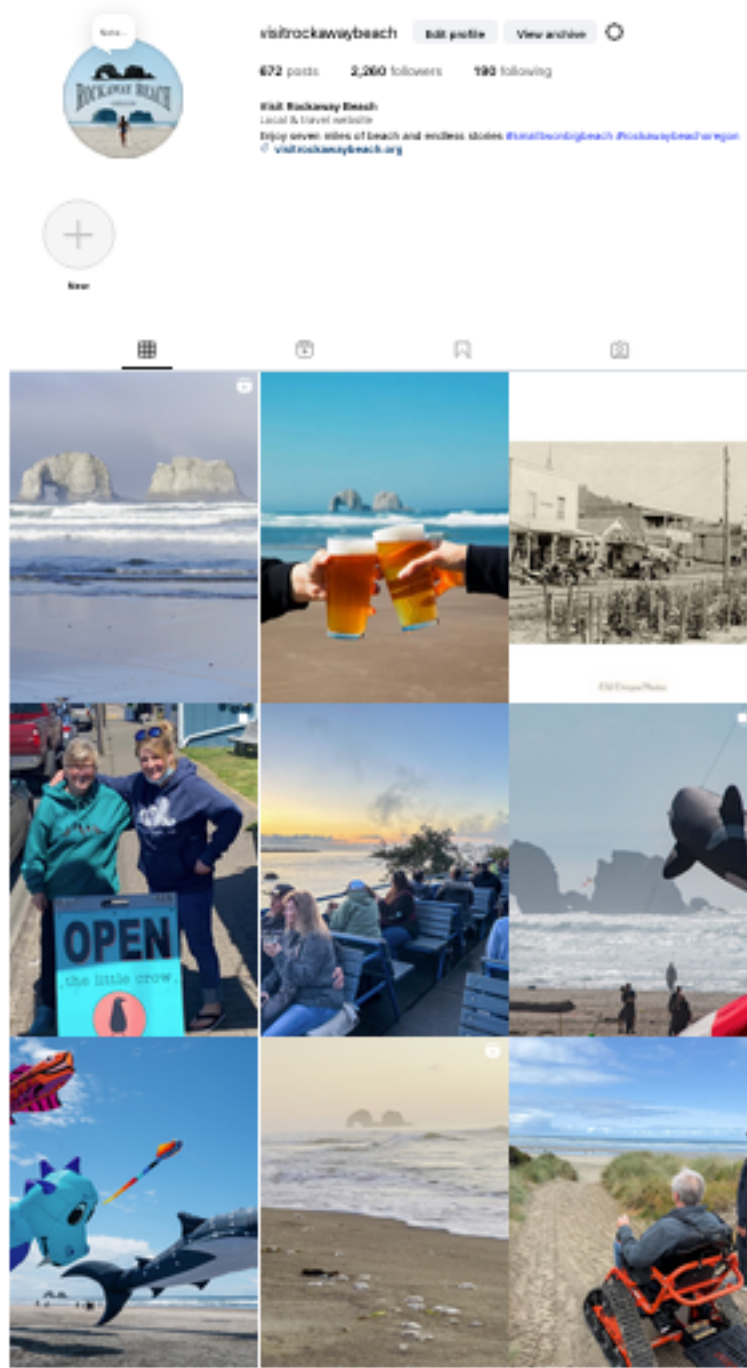
UPCOMING PROMOTIONS FOR OCTOBER

- KATU- 3 programs with interviews with Mayor McNeilly, plus online and social campaign
- B-Line – mobile billboards in Portland restart in October
- Portland Monthly – e-blast, article and digital ads featuring food scene

