



JULY 2024: TOURISM MARKETING REPORT

WEBSITE ANALYTICS (see attached reports)

User Behavior: **18,536, a growth of 7,245 in just one month!**

18,167 new users and 22,114 sessions – **8,744 of those were direct to the site – the QR code stickers are working!**

Top keywords: “Rockaway Beach,” Rockaway Beach Oregon,” “directions,” “pronto pup”

Top User geolocations: Seattle, Portland, San Jose, Los Angeles, Hillsboro, Forest Grove, Redwood City, Vancouver, Oregon City, Beaverton, San Diego

Pages most visited: annual events, outdoor, restaurants, things to do, Grumpy’s Café, bonfires, lodging pages.

How did they find the site: Google, Bing, Yahoo, tillamookcoast.com, beachconnection.net, Facebook, Travel Oregon

Actions (events) taken: Get the Guide (589 requests) new newsletter subscribers: 42

SOCIAL MEDIA

Continuing with social campaign highlighting Rockaway Beach businesses

FACEBOOK: Post Reach: 32,779; 1,778 engagements (down from June, but that’s normal, as people are here!)

Follower numbers stayed at 11,965; lost some, gained some

Post with the most: Post reach 14,750; engagements 1,288 “Sand, salt, and sea at Barview Jetty.” July 25, 2024 (attached)

INSTAGRAM: 1,797 followers, up 48 followers from July (see attached for most liked images)

E-NEWSLETTER:

Sent July 23, featuring Arts Fair: 7,406 subscribers, 38% open rate (nearly 3X industry rate), **18% Click-thru-rate (CTR)** “Summer events sizzle in Rockaway Beach” – focus on August events and outdoor activities

EARNED MEDIA

New inclusive park is part of a growing effort to improve accessibility on Oregon coast (July 17, 2024 – interview about Lincoln City and Rockaway Beach accessibility)

<https://www.hereisoregon.com/places/2024/07/new-inclusive-park-is-part-of-a-growing-effort-to-improve-accessibility-on-oregon-coast.html>

'Go fast, stay low': Wiener dogs race for charity on the Oregon Coast (KGW-TV, July 4, 2024)

<https://www.kgw.com/article/news/local/wiener-dogs-race-charity-oregon-coast->

[firecracker-wiener-national-rockaway-beach/283-c6ee08bc-0132-4f7c-b18be705628dceb6](https://www.firecracker-wiener-national-rockaway-beach/283-c6ee08bc-0132-4f7c-b18be705628dceb6)

Where to get the best corn dogs in Portland (Oregonian, July 29, 2024: But Pronto Pup is held up as the mother of all corn dogs)

<https://www.hereisoregon.com/places/2024/07/corn-dog-summer-where-to-find-the-best-corn-dogs-in-portland.html>

SPECIAL PROMOTIONS

Mayor McNeilly went business-to-business handing out more than **1,000 QR code stickers** that link to **visitrockawaybeach.org** STR agencies placed them in every house they manage, hotels in every room. Now has 1,000 business cards with QR code on one side, welcoming message on the other (see attached)

UPCOMING PROMOTIONS:

-Willamette Week – digital campaigns throughout fall to December, plus sponsored content

-Talking now with KGW and KPTV for TV campaigns

-B-Line Cargo delivery trikes, from September through May.



