



## Membership Benefits 2021

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, and residents alike. Members receive benefits that ultimately serve to improve business, including:

- Member business information, contact information, photo and links on RCCA Website, <http://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. Special emphasis targets the U.S., Canada and Hawaii. RCCA generates thousands of links to members annually.
- Book Now links to member online booking engine or booking page.
- Links to members' social media channels.
- Member businesses highlighted in ongoing social media campaigns.
- Member businesses pinpointed on interactive map.
- 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.
- Invitation to membership events.

**How to become a member:** Fill in the application and mail with a check for your dues payment (see Membership Dues Schedule 2021) made out to Royal Coconut Coast Association. Payment is also available through our PayPal link found at <https://royalcoconutcoast.com/membership-info>.

Membership is subject to receipt of payment and approval by the Board of Directors.

For additional assistance or questions please feel free to call our Member Relations Assistant, Mariya Kai Jones, 808-651-4208.