FACEBOOK – September Post with the Most



INSTAGRAM – September 2025 – most liked posts



Great news for Rockaway Beach Wetland Watershed Protection

By NCCWP

On September 9, it was standing room only during a City Council meeting of Rockaway Beach proposed housing development in the Nedonna Beach neighborhood. The topic of the hearing was whether the City would (again) approve the development after an appeal to Oregon Land Use Board of Appeals (LUBA) remanded it to the City. Nedonna Development LLC, received approval in 2008 from the City for a phased 28-lot development. The majority of this development was never completed. In 2024,

they applied to plat Nedonna Wave Phase 2, which the City approved. More on history surrounding this case is in RB City Planner's report: <https://corb.us/wp-content/uploads/2025/09/Staff-Report-with-Appendices.pdf>. With grassroots support from North Coast Communities for Watershed Protection, this 2024 approval by the City was challenged by Oregon Shores Conservation Coalition (https://oregonshores.org) and legal counsel, Crag Law Center (https://crag.org/standing-up-for-coastal-communities). Some history: before taking it to LUBA, an appeal of the

approval was made to City Council which voted against it. So, the case was brought before LUBA. They sustained Crag's argument that the City made two errors, and remanded the case to the City to adopt more adequate findings. First assignment of error related to the City's interpretation of the Special Area Wetlands Zone. Second assignment of error related to whether an expiration date on the 2008 PUD approval was clearly defined.

Prior to the hearing, twenty-three comments by people opposed to the development were submitted. At the hearing, fifteen people

testified in opposition. The applicant's attorney was the only one to testify in favor. A range of concerns related to the two assignments of error were expressed: loss of freshwater, forested/shrub wetlands; endangerment to drinking water in the aquifer used by the City; increased flooding risk; fish-bearing stream harm; wildlife habitat loss. Others testified mapping of the area was unclear, and that since the original project approval in 2008, there've been significant changes to wetland areas and ordinances.

The hearing concluded with the Council voting to

deny the developer's application. This is critical to protecting the region's natural resources. The developer still could appeal to LUBA.

NCCWP thanks Oregon Shores, Crag, all who submitted testimony in opposition to this development, and everyone who attended City Council meetings in support of saving Nedonna wetlands. NCCWP thanks the RB City Council for their decision and for listening to their constituency.

We need to make protection of wetlands permanent. This latest denial of the developer's application was significant, but it's not the

end of the story. We must remain vigilant.

Everyone's invited to the monthly meetings NCCWP holds the last Tuesday of each month between 6:00 and 7:00 p.m. at St. Mary by the Sea Parish Hall, 275 S. Pacific Street, Rockaway Beach. The next meeting will be September 30.

Help NCCWP safeguard drinking watersheds. www.healthywatershed.org | www.facebook.com/NCCWATERSHEDPROTECTION More information: contact rockawaycitizen.water@gmail.com

Rockaway Beach awards \$366,733 in grants

TILLAMOOK COAST VISITORS ASSOCIATION

Investing in local businesses and nonprofits is a goal of the city of Rockaway Beach. In the 2024-25 fiscal year, the city awarded more grants in the community than any other city in the county—and on the Oregon Coast.

Through four grant programs, 14 businesses and 9 nonprofits benefited from the city's lodging tax and general

budget funds. The grants include:

- Façade Improvement Grant, designed to enhance and upgrade storefronts to encourage new businesses to invest in the city. Total awarded: \$282,733 from lodging tax.
- Marketing Grant to help with advertising and outreach, particularly in off-season. Total awarded: \$9,000 from lodging tax.
- Large Community Grant to nonprofits that serve com-

munity needs and events. Total awarded: \$57,206.42 from general budget.

- Small Community Grant to support nonprofits for various needs. Total awarded: \$17,793.58 from general budget.

"Rockaway Beach has made a commitment to invest in businesses in order to encourage economic development, and that has proven to be successful, with five new businesses opening this year,"

said Mayor Charles McNeilly. "We also want to support organizations that serve our residents, create new experiences, and enhance livability."

Those receiving Façade Improvement grants included Trotel's Rock Garden, Joe's Snacks & Beer, Seaquest Treasures, Sea Breeze, Pete Anderson Realty, 126 LLC (Hope Chest Thrift Shop), Sand Dollar Restaurant, Old Oregon Smokehouse, International Police Museum,

Pho Real and Tillamara (Rockaway Beach Resort and Conference Center).

