

Aloha RCCA Members,

March 23, 2021

**First Quarter of 2021 Tops 1<sup>st</sup> Q 2020 for Website, Adwords and Organic Search. Outgoing links are catching up to last year.**

- Website Sessions: 48,000 (+11%)
- New Users: 37,196 (+9%)
- Google Adwords Sessions: 36,468 (+8%)
- Adwords Impressions: 3,397,886,  
Click Through Rate (+85%)
- Google Organic Search: 8,504 (+54%)
- Direct Search: 1,609 (-32%)
- Member links: 3,038 (-13 %)
- Book Now Links: 377 (on par)
- Know Before You Go Page: 7,005 clicks  
(+297% over the previous quarter)
- Facebook Engagement: 1,492 (+151%)  
(last 30 days, vs. previous 30 days)

**Kokua Card Encourages Post Arrival Test – Deadline March 29:** If you would like to participate in the Kokua card, which provides discounts and promotional offers to visitors taking a post-arrival COVID test (starting April 5<sup>th</sup>), the deadline to apply is March 29<sup>th</sup> with your offer or discount. This both promotes your business and provides visitors with an incentive to take a second test. Supported by the Kaua'i Visitors Bureau, Kaua'i Chamber of Commerce and the Hawai'i Lodging and Tourism Association, go to <https://kaua'ichamber.org/kokuacard> to apply.

**Kaua'i Surfrider Foundation's Ocean Friendly Visitors Program:** Cleaning up 10,000 pounds of ocean debris, and trash along Kaua'i's Beaches annually, the Kaua'i Surfrider Foundation has launched an Ocean Friendly Visitors Program (<https://kaua'i.surfrider.org/ocean-friendly-visitors-program/>), encouraging visitors to get out and enjoy the island's beaches while armed with buckets to collect debris and trash. To expand awareness of this program, the foundation has recently launched a cooperative opportunity with resorts and businesses to promote the program to their customers. Interested? Reach out to the Surfriders at <https://kaua'i.surfrider.org/who-we-are/contact/>

**Allied Member Category Added:** To accommodate online only businesses based in Kapa'a, RCCA's Board of Directors has approved a new category of membership – Allied Member. This category is open to home based businesses located within the Royal Coconut Coast providing products for our visitors, though not shown on our map.

**Welcome New Members [Barre Soul Kaua'i](#) and [Stillness In Change](#):** Providing boutique studio fitness classes in barre, yoga and pilates, plus livestream instruction, Barre Soule Kaua'i is located on the corner of Pouli Road and Kuhio Highway. Owned by Anna Bazalar, the studio provides many choices in classes and schedules; 808-755-5671, [anna@barrekaua'i.com](mailto:anna@barrekaua'i.com). Stillness in Change is RCCA's first Allied Member, owned by Ed Sancious of Kapa'a, who provides an array of still photography centering on Kaua'i landscapes and nature, florals, water and abstracts. Ed sells both online and meets clients by appointment; [sancious.ed@gmail.com](mailto:sancious.ed@gmail.com), 650-575-7513.

#### Upcoming Events:

- Lydgate Park Beach Clean-up: Every Saturday morning, 8:30 to 10:30. Volunteers welcome, <https://www.facebook.com/FriendsOfKamalani/>
- \* Farmer's Market and Kaua'i Made Craft Fair - Sheraton Kaua'i Coconut Beach: March 26<sup>th</sup> 3 to 7:30 pm

**Interested in Serving on the RCCA Board or Committees?** Let us know. We have an election coming up in late April for a director who represents the General Membership, plus we are always looking for help on our committees. Contact our President, Diane Pavao, [pavaod004@gmail.com](mailto:pavaod004@gmail.com)