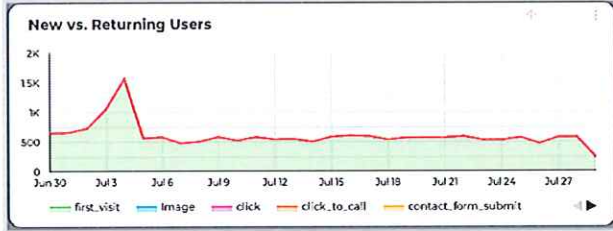
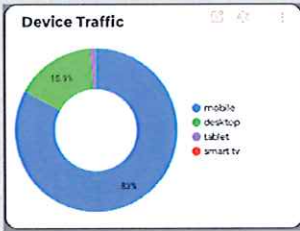
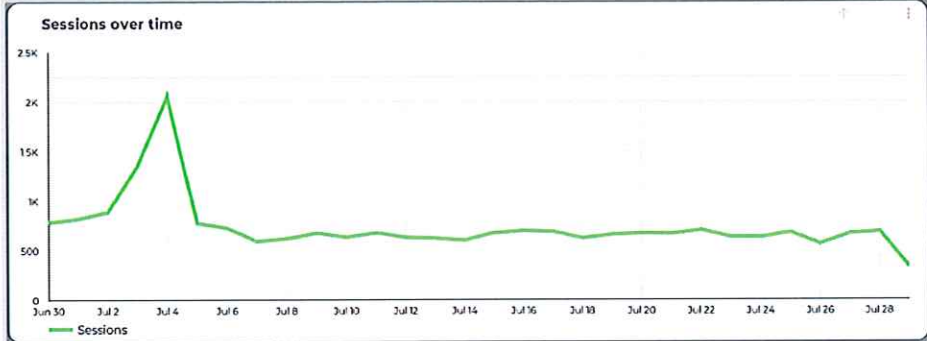


2-sided business card

Sticker



User Behavior



How Did Users Get To Our Website?

User source	Sessions	Users	New users	Sessions per user
google	11,772	9,208	8,995	1.29
(direct)	8,744	8,051	8,047	1.1
bing	419	338	326	1.26
yahoo	218	155	151	1.43
duckduckgo	151	143	140	1.27
tlamookcoast.com	119	102	93	1.19
(not set)	102	100	1	1.05
beschconnection.net	93	75	70	1.29
m.facebook.com	56	56	56	1
traveloregon.com	49	36	35	1.4
onlyinyourstate.com	44	39	39	1.13
m.facebook.com	26	26	26	1
Grand total	22,114	18,526	18,167	1.2

Keywords from Google

Query	Impressions	Clicks	Site CTR	Average Position	Average Position
rockaway beach	41,072	119	0.34%	10.21	10.21
rockaway beach oregon	26,448	1,651	6.24%	3.82	3.82
rockaway beach directions	3,524	4	0.11%	4.64	4.64
pronto pup	2,526	28	1.11%	9.66	9.66
things to do in rockaway be.	2,411	104	4.31%	6.4	6.4
kelly's marina	2,174	5	0.23%	9.06	9.06
rockaway beach resort	1,992	28	1.41%	6.53	6.53
rockhounding	1,616	1	0.06%	7.23	7.23
rockaway beach hotel's	1,563	8	0.51%	8.58	8.58
old oregon smokehouse	1,419	16	1.13%	7.22	7.22
beach access near me	1,353	2	0.14%	9.54	9.54
kelly's brighten marina	1,332	5	0.38%	8.52	8.52
rockaway beach restaurants	1,312	53	4.04%	4.25	4.25
rockaway beach fireworks	1,241	95	7.66%	5.25	5.25
rockaway beach old growl	1,202	22	1.83%	8.68	8.68
oregon du drops	1,192	1	0.08%	8.65	8.65
beach fire	1,147	0	0%	6.44	6.44
Grand total	367,566	10,182	2.77%	13.42	13.42

What Pages Did Users Visit?

Sessions
22,114
↑ 49.3%

Page views
30,975
↑ 45.6%

User engagement
202:08:07
↑ 36.6%

Page path	Sessions	Page views
/	6.6K	7.1K
/rockaway-beach-annual-events/	3.3K	3.5K
/outdoor/	1.2K	987
/rockaway-beach-restaurants/	1.2K	1.5K
/things-to-do/	1K	1.2K
/bonfires/	660	679
/restaurants/grumpys-cafe/	637	760
/current-events/	575	590
/rockaway-beach-shopping/	574	643
/lodging-guide-hotels-motels/	529	705
/lodging-guide-rv-parks-camping/	515	614
/how-to-spot-rocks-when-rockhounding/	496	498
/how-to-get-here/	482	495
/rockaway-beach-lodging-guide/	422	489
/restaurants/original-pronto-pup/	421	428
/beach-access/	364	386
/the-story-behind-glass-floats/	363	366
/eat-sleep/	339	366
/twin-rocks/	334	337
/the-wayside/	305	328
Grand total	22.1K	31K

