

Aloha RCCA Members,

May 29, 2020

**Online activity over past month remains solid:** Online stats for the past month have remained solid compared to April's numbers. Visits to member websites and book now links show notable increases.

- Website Sessions: 12,193 (-2%)
- New Users: 9,060 (on par)
- Unique Users: 9,491 (+2%)
- Google Adwords Clicks: 10,930 (-1%)
- Outgoing Links to Members: 839 (+15%)
- Book Now links: 96 (+65%)
- Device use: Mobile @ 61%, Tablet @ 30%, Desktop @ 9%
- Geographic Origin: US +18%, UK +16%, Canada +12%, France -35%, Australia -4%
- US States: Calif. +21%, Hawaii -15%, NY +77%, Texas +25%, Florida +49%

**State Allocates \$92 million for Hanama'ulu to Kapa'a Corridor:** According to an article in the May 29 issue of *The Garden Island*, out of a \$217 million capital improvement budget, \$92 million has been earmarked for highway improvements from Hanama'ulu through Kapa'a. In the article Representative Jimmy Tokioka was quoted as saying, "I'm very pleased that \$92 million has been appropriated to help alleviate the road congestion from Hanama'ulu to Kapa'a. I appreciate the support from Senate President Kouchi and Finance Chair Sylvia Luke for funding these important projects for our community." Representatives Tokioka, Nakamura and Morikawa along with Senator Kouchi also supported allocations for schools, hospitals, airports, and harbors along with more roadway improvements across the island.

**Mayor's Emergency Rules #11 allows restaurants and more activities to open.** Starting June 1<sup>st</sup> phase two rules for business operation will include restaurants, fitness centers and more activities. This follows Rule #10 from the previous week of allowing pools, one-one therapies, barbers and hair salons. Check out the full information at [kauai.gov/COVID-19](http://kauai.gov/COVID-19). The Mayor also announced that beaches will continue to stay open through June with social distancing between non-family/household members, family groups of no more than 10 and daylight hours only, with the exception of shoreline fishing.

**Public Relations & News:** Over the past month, RCCA has created, posted and amended several articles on its Blog, [Press Room](#) and Member News sections at [royalcoconutcoast.com](http://royalcoconutcoast.com). These cover COVID-19 updates, take-out dining options, future booking policies for each property, airline change and cancellation policies, recommendations for Kaua'i-giving (Kaua'i Independent Food Bank and Aloha Later), food distribution to furloughed resort employees, and new opening guidelines for June 1st. As businesses re-open future articles will focus on openings and events.

**Social Media Activity Surges:** RCCA's strategy to feature members with online options, informational posts on culture, history, the environment and tie-ins with national special days has paid off with a post reach of 16,741 on Facebook, 260 likes on Instagram posts and 2,400 monthly followers on Pinterest over the past month. RCCA's Pinterest followers have increased 50% over the past three months. RCCA is posting at a rate of 3-4 times a week on FB and IG. As re-openings occur, campaign strategies will focus more on members. All members are encouraged to use #royalcoconutcoast on their social media posts.

**Upcoming Events:** Summer's featured events remain on Kauai's calendar starting in July. Check [kauaifestivals.com](http://kauaifestivals.com) for updates.

- Koloa Plantation Days, July 17-26, South Shore, <https://koloaplantationdays.com>
- Heiva I Kauai, August 1<sup>st</sup> and 2<sup>nd</sup>, Kapaa Beach Park, <http://heivaikauai.com>
- Kauai Marathon and Half-Marathon, September 6<sup>th</sup>, South Shore, <http://thekauaimarathon.com>
- Mokihana Festival, September 20-26, East Side and Lihue, [maliefoundation.org/kaua-i-mokihana-festival](http://maliefoundation.org/kaua-i-mokihana-festival)

**Member Updates?** Please email Margy Parker, [mp@margy.parker.com](mailto:mp@margy.parker.com) or Mariya Jones at [kauairoyalcoconutcoast@gmail.com](mailto:kauairoyalcoconutcoast@gmail.com). We welcome your latest news. Got video or images? We welcome those too.

**Membership questions:** [Kauairoyalcoconutcoast@gmail.com](mailto:kauairoyalcoconutcoast@gmail.com), or call Mariya Kai Jones, 639-6895. Know of a business on the east side that may want to join RCCA and gain more awareness locally and nationally? Email or call Mariya.