Marketing grants were awarded to Green Coast Market, Jiu Jitsu 101 and Neah-Kah-Nie Coast Arts, Music and Cultural Foundation (NCAM).

Large Community Grant recipients include Meals for Seniors, Fulcrum Community Resources/Rockaway Beach Business Association, and Neah-Kay-Nie Coast Arts,

Music and Cultural Foundation (NCAM).

Small Community Grants were awarded to Tillamook County Developmental Disabilities, Rockaway Beach Business Association, Friends of Rockaway Beach Library, Neah-Kay-Nie Coast Arts, Music and Cultural Foundation (NCAM), and the International Police Museum.

For more information, contact City of Rockaway Beach at 503-374-1752.

Sammy's Place continues to support affordable, accessible housing in Nehalem

SAMMY'S PLACE

Work should begin shortly on a new model for housing on the north Oregon Coast as Sammy's Place is set to break ground as early as late September on the Thompson Springs affordable accessible housing

begin in Spring 2026.

"We have a great team assembled to move this housing community forward," said Julie Chick, Executive Director of Sammy's Place. "We are so pleased with the work of our architect, Jones Architecture; developer, Owen Gabbert,

units more affordable and accessible to families in our community.

An initial investment of Oregon Home & Community Services (OHCS) LIFT funds will allow for 8 of the 10 units to be affordable down to residents making 80% of the area's median income (AMI).

together to address this urgent need for affordable, accessible housing on the Oregon Coast," said Leah Halstead, the Sammy's Place Board Chair. "We look forward to partnering with more of our community to make homeownership a reality for

step in making homeownership available to more of our low-income families, especially people with IDD who face far greater housing insecurity than the general population.