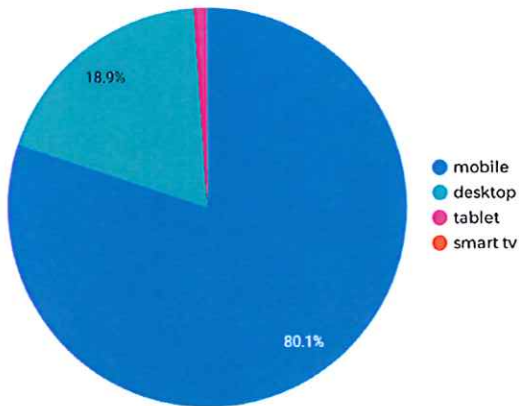
Visitor Demographics

Users
18,526
↑ 51.2%

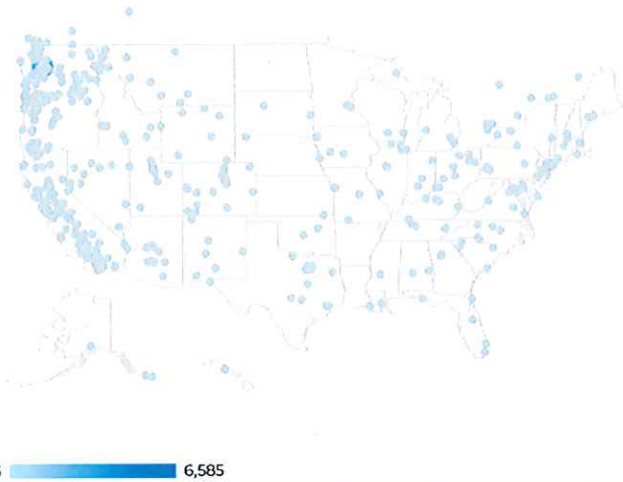
New users
18,167
↑ 49.0%

Sessions
22,114
↑ 49.3%

Sessions by Device



Sessions by City



City	Sessions	Users	New users	Sessions per user	User engagement
Singapore	6,585	6,583	6,619	1.01	00:01:34
Seattle	3,090	2,444	2,175	1.31	39:32:26
Portland	2,012	1,646	1,457	1.26	24:06:20
New York	910	846	826	1.08	06:14:31
(not set)	702	637	528	1.14	08:38:12
Rockaway Beach	455	377	315	1.26	05:14:04
San Jose	342	298	254	1.22	03:47:23
Tillamook	335	277	226	1.25	04:26:31
Los Angeles	191	165	140	1.22	02:11:06
Hillsboro	170	141	125	1.25	03:02:39
Forest Grove	155	124	111	1.29	01:38:20
Redwood City	152	5	3	38	00:08:43
Vancouver	138	118	110	1.22	02:24:34
Oregon City	130	104	90	1.26	01:55:12
Beaverton	130	102	92	1.3	01:56:16
San Diego	106	90	72	1.22	01:12:15
Grand total	22,114	18,526	18,167	1.2	202:08:07

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bing	419	338	326	1.26	10:53:41
yahoo	218	155	151	1.43	04:59:25
duckduckgo	181	143	140	1.27	03:45:30
tillamookcoast.com	119	102	98	1.19	01:48:25
(not set)	102	100	1	1.05	01:32:30
beachconnection.net	93	75	70	1.29	02:00:08
m.facebook.com	56	56	56	1	00:01:56
traveloregon.com	49	36	35	1.4	00:27:42
onlyinyourstate.com	44	39	39	1.13	00:34:46
lm.facebook.com	26	26	26	1	00:00:10
visittheoregoncoast.com	25	19	19	1.32	00:42:09
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1 - 57 / 57 < >

Channel Traffic

