



SEASIDE
is for Fun



VISITORS BUREAU ANNUAL REPORT

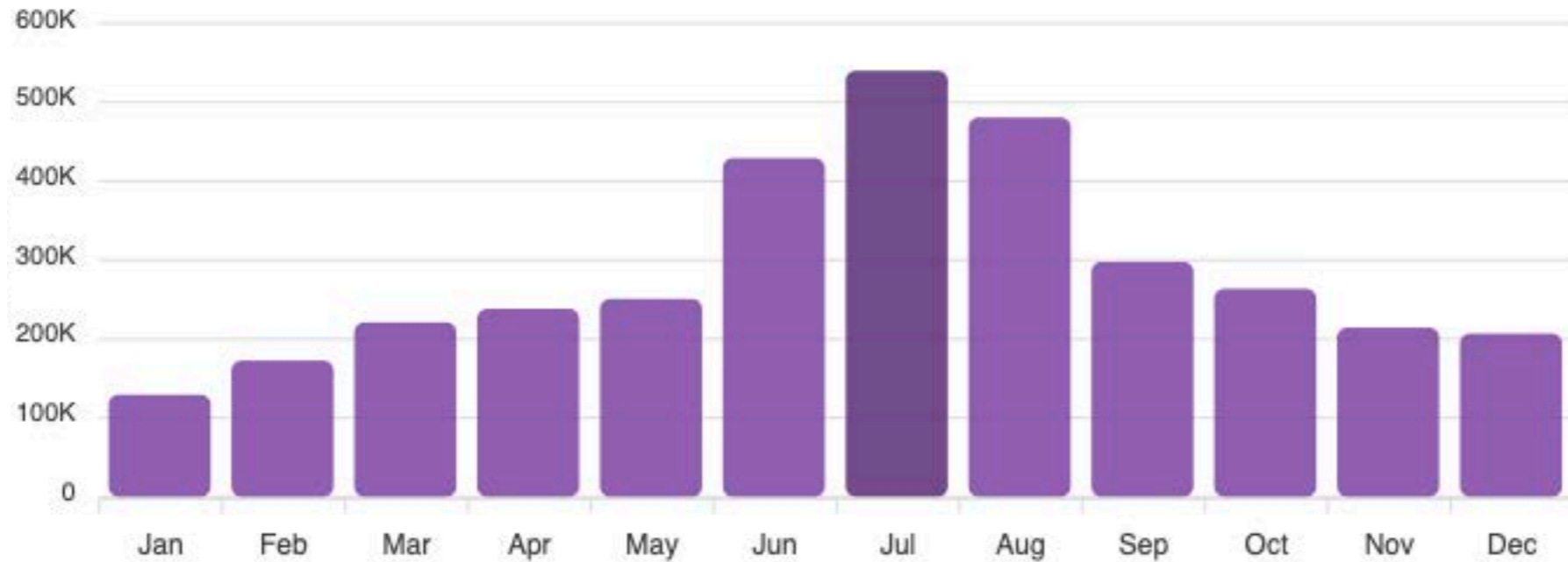
TOURISM MARKETING + VISITOR SERVICES



MISSION of the VISITORS BUREAU:

Invigorate the economy by attracting overnight visitors and assist all in accessing the attractions and accommodations the City of Seaside and the Oregon Coast have to offer.