User Behavior

Users

5,743

-32.6%

New users

5,483

-33.0%

Sessions

7,149

-31.7%

Sessions per user

1.27

1.7%

Contact Form

8

0.0%

Get the Guide

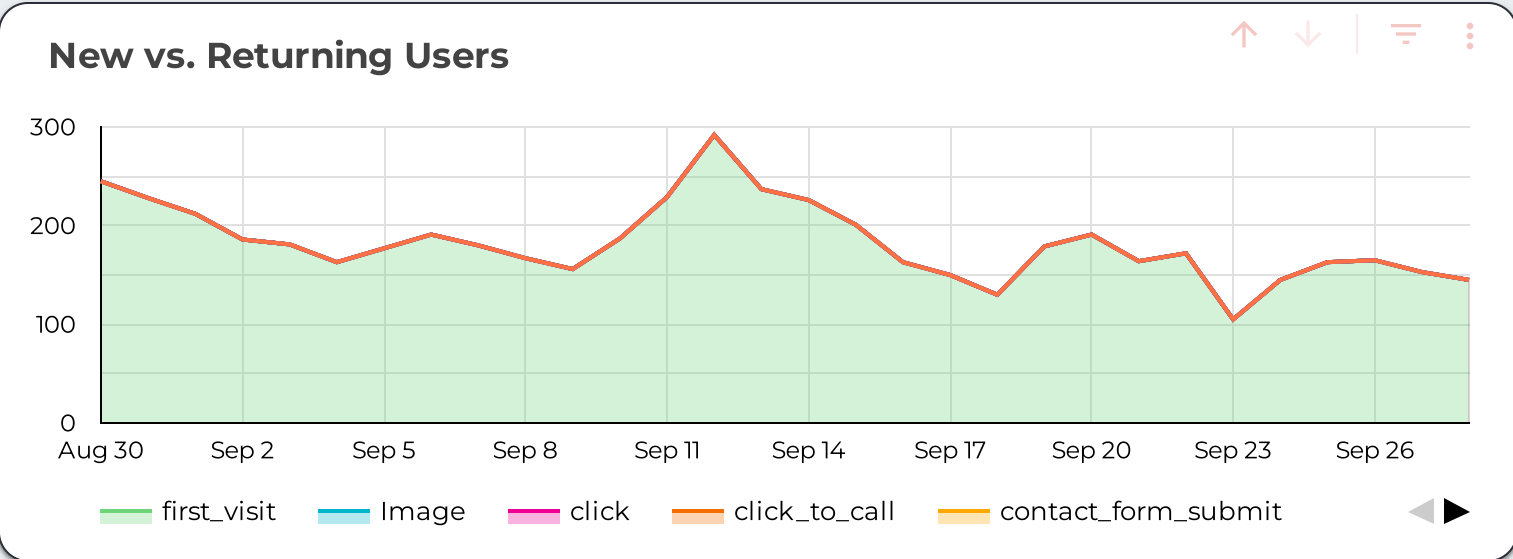
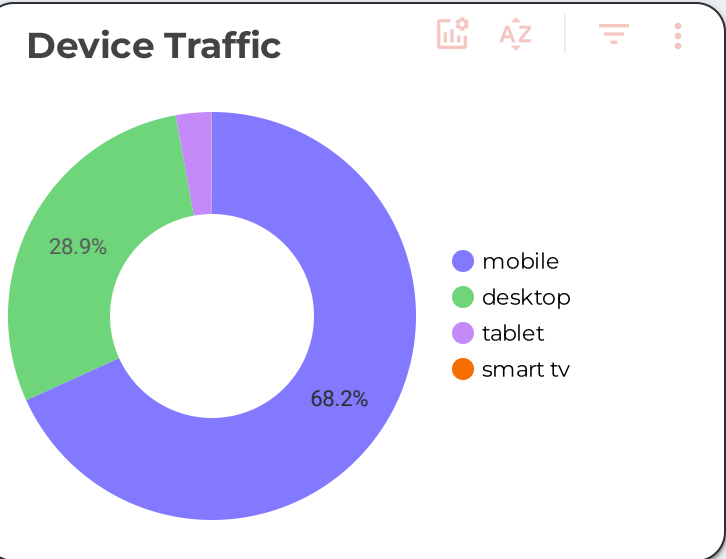
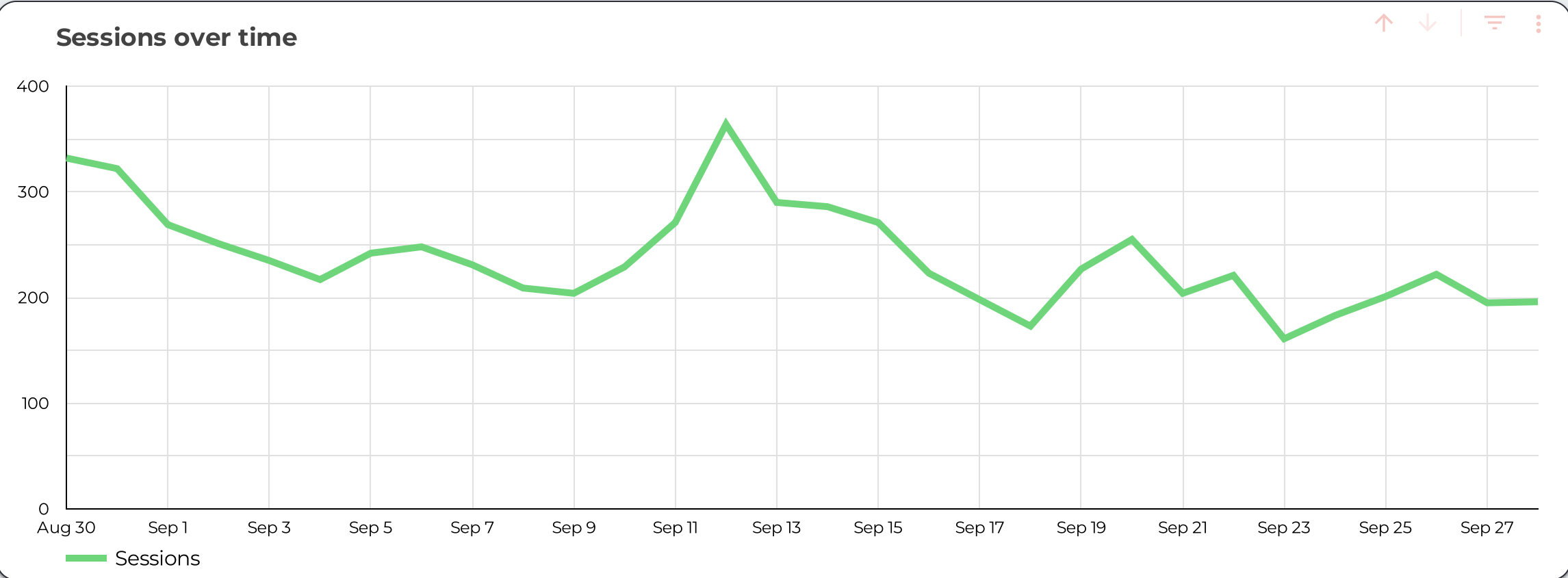
313

