

Aloha RCCA Members,

January 11, 2020

Online activity over the past month, December 1 – 31 compared to December '19 bumped up significantly. CARES Act funding supported increased spending in RCCA's Adwords campaign and social media.

- Website Sessions: 23,982 (+69%)
- New Users: 16,956 (+55%)
- Google Adwords Sessions: 21,955 (+89%)
- Google Adwords Impressions: 2,573,831 (+30%)
- Google Organic Search: 992 (-34%)
- Direct Search: 561 (+24%)
- Member links: 1,607 (+45%)
- Book Now Links: 208 (+38%)
- Facebook Engaged Users: 629 (+185%)
- Instagram engagement: 1,016 (+8%)

Welcome New Members: RCCA welcomes its newest members, [Jungle Girl Boutique](#), [Sweet Shop By The Sea](#) and [Wahine Weenies](#). Jungle Girl Boutique, offering "Island Funk and Flash since 1998", moved to Kapa'a from Koloa Last November. Located just before the junction of Kuhio Highway and Oloheua Road, the owner is Cyndy Pangas, 808-742-9649. Sweet Shop By the Sea specializes in a broad selection of candies and treats, plus handmade gifts and toys. Located next to Olympic Café, the owner is Albert Lopez, 808-212-7621. Wahine Weenies provides fresh sandwiches, hot dogs tacos, wraps, salads, chips, ice cream cones and beverages all with a local flair. Located next to Orchid Alley, Wahine Weenies is owned by Valentina (Tina) Nash, 808-631-2287. RCCA also welcomes back [Passion Bakery and Café](#), a former member who has re-joined, provides a selection of made-from-scratch baked goods, plus hot breakfast and local style lunch selections. Located in Kinipopo Shopping Village, the owner is Michael Sterioff, 808-821-0060.

LinkedIn – RCCA is launching a campaign this month to build a presence on LinkedIn for expanded awareness among travel and tourism industry groups worldwide and to support member LinkedIn pages. This will allow RCCA's online assets to gain broader reach.

Moving Forward In 2021: The RCCA Board, during its December meeting, approved plans for 2021 marketing activities. They include continued presence (pre-CARES Act) in online advertising, consistent social media activity, expanding online outreach through public relations (news media and published information), incorporating new video and photo files into social media and the website, and expanding member opportunities.

CARES Act Projects Wrapped Up: When the CARES Act grant ended on December 31st, RCCA gained a number of pro-east-side-business tools, advancements and significant exposure for future economic recovery. This grant supported several new projects such as: new online and print advertising in *Hawaii* and *Honolulu* magazines; national news exposure; new website features to stimulate awareness of members and east side attractions; a new 90-second iconic scenery video, two new 60-second videos about accommodations, dining and activities; new 15-second videos for social media use; new still photography for print and online use; new digital display for the Lihue Airport; consistent updating of RCCA's website with COVID travel guidelines; our new LinkedIn page, an innovative travel itinerary planner, a re-vamped blog page plus notably expanded online advertising and social media activity.

RCCA also hosted the CARES Act Grant for The Old Kapa'a Town Business Hui. This new organization implemented extensive projects to advance online awareness through new online tools and through local promotional video. It's members were also provided COVID-precaution safety assets for clientele and staff.

Kudos and gratitude go to **Mayor Kawakami, Nalani Brun and Sandy Kaaui** in the County's Office of Economic Development for their support. And, mahalo to our contractors, **Delicious Design, Ideas With Aha, Da Kine Images, Jaxon Communications, Pacific Media Group and Pacific Basin Communications**.

Membership Invoices: All current members should have received invoices for 2021 dues. In recognition of cash flow projections, RCCA is providing for quarterly payments and credit card payments. Our mission is to continue creating local and national exposure for all members in a variety of ways. RCCA's entire funding base is through membership support. Mahalo nui loa to our 67 members.

Membership questions: info@royalcoconutcoast.com, or call 639-6895.