2022 BY THE NUMBERS



Total Trips
1,704,811



Visitor Days
3,470,888



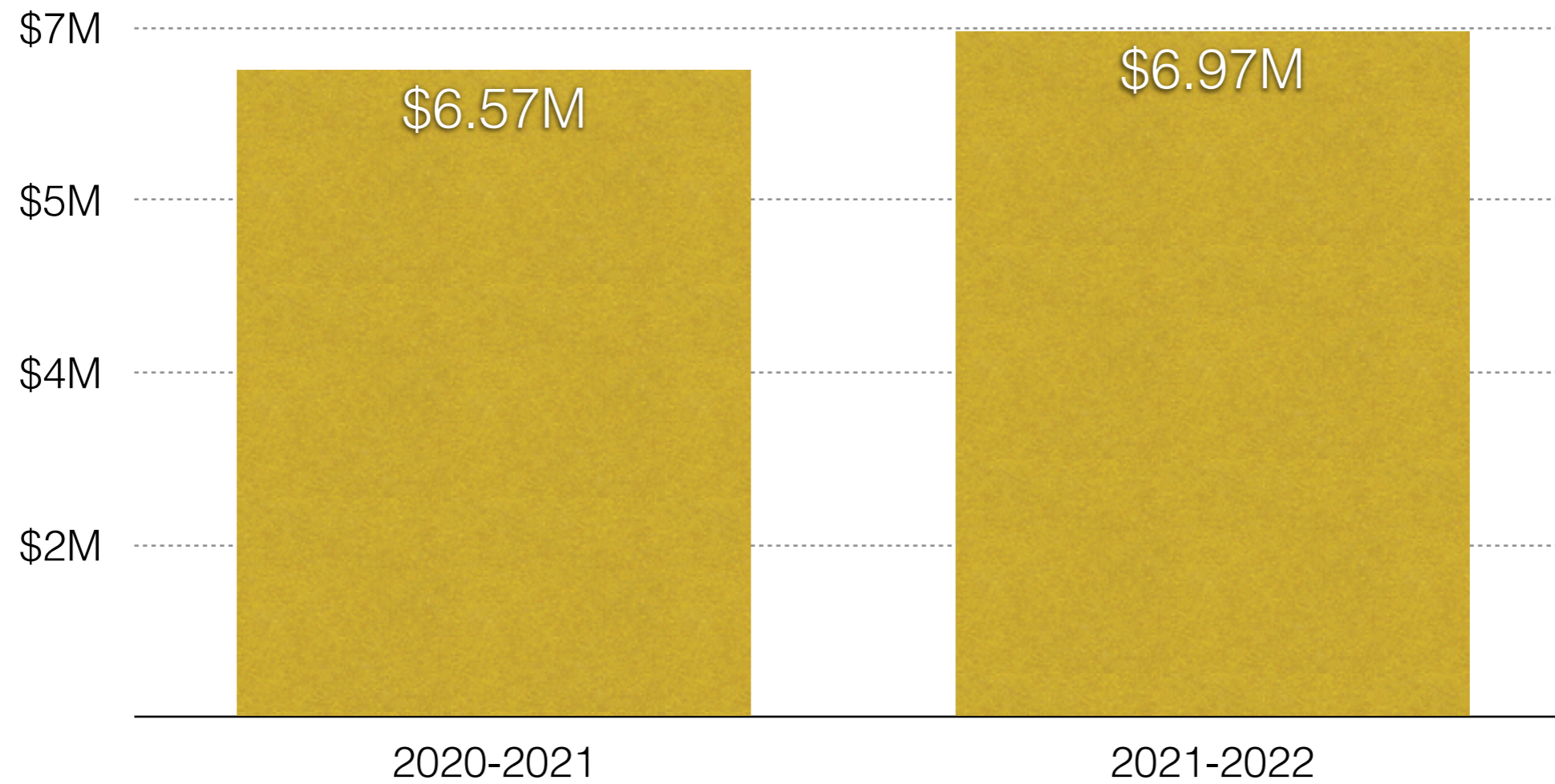
Avg Length of Stay
2



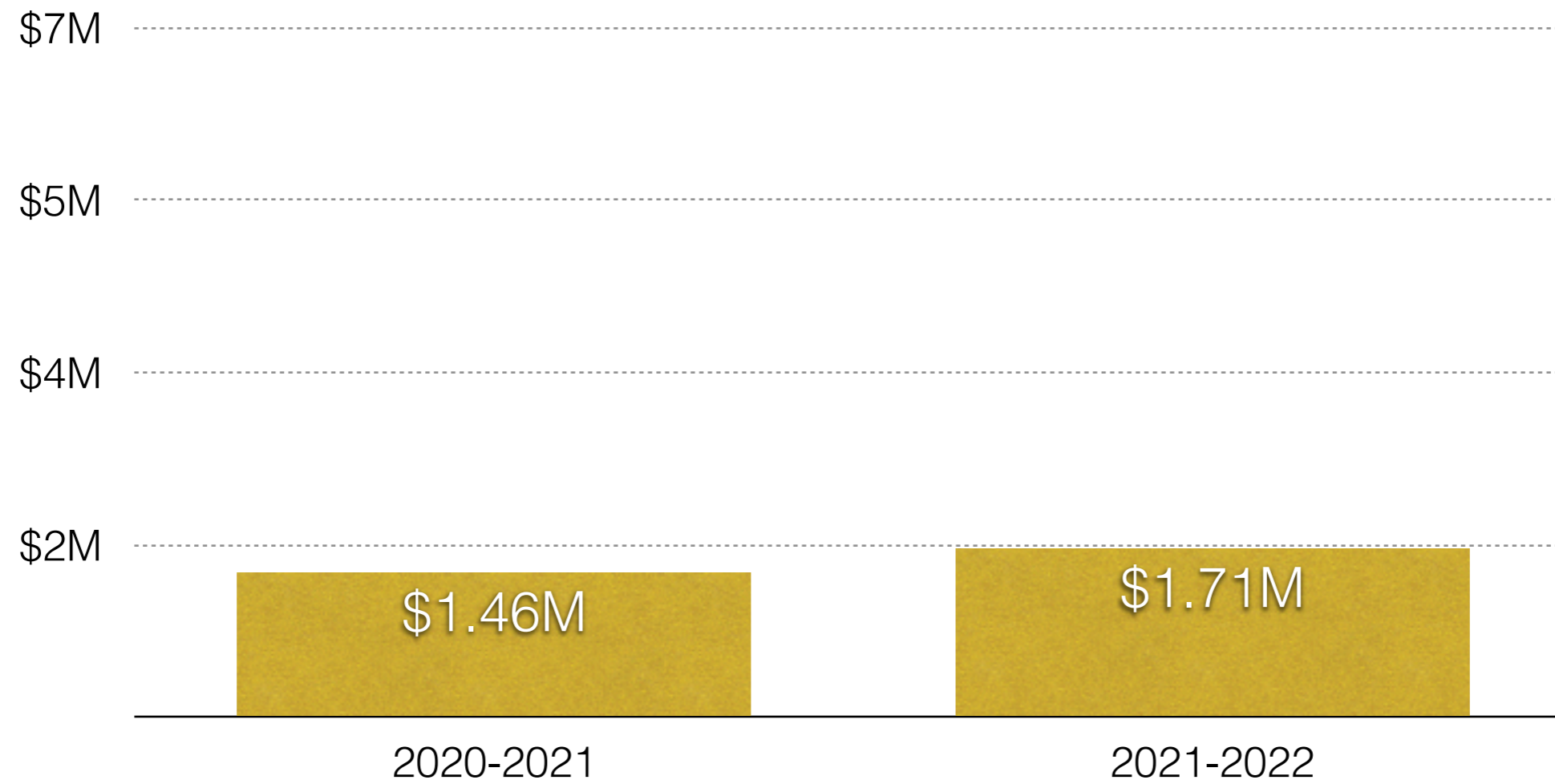
Unique Visitors
792,421



HOTEL ROOM TAX



VRD TAX



2022 ADVERTISING HIGHLIGHTS



PRINT ADVERTISING



SEASIDE IS FOR

Sweet times with
sweet people



When you come to the Coast, you'll get miles of surf and sand, epic vistas and tangerine sunsets. Your soul will soar and you'll be reminded how big and amazing the universe is. When you visit Seaside, you'll get all that stuff PLUS elephant ears, bumper cars, arcade games, surrey bikes, fun shops, homemade ice cream and the unrivaled Promenade. Win win!

seasideOR.com
[@visitseasideOR](https://www.instagram.com/visitseasideOR)



SEASIDE IS FOR

Yes, you can.



There's too much you're not allowed to do in this world. So we say YES! Yes, you can feed the seals at the aquarium. Yes, you can drop a crab pot off the 12th Avenue Bridge. Yes, you can eat elephant ears before dinner and lie on the sand by a fire 'til midnight. Especially if you went hiking, biking, kayaking or surfing all day. And of course you can rent a paddle boat shaped like a swan... it's Seaside!

seasideOR.com
[@visitseasideOR](https://www.instagram.com/visitseasideOR)



PRINT ADVERTISING



SEASIDE IS FOR
Sweet times with
sweet people

When you come to the Coast, you'll get miles of surf and tangerine sunsets. Your soul will soar and you'll be ready for anything the universe is. When you visit Seaside, you'll get all the fun, bumper cars, arcade games, surrey bikes, fun shops and the unrivaled Promenade. Win win!