-30.4%

Subscribe Form Submit

16

-63.6%



How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	4,510	3,560	3,386	1.3
(direct)	1,325	1,114	1,075	1.21
bing	376	305	283	1.25
m.facebook.com	174	169	169	1.03
duckduckgo	169	112	108	1.54
yahoo	148	113	107	1.35
lm.facebook.com	100	96	96	1.04
tillamookcoast.com	83	64	58	1.36
facebook.com	40	39	39	1.03
l.facebook.com	31	26	25	1.19
chatgpt.com	21	20	19	1.05
ndymonthly.com	16	16	16	1
Grand total	7,149	5,743	5,483	1.27

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
kite	14,731	1	0.01%	5.11	5.11
rockaway beach oregon	14,720	585	3.97%	3.26	3.26
rockaway beach	12,200	83	0.68%	8.7	8.7
kites	5,845	1	0.02%	10.76	10.76
nehalem bay state park	2,286	4	0.17%	11.45	11.45
rockaway beach weather	2,277	7	0.31%	10.04	10.04
pronto pup	1,680	6	0.36%	10.34	10.34
rockhounding	1,500	1	0.07%	8.54	8.54
sneaker waves	1,362	2	0.15%	10.52	10.52
rock hounding	1,350	0	0%	5.77	5.77
things to do in rockaway be...	1,254	38	3.03%	9.74	9.74
rockaway beach resort	1,016	20	1.97%	6.37	6.37
old oregon smokehouse	963	9	0.93%	5.64	5.64
twin rocks	876	6	0.68%	5.68	5.68
the original pronto pup	859	3	0.35%	9.24	9.24
rockaway	791	11	1.39%	12.32	12.32
rockaway beach oregon we...	783	3	0.38%	10.62	10.62
Grand total	249,389	3,339	1.34%	11.62	11.62

What Pages Did Users Visit?

Sessions

7,149

↓ -31.7%

Page views

12,573

↓ -39.9%

User engagement

88:41:15

↓ -37.2%

Page path	Sessions	Page views
/	1.9K	2.1K
/rockaway-beach-restaurants/	639	923
/restaurants/grumpys-cafe/	555	784
/things-to-do/	464	505
/rockaway-beach-annual-events/	417	433
/rockaway-beach-shopping/	326	407
/outdoor/	322	346
/old-growth-cedar-wetlands-preserve/	241	259
/shopping/rockaway-beach-market/	240	274
/bonfires/	231	240
/how-to-spot-rocks-when-rockhounding/	227	225
/how-to-get-here/	214	228
/events/	201	233
/rockaway-beach-lodging-guide/	181	212
/lodging-guide-rv-parks-camping/	174	225
/restaurants/original-pronto-pup/	166	190
/twin-rocks/	150	159
/shopping/flamingo-jims-gifts-clothing/	134	179
/indoor/	127	131
/video-gallery/	126	136
Grand total	7.1K	12.6K

