

Aloha RCCA Members,

February 17, 2020

Online activity over the past four weeks is running ahead of last year in sessions. Outgoing links are catching up to last year. (January 19 – February 16, 2020.)

- Website Sessions: 15,335 (+13%)
- New Users: 11,726 (+10%)
- Google Adwords Sessions: 12,276 (+89%)
- Adwords Impressions: 2,573,831 (+21%)
- Google Organic Search: 2,225 (+18%)
- Direct Search: 574 (-48%)
- Member links: 1,020 (-18%)
- Book Now Links: 208 (-20%)
- Facebook Followers: 54,783
- Instagram Followers: 1,383

Uptick in February: Over the past two weeks. RCCA's web traffic has seen solid increases from California (+32%), Hawaii (+108%), Washington (+14%), New York (+14%) and Colorado (+8%). Book Now links are also up (54%). Use of RCCA's "Know Before You Go" page has climbed (+101%) to 1,443 users over the past four weeks.

Potential to Welcome Vaccinated Travelers: According to a February 15th article on Hawaii News Now, Lt. Governor Green announced working towards a "Vaccine Passport" allowing fully vaccinated travelers to skip quarantine requirements. The article said that Green anticipates starting the program among essential workers in the State with other members of the public to follow. Green hopes the program will include mainland travel by May 1st.

Shop Now Link Added: To encourage ecommerce for our members, RCCA added a "Shop Now" button for shopping and other members who provide online ordering for retail products. Accommodations, activities and restaurants also have a Book Now link for reservations.

Welcome New Member: [Hawaiian Artisans](#), owned by Antje and Terry Gillingham, is located in the Coconut Plantation Marketplace, providing a wide array Hawaiian artists' paintings, sculpture, gifts, jewelry and other unique items. In addition, Hawaiian Artisans provides a series of classes by known artists and Hawaiian cultural specialists. Kama'aina discount is 10%. Call 822-3333 or check out [Hawaiianartisans.com](#).

Congrats to Orchid Alley: For landing a feature on Hawaii News Now. Owners Neill and Fely Sams have been very active in providing virtual classes and tutorials and in offering hundreds of orchid species and hybrids.

All RCCA Accommodations Members Are Taking Reservations: Our 14 of our accommodations members are taking reservations, signaling some hoped-for advancement in tourism activity. Most offer great Kama'aina rates. Check them out at <https://royalcoconutcoast.com/hotels-condos-rentals/>

Interested in Serving on the Board or Committees? Let us know. We have an election coming up for a director who represents the General Membership and we are always looking for help on our committees. Contact our President, Diane Pavao, pavaod004@gmail.com

Membership Invoices: All current members have received invoices for 2021 dues. In recognition of member cash flow projections, RCCA is providing for quarterly payments as well as 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 members.