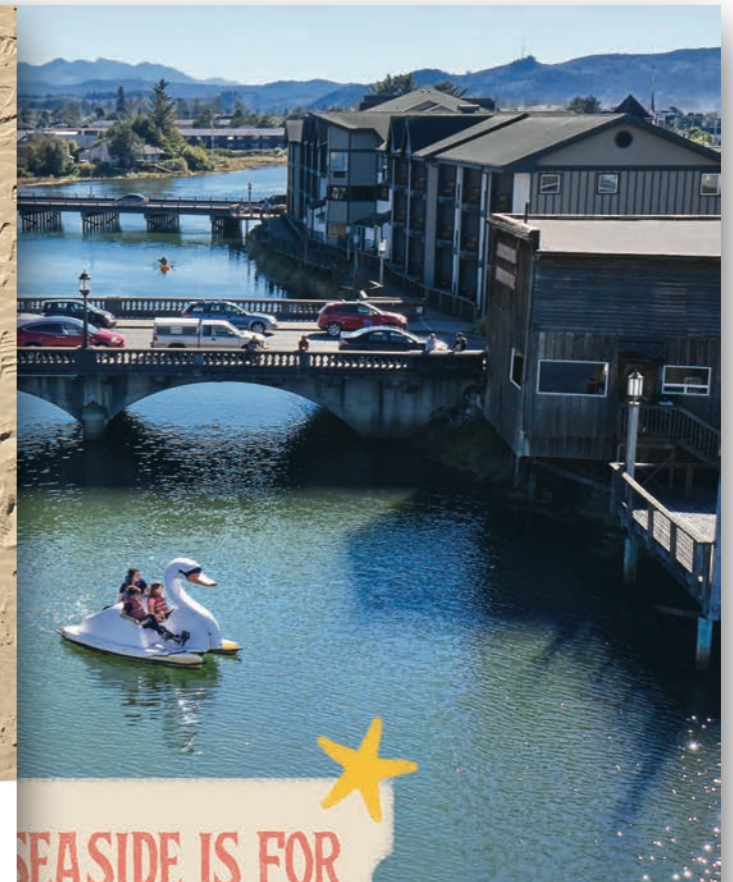
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SEASIDE IS FOR
The plan is no plans

Book the summer camps, plan the big vacation, get up super early to reserve the good campsites. But save some time for just having a good time in Seaside. We've got hiking, biking and kayaking. But we also have sleeping in, elephant ears for breakfast and beach day after beach day after we better-extend-our-stay an extra day!

seasideOR.com
@visitseasideOR



SEASIDE IS FOR
Yes, you can.

... things you're not allowed to do in this world. So we say YES! You can eat elephant ears at the aquarium. Yes, you can drop a crab pot on the beach. Yes, you can eat elephant ears before dinner. Yes, you can have a fire 'til midnight. Especially if you went hiking and biking all day. And of course you can rent a paddle boat... it's Seaside!



PRINT ADVERTISING

SEASIDE IS FOR
Dessert before dinner

SEASIDE
is for Fun

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SEASIDE IS FOR
Making big plans with best friends