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Visitor Demographics

Users

5,743

↓ -32.6%

New users

5,483

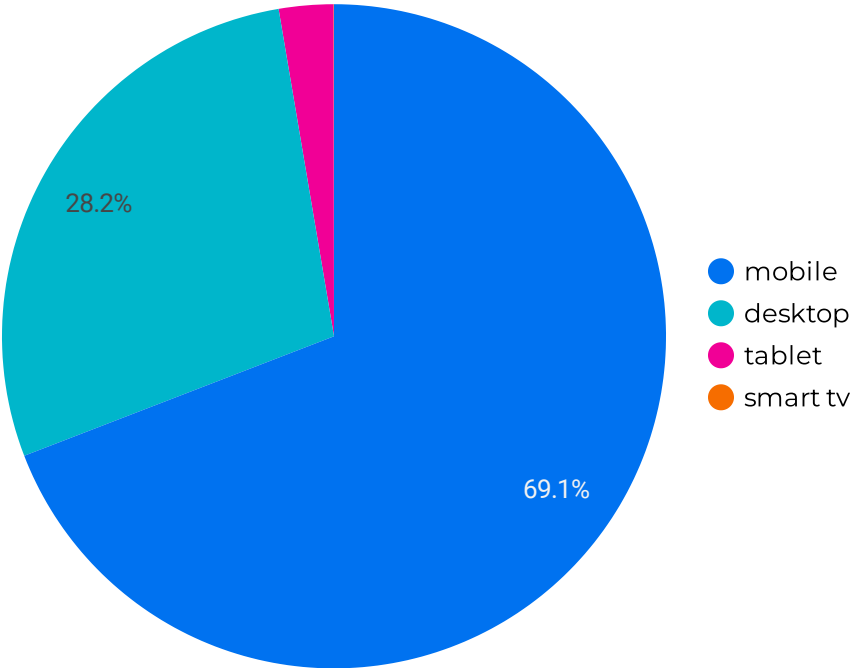
↓ -33.0%

Sessions

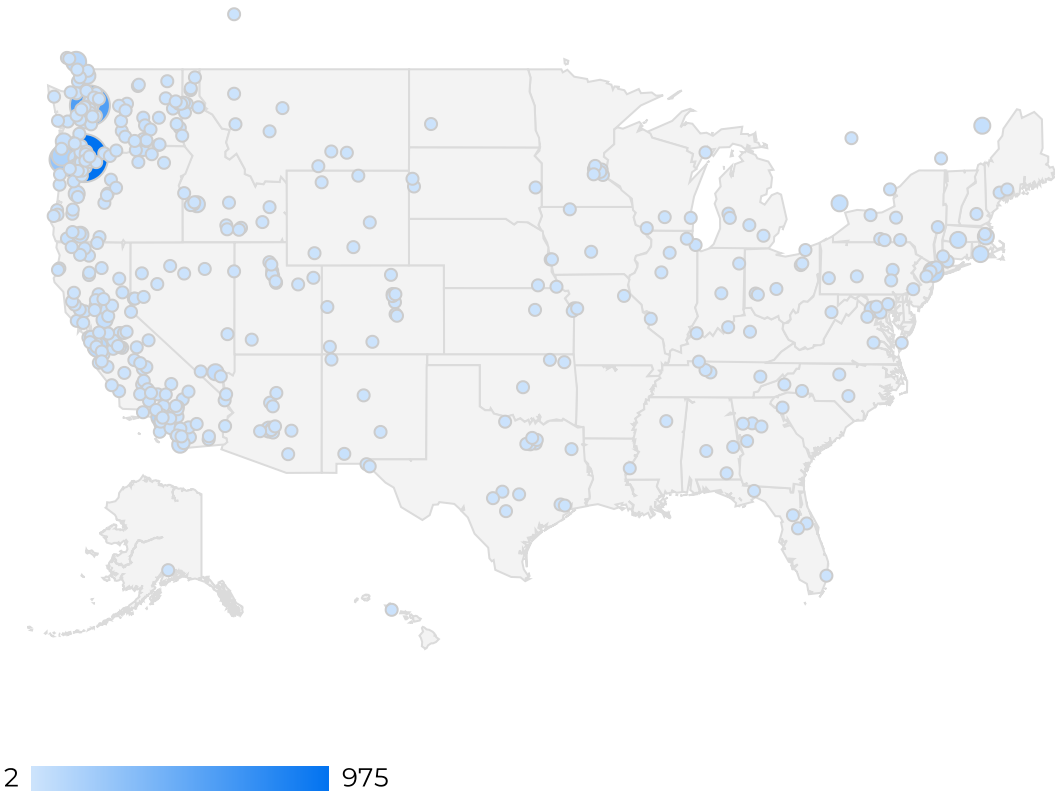
7,149

↓ -31.7%

Sessions by Device



Sessions by City



City	Sessions	Users	New users	Sessions per user	User engagement
Portland	975	819	729	1.24	10:09:46
Seattle	588	523	406	1.2	08:37:20
(not set)	530	492	410	1.12	05:19:00
Tillamook	266	225	191	1.21	02:45:38
Rockaway Beach	139	127	108	1.11	01:27:01
Los Angeles	124	117	83	1.15	01:04:41
New York	88	84	78	1.07	00:38:49
San Jose	88	83	70	1.14	00:44:56
Vancouver	84	69	61	1.33	01:09:54
Salem	71	65	59	1.11	00:27:03
Hillsboro	58	50	47	1.16	00:40:24
Beaverton	57	50	44	1.14	00:55:43
Las Vegas	42	41	30	1.08	00:23:09
Medford	37	37	26	1.03	00:51:44
Sacramento	37	34	31	1.09	00:26:43
Phoenix	36	34	30	1.06	00:30:59
Grand total	7,149	5,743	5,483	1.27	88:41:15

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How Did Users Get To Our Website?

