

Aloha RCCA Members,

August 14, 2020

Online activity over the past month (July 13 – August 12) bumps up compared to the previous month plus there were solid increases in Adwords, U.S. traffic, and from four of the top five states.

- Website Sessions: 9,926 (+2%)
- New Users: 7,988 (+4%)
- Unique Users: 8,212 (+3%)
- Google Adwords Clicks: 13,390: (+16%)
- Google Adwords Impressions: 1,236,384 (+13%)
- Google Organic Search: 655 (-11%)
- Direct Search: 426 (+26%)
- Geographic Origin: US +17%, (Hawaii +112%, Calif. -6%, Texas +13%, New York +10%, Florida +30%)
- Facebook Followers: 54,000 (on par)
- Instagram Followers: 1,140 (on par)
- Pinterest monthly viewers: 3,000 (on par)
- Video views: 107,000 (to date)

Kama'aina Campaign Shifts to "Staycation": With the opening of kama'aina travel on June 15th, RCCA gathered information from its members about kama'aina special offerings and rates; created a page on its website, and launched an Adwords campaign targeted to Hawaii residents only. Then, with the re-instatement of the 14-day quarantine on August 11th, the campaign was re-established for "Staycations." The results show 979 links on the web page, with 670 coming through the Adwords campaign. Currently there are ten hotels and resorts, five activities and three retail stores offering special rates. All members are welcome to provide information. Email mp@margyparker.com or info@royalcoconutcoast.com

CARES Act grant funds received to boost tourism promotion during the last quarter: With kudos and a big mahalo to the Mayor and Kauai County Office of Economic Development, RCCA successfully applied for CARES Act funds through a Kaua'i County program for non-profits (see Kauaiforward.com). The grant funding is for recovery from COVID-19 impacts in the category of business and tourism. RCCA will use these funds to target future visitors through increased advertising, social media, PR, new website features, kama'aina promotion, new videos and more images. Members will benefit from more exposure through increased impressions, outgoing member links and book now links, along with the benefits of significantly more exposure of the Royal Coconut Coast as an attractive place to Stay, Play, Dine and Shop. Grant funds must all be expended by December 31st, according to federal guidelines. With the future timing of visitor arrivals (without quarantine) targeted for fall, RCCA's projects are expected to help jump-start tourism in the region.

Two other Kapa'a based organizations, The Old Kapa'a Town Business Hui (OKTBH) and the [Kapa'a Business Association](#) (KBA) have also received funds from this CARES Act program to boost attention to Kapa'a businesses. One of the primary projects for OKTBH members is to have consistent COVID messaging, guidelines and materials among members to support protection of staff and customers. The OKTBH also plans to continue to build an active online presence through social media, as well as build a new website, along with creating useful images and graphics. KBA's primary goal with their funds is to provide tools, resources and training for businesses in Kapa'a to conduct E-commerce so that there is more opportunity to sell products beyond the shores of Kaua'i. KBA will also be establishing a new website, and expanding its image resources.

Are You Open? RCCA is doing a round-up of which members are open or what are their plans to re-open for a post on its website. For those members that have not connected with us, please let us know through info@royalcoconutcoast.com. Mahalo.

Upcoming Events:

- KSA Exhibit and Video: Honoring the 100 years since passage of the 19th amendment (women's right to vote) -- organized by Kaua'i Society of Artists and other organizations, at Kukui Grove Center, August 10 through 23.
- Kaua'i Marathon and Half-Marathon, September 6th, South Shore, open for local runners and virtual participants <http://thekauaimarathon.com>
- Mokihana Festival: September 20-26, East Side and Lihue, maliefoundation.org/kaua-i-mokihana-festival
- **32nd Annual Eo e Emalani i Alaka'i:** October 10, Kokee Museum virtual and live.

Check out kama'aina events too at kauaifestivals.com

Membership questions: 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.

