



Immediate Release

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Kaua`i's East Side Resorts Unite

Resorts located in the Wailua - Kapaa region of Kaua`i formally organize as the Royal Coconut Coast Association to support broader awareness of this historic destination for its unique features and diverse visitor attractions.

KAPAA, KAUA`I, HI – (February 14, 2013). A group of nine dedicated property managers on Kaua`i's east side have recently put their resources together to unite and formally organize as the [Royal Coconut Coast Association \(RCCA\)](http://royalcoconutcoast.com). The new non-profit has been established to broaden awareness of Kaua`i's Wailua to Kapaa corridor as an attractive destination, identified by acres of royal palms seen throughout the area. The organization is pointing to convenience, centrality and moderate lodging rates as a key attraction to potential travelers. A recent supportive effort by Kaua`i County's Office of Economic Development and the Kaua`i Visitors Bureau has spurred its formation. Tsunami Marketing of Kaua`i assisted with the brand process and web development. Next on the organization's task list is to invite area businesses and organizations into the fold through membership.

RCCA's new website, royalcoconutcoast.com hones in on the area's unique features, such as the Ke Ala Hele Makalae coastal bike trail, the eclectic mix of water activities on the Wailua River, historic sites, and the region's several beach parks. Accommodations, dining, golf, hiking and area services information are found on the site as well. In addition, RCCA is building website traffic through advertising and public relations activities, including a Facebook page and an ongoing Google Adwords campaign. Future plans include cooperation with Kaua`i County and the Kaua`i Visitors Bureau on an assortment of marketing projects.

"We congratulate the Royal Coconut Coast Association for taking the initiative to showcase all there is for visitors to enjoy on Kaua`i's east side," said Sue Kanoho, executive director of the Kaua`i Visitors Bureau. "The association's marketing efforts will be good for Kaua`i and reinforce the diversity of activities and attractions on our island."

The region has undergone infrastructure and resort improvements over the last few years with the addition of Kaua`i's coastal bike trail, expansion of beach park facilities and adding a multi-use path at Lydgate Park. Several major resorts have recently completed renovations. The area has also seen new restaurants, cafes and boutique shops established. With on-going improvements to the area, RCCA's principle organizers determined that supporting a unified effort was timely and feasible.

The RCCA founding board has opened the organization to membership with the first membership meeting is set for March 14th at the Courtyard by Marriott Kaua`i Coconut Beach. -More-

Background: The Royal Coconut Coast Association is a non-profit corporation, officially established in late 2012. The organization acts as a central source of information about features in the Wailua to Kapaa corridor of Kaua`i including public and private attractions, businesses and area events. A Board of Directors representing the founding members along with other businesses and organizations governs the association. For more information, email info@royalcoconutcoast.com or go to <http://royalcoconutcoast.com>.

Founding members include: Aston Aloha Beach Hotel, Aston Islander on the Beach, Plantation Hale Suites, Courtyard Kaua`i at Coconut Beach, Pono Kai Resort, Kaua`i Coast Resort at the Beachboy, Outrigger Waipouli Beach Resort, Kaha Lani Resort, Mokihana of Kaua`i and the Kaua`i Sands Hotel. Serving on the Board are John Douponce, president; Sandi Kato Klutke, vice-president; Diane Pavao, secretary, Ray Blouin, treasurer; Damon Lockrem, marketing chair plus Troy Spalding, Peter Sit, Hilmy Doyle, Vicky Valenciano, Dennis Neves and Larry Mayo.

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Photos available upon request by contacting Margy Parker, mp@margyparker.com, 808-651-5394