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KOIN 6 WEATHER

SEASIDE
is for Fun

CAP CLOUD

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SEASIDE, OR

NatashaKOIN6Weather 



KOIN 6 65°
10:22

CURRENTS

KELSO

 66°

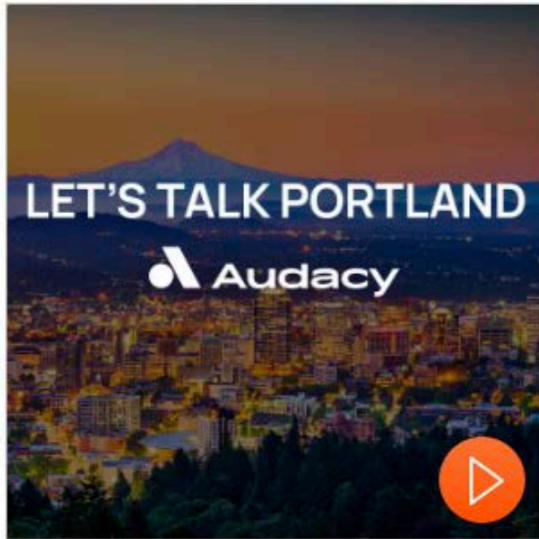
LAKE OSWEGO

 65°

 TOYOTA

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City Of Seaside 7.17.22

July 14, 2022 25 min Download

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CATEGORY: Society & Culture

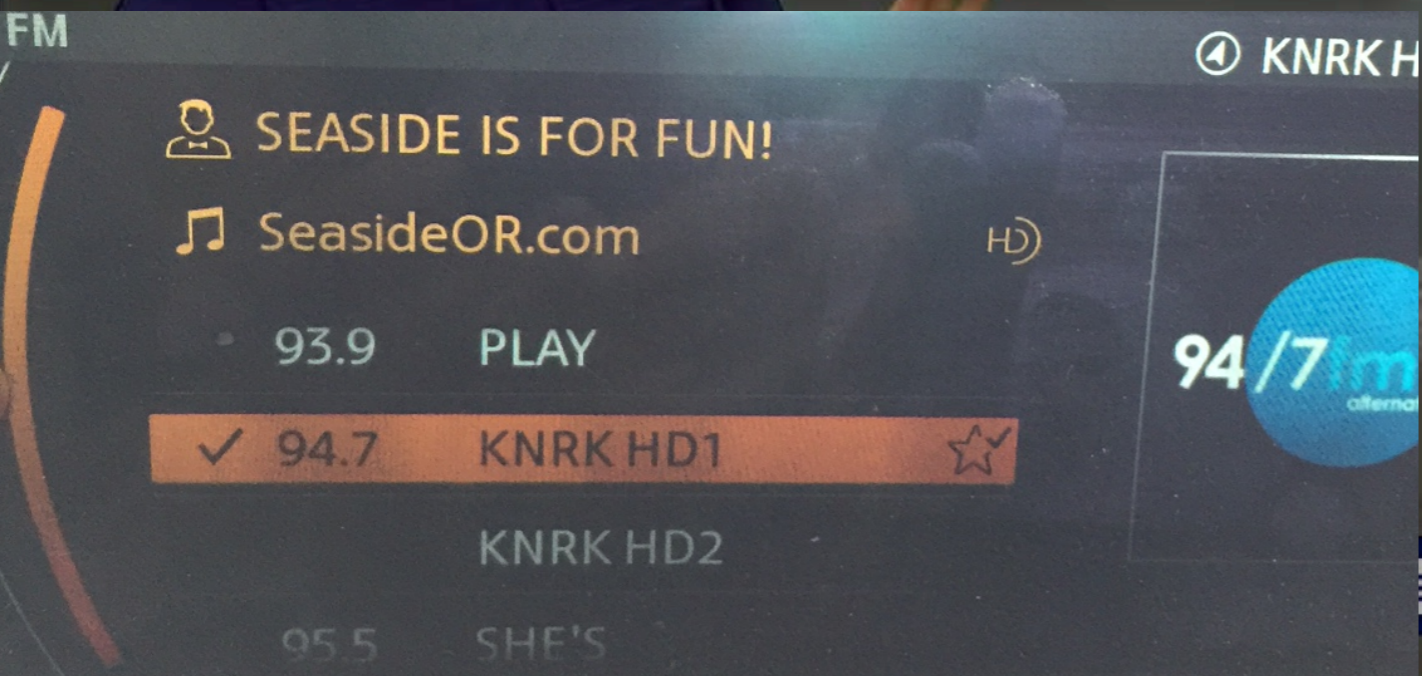
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An interview with Josh Heineman, Director of Tourism Marketing for the City of Seaside about all of the things to do in the coastal town, about the beach cleanups, and about beach safety.

The Oregonian 3h ·

A winter trip to Seaside is a brilliant way to avoid the crowds: Peak Northwest podcast <https://trib.al/gKdApR3>



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SEASIDE
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Seaside is for remembering what an amazing vacation *feels* like.

Seaside is for fun on the Oregon Coast!

GET FREE GUIDE

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Return to That Vacation Feeling in Seaside

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Do you remember what vacation used to be like? Time stopped as you delighted in new adventures, played with family and friends, reveled in rain or sun, and explored new places. Whether it was running along the beach or building sandcastles, browsing trinkets in coastal shops or just catching up with a friend over a cup of coffee and doughnuts in a cafe, getaways revived us. [MORE](#)

FOUND IN Oregon Coast, Seaside, Favorite Trips, Trip Ideas

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SEASIDE IS FOR (OFFSEASON) FUN!

Enjoy a cooler-weather visit featuring all of the fun and few of the crowds.