Users

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New users

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Sessions

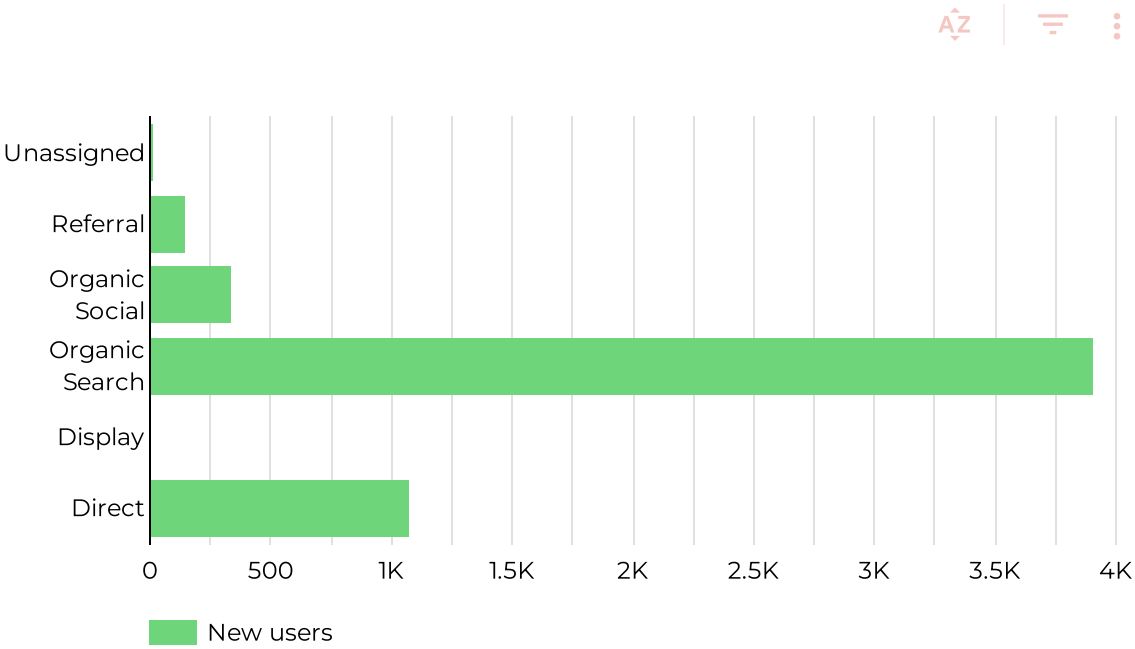
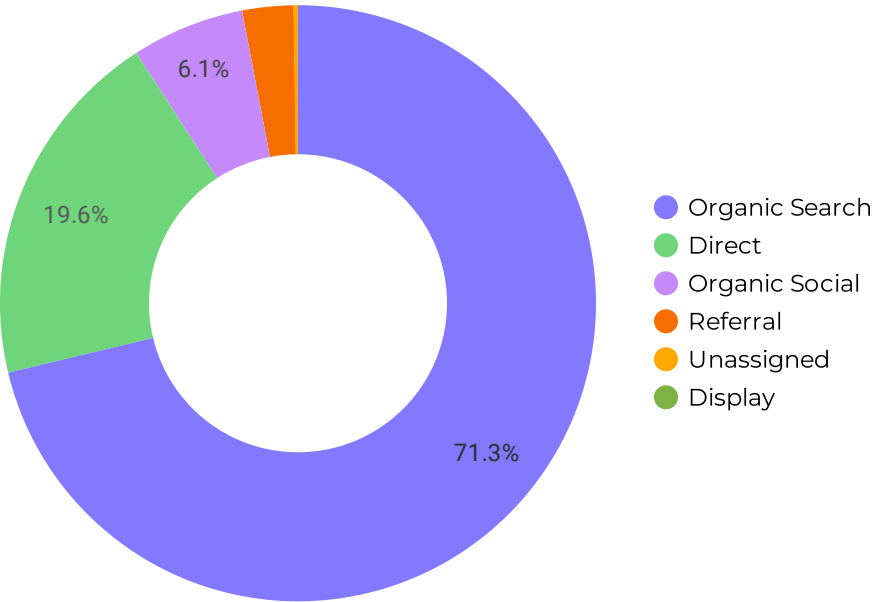
7,149

-31.7%

User source	Sessions	Users	New users	Sessions per user	User engagement
google	4,510	3,560	3,386	1.3	59:20:40
(direct)	1,325	1,114	1,075	1.21	07:53:51
bing	376	305	283	1.25	11:10:52
m.facebook.com	174	169	169	1.03	00:08:38
duckduckgo	169	112	108	1.54	03:31:59
yahoo	148	113	107	1.35	02:55:20
lm.facebook.com	100	96	96	1.04	00:10:35
tillamookcoast.com	83	64	58	1.36	00:52:12
facebook.com	40	39	39	1.03	00:01:18
l.facebook.com	31	26	25	1.19	00:24:01
chatgpt.com	21	20	19	1.05	00:11:15
pdxmonthly.com	16	16	16	1	00:05:39
traveloregon.com	14	12	11	1.27	00:31:52
Grand total	7,149	5,743	5,483	1.27	88:41:15

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Channel Traffic



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

Event count

81,365

↓ -44.8%

Events per session

11.38

↓ -19.1%

Event name	Event count	Events per session
view_search_results	47	1.3
user_engagement	8.3K	2.2
subscribe_form_submit	16	1.2
social_link_click	39	1.2
session_start	7.1K	1
scroll	3K	1.4
page_view	12.6K	1.8
get_the_guide	313	1.1
first_visit	5.5K	1
contact_form_submit	8	1
click_to_call	22	1.2
click	1.2K	1.4
Image	43.3K	98.5
Grand total	81.4K	11.4

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