



Membership Benefits 2020

The Royal Coconut Coast Association (RCCA) serves to increase awareness of the Wailua to Kapa'a corridor as an attractive destination by conducting worldwide marketing, public relations and advertising activities reaching potential visitors to Kaua'i visitors already here on Island, as well as residents. Members receive benefits that ultimately serve to improve business, including:

- Member business information, contact information, photo, location information, website link and social media links on RCCA's website, <https://royalcoconutcoast.com>. This website features members in various ways and is promoted through online global advertising, print advertising, social media and public relations (news media) activities throughout the year. RCCA generates thousands of links to members annually.
- Book Now links to member online booking engine.
- Member business pinpointed on regional online interactive map.
- Member business highlighted in ongoing social media campaigns.
- Referrals to media (press) when writers are interested in various topics.
- Member bulletins and newsletters relating to events and news in the region.
- Business to Business referrals to member businesses by RCCA.
- Use by members, of RCCA destination videos and links.
- Participation in a members-only Facebook group to feature member news, specials, and networking opportunities.
- Annual membership reception invitation.

How to become a member: Fill in the attached application and mail to P.O. Box 1180, Kapaa, 96746, with a check made out to Royal Coconut Coast Association for your dues payment (see Membership Dues Schedule 2020), Membership is subject to receipt of payment and approval by the board of directors. For additional assistance or questions please feel free to call Mariya Kai Jones, Administration and Member Relations for RCCA, 808-639-6895.