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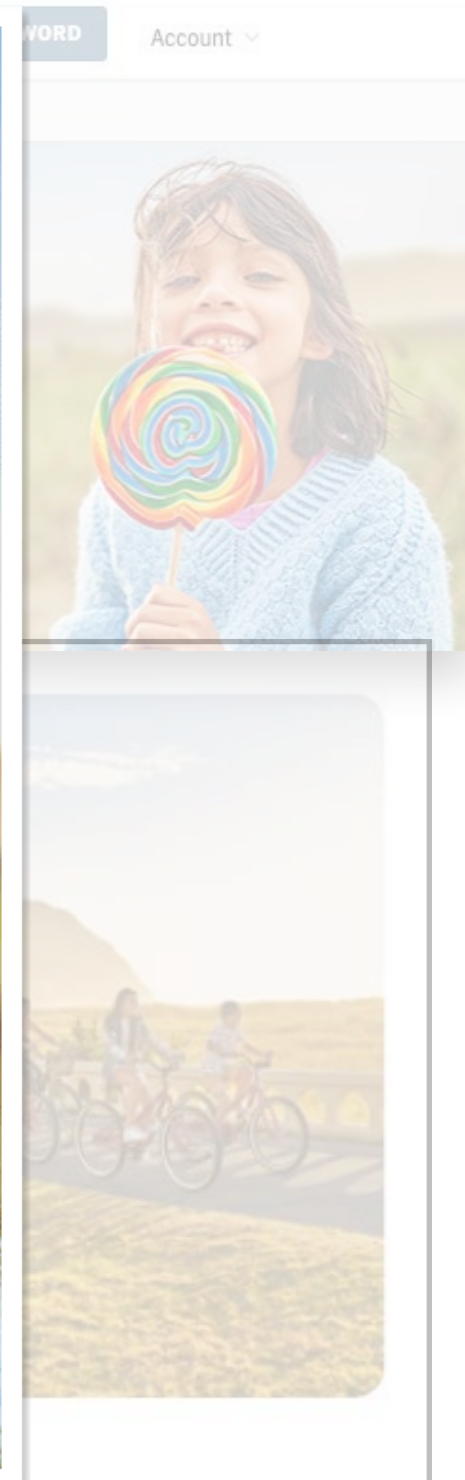
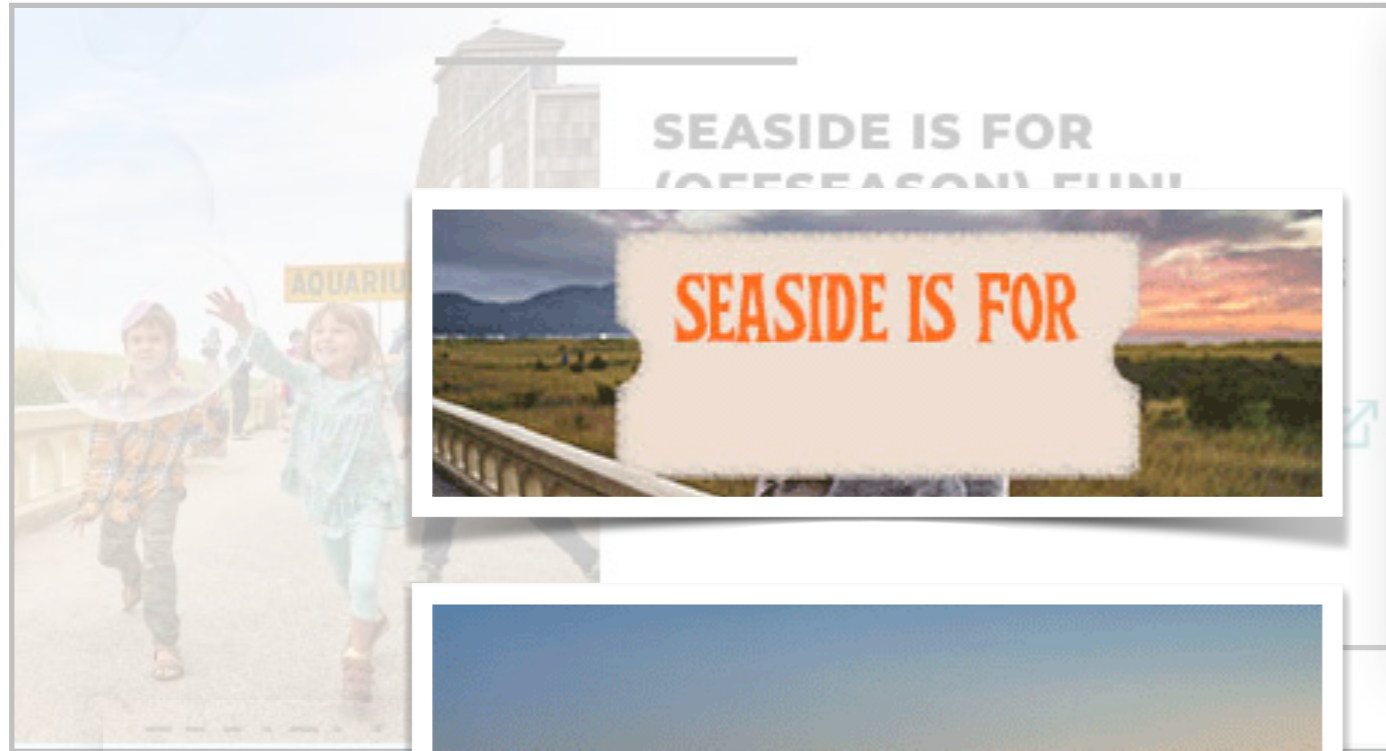
Oregon Coast is Calling

