

Aloha RCCA Members,

November 18, 2020

Online activity over the past month, October 18 – November 17 bumped up significantly especially for member links, book now links and Facebook engagement. CARES Act funding has been supporting increased spending in RCCA's Adwords campaign and social media.

- Website Sessions: 27,856 (+36%)
- New Users: 22,393 (+43%)
- Google Adwords Sessions: 29,363 (+32%)
- Google Adwords Impressions: 2,573,831 (+30%)
- Kama'aina campaign: 14,359 (+35%)
- Google Organic Search: 1,373 (+37%)
- Direct Search: 1,975 (+121%)
- Geographic origin: (U.S.) California +18%, Hawaii +46%, Texas +10%, Washington +69%, New York +37%
- Member links: 2,049 (+221%)
- Book Now Links: 308 (+328%)
- Facebook engagement: 3,193 (+123%)
- Instagram engagement: 1,101 (+37%)

Welcome New Members -- [Kauai Premier Vacation Rentals](#), [VIP Treats and Sweets](#), [Waipouli Deli and Restaurant](#), and [Paniolo Santa Maria Style BBQ](#). RCCA's new vacation rental member operates 18 units, all on the Royal Coconut Coast at Lae Nani, Lani Kai and Wailua Bayview, plus the Hale Awapuhi Villas. Locally owned and operated by Cindy Plemer, she takes pride in serving guests, owners, sellers and the community -- 808-821-9555. Paniolo Santa Maria Style BBQ, owned by the Diaz family and located in Old Kapa'a Town, is a popular eatery and known for its lively atmosphere and features live music almost every evening -- serving breakfast, lunch and dinner -- 808-431-1668. VIP Treats and Sweets, is owned and operated by Marlana Patterson and located in the Kauai Village Shopping Center next to Ross's. Among its many selections of freshly baked assorted breads, custom cakes, breakfast treats and pies, Marlana also offers fresh hot malasadas every Saturday -- 808-636-8218. Waipouli Deli & Restaurant, owned by Mina Ikehara, is a favorite for both locals and visitors, providing American, Hawaiian, and Japanese dishes along with deli-style sandwiches. It's located in the Waipouli Town Center -- 808-822-9311.

New Itinerary Day-Planner Launched: Thanks to funding from our CARES Act grant, RCCA launched its new Itinerary Day-Planner on November 10th. Considered unique among all of Hawaii's destinations its innovative technology provides a way to add activities, shopping and dining into each day plus where to stay. Hours are calculated. Changes are easy. Users can save, print and share. Its purpose is to increase the length of stay on Kauai, bring more awareness to RCCA members, and, over time, support a return to more normal business activity. Brainchild of RCCA's web, advertising and graphics contractor, [Delicious Design](#), the planner's mobile adaptation included some complex programming. Check it out at <https://royalcoconutcoast.com/vacation-day-planner/>

More CARES Act Projects:

Photography and Video: Over the next six weeks, two photography and videography contractors, [Da Kine Images](#) and [Jaxon Communications](#) will be rolling out their respective areas of expertise in building RCCA's photo files and videos to support future marketing efforts.

Hawaii and Honolulu Magazine: RCCA has appeared in [Hawaii Magazine's](#) November/December issue with a new half-page ad and a bonus of an RCCA specialized newsletter distributed to 500,000 subscribers, plus online leaderboard ads. Upcoming in this program are FB and IG posts to the publications hundreds of thousands of users, a half page ad in [Honolulu Magazine](#) (distributed to [Hawaii Magazine](#) subscribers), a sponsored news article written by a travel writer plus more leaderboard ads, IG and FB posts.

Airport Digital Display: RCCA is planning to be part of the Lihue Airport baggage claim video displays starting in December targeting arriving visitors so that they may spend more time on the East Side.

Upcoming Kauai Economic Summit: The Kauai Chamber of Commerce is broadcasting a Zoom economic summit on November 24th at 10 a.m. to address several sectors including tourism, sustainability, business and public health. Panelists include Sue Kanoho, Kalani Kaanana (HTA), Franny Johnson (Hele on Kauai) Joel Guy, Lee Steinmetz, and Katie Rooney. To sign up, contact the Kauai Chamber of Commerce, 245-7363.

Membership questions: info@royalcoconutcoast.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.

