

Marketing Results

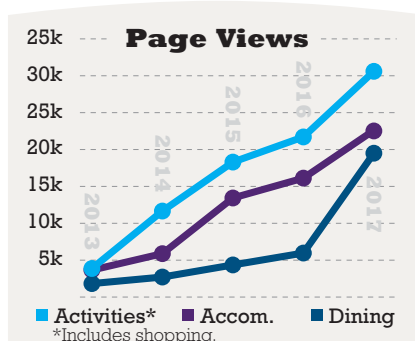
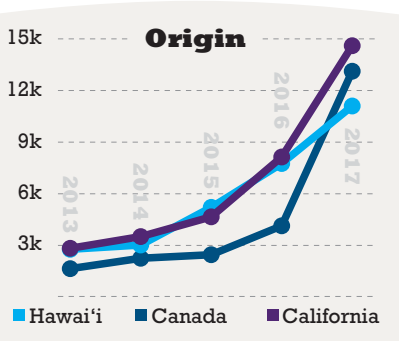
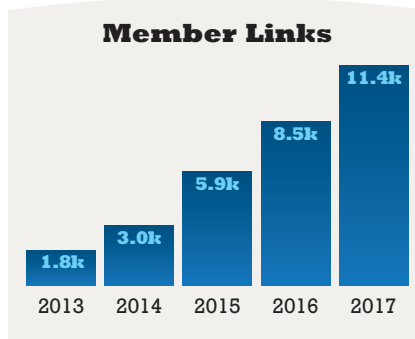
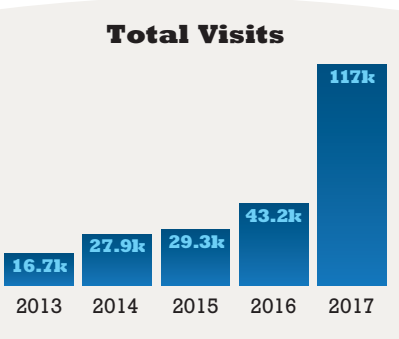
Our online platforms (web, advertising, PR, social media and video) are showing significant and steady growth over the past five years, including direct links to members of the Royal Coconut Association (RCCA).

Solid awareness, connection and engagement for Kaua'i's east side and its participating businesses show remarkable surges from year to year.

Join us in 2018. Your business will gain national and international exposure to potential visitors planning their trip as well as those already on Kaua'i or in Hawai'i.

Web Stats

Here are some of the results of RCCA's marketing projects, comparing five years of activity. Sessions on our website have increased 631% (up to 166,993 in 2017).



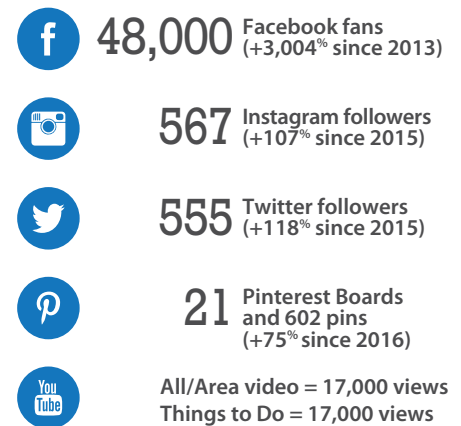
Additional marketing projects benefiting members include print ads in the Kaua'i Travel Planner, distribution of 40,000 brochures on Kauai, ad links on Hawaii-guide.com, and Google Adwords, plus national news release distribution.

Join today! Go to <http://royalcoconutcoast.com/membership-info>.



Social Media

RCCA is Hawai'i's regional destination leader in Facebook fans and engagement by far. Posts about businesses and activities in the area and on the island benefit every member.



All/Area video = 17,000 views
 Things to Do = 17,000 views
 Accommodations/
 Dining = 49,000 views