Seaside is for getting caught up with biking, kayaking, hiking, kite flying, beach timing and all that important stuff in life. Seaside is for fun!

Learn More



DIGITAL ADVERTISING



TRAVEL GUIDES



TRAVEL GOODIES



BEACH CLEANUP COINS

OREGON | NORTH COAST

A NUDGE TOWARD SUSTAINABLE TOURISM

BY ABBEY MCDONALD

The Astorian

SEASIDE — Joshua Heineman, the city's director of tourism marketing, thinks about trash while on beach walks with his family. In the past few years, takeout containers, masks and even human waste have piled up on the North Coast's trails and beaches.

"Ever since the pandemic happened, I don't know if it's a mass psychology thing, I don't know if it's different people visiting that don't usually come out," he said. "It was very, very evident there's people out there that just didn't know how to look out for other people."

Seaside already has monthly trash cleanups, along with a few larger-scale ones throughout the year. Heineman wanted to do more.

"It was just putting together that idea that if everybody just did a little bit to not only pick up after themselves, but pick up after the people that aren't behaving, crowdsourcing that effort could really go a long way," he said.

The idea of having visitors contribute to improving natu-

to spend at participating coffee shops.

Over its first two weekends, people picked up around \$45 worth of coins. Seaside has only recently started advertising the program, and intends to market it to Portland with radio ads.

The city is testing out the program for the rest of the year.

Heineman is expecting more businesses to join. He said sustainable tourism projects will likely grow in popularity along the coast.

"I just think it's kind of a beautiful idea, and I think that it's one that — after all this stress everybody's kind of been through — we're all looking for ways to go back to that care-free life, but at the same time doing things that make it better for us and everyone else," he said.

A pledge

David Reid, the executive director of the Astoria-Warrenton Area Chamber of Commerce, presented potential sustainable tourism programs to the Clatsop County Board of Commissioners earlier this



terested, too.

"I know people are really interested in regenerative travel ideas. And our coastal trails, I think especially during the pandemic, were hit so hard by visitation," she said. "I think that also kind of jump-started these conversations about, 'OK, well, then how do we get more folks involved in actually taking care of the trails, because they need it so badly.'"

'Leave it better'

The North Coast Tourism Management Network will be hosting the trailkeepers and other community groups later this month at a public meeting to discuss potential volunteer opportunities for tourists.

Karen Olson, the network's manager, said it's important to bring as many people to the table as possible.

"The sustainable tourism vision is that not only will people not do harm, but they will fall in love with the coast, and that they will want to leave it better than they found it," she said. "There's all kinds of angles and initiatives and ways to work that out."

The network addresses some

PROM INTERPRETIVE SIGNS





TOURISM ADVISORY COMMITTEE

Marci Utti	Del's Chevron (Chair)
Ruth Swenson	Hillcrest Inn (Vice Chair)
Keith Chandler	Seaside Aquarium
Linda Wyss	Seaside Citizen
Sadie Mercer	Maggie's on the Prom
David Posalski	City Council Representative
Seth Morrisey	City Council Representative



THANK YOU

Joshua Heineman
Director of Tourism Marketing
City of Seaside, Oregon

Office at the Seaside Visitors Bureau:
7 N. Roosevelt (Hwy 101 & Broadway)

**Available by phone at (503) 738-3097
& email jheineman@cityofseaside.us**

