

Aloha RCCA Members,

May 19, 2021

**Online stats: Growth surges over the past month.**

- Website Sessions: 13,473 (+14%)
- New Users: 11,544 (+20%)
- Unique Users: 11,690 (+15%)
- Google Adwords Sessions: 8,948 (+293%)
- Adwords Impressions: 926,650 (+246%)
- Google Organic Search: 5,732 (+9%)
- Member links: 1,005 (-13 %)
- Book Now Links: 253 (+10%)
- Facebook Followers: 54,58 (+1%)
- Instagram engagement: 260 (+18)

**Kaua'i Surfrider Foundation's Ocean Friendly Visitors Program Advances on the East Side:**

RCCA, in cooperation with Kaua'i Surfriders, is facilitating participation by Royal Coconut Coast resorts in its unique program – encouraging visitors to pick up harmful debris on Kaua'i's beaches while out exploring. Resorts provide the information on what to collect, beach buckets for the debris and beach recommendations. Resorts that plan to participate, so far, are Hilton, Kaua'i Coast Resort at the Beachboy, Kaua'i Shores, Kaua'i Kailani, the ISO, Pono Kai Resort and Premier Kaua'i Vacations. **All RCCA members may participate in a way that would work for their business operation.** Reach out to Barbara Nevin with the Surfrider Foundation at <https://kaua'i.surfrider.org/who-we-are/contact/>

**Welcome New Members [Big Blue Buddha](#), [Johnny's Wingz N Tingz](#), [Pono Market](#) and [Sushi Bushido](#):**

Owned by Udi Gal, Big Blue Buddha specializes in northern Indian jewelry and offers a selection of brass earrings, pendants rings and tropical selections. Located on Kuhio Hwy. between Niu and Huluilu streets; 808-639-5558 or [info@bigbluebudah.com](mailto:info@bigbluebudah.com). Like chicken wings? Check out the recently opened Johnny's Wingz N Tingz, located on the far right side of the Coconut Plantation Marketplace. Owners, John and Donna Copeland offer 27 different types of chicken wings with special sauces and dry rubs, plus sides, seafood burgers and a full bar: 808-320-3410, <mailto:info@johnny'swingzntingz.com>. Kapa'a's iconic spot for local favorites -- Hawaiian, seafood and poke meals -- Pono Market is owned by the Kubota family and is located between Kauwili and Inia Streets; 808-822-4581. The highly popular, Sushi Bushido offers a mix of traditional, contemporary, new wave and local-style sushi. Owner, Victor Heresa Jr., a master sushi chef, opened in 2004: 808-822-0664, <mailto:sushibushidokaua'i@gmail.com>.

**Increase Your Visibility -- Tag the Royal Coconut Coast:** Add our tags, #royalcoconutcoast or @royalcoconutcoast to your FB or IG posts and we'll share. If you have videos, we can also upload to our YouTube channel. For more information contact our social media manger, Catie Kriewald, 808-652-1640 or <mailto:ckriewald@gmail.com>.

**RCCA Partnering with Kaua'i County on Ho'olokahi Program for Ke Ala Hele Makalae:** Our board of directors recently met with Patrick Porter and Wally Rezentes Jr. of Kaua'i County Parks Dept. along with Franny Johnson of Hele On Kaua'i Bike Rentals to explore submitting a grant for supplies and equipment to address improving structures along the path (pavilions and restrooms). Groups or businesses will provide the work groups. Board members Kamika Smith and Jennie Waiwaiole-Vega (Kaua'i Shores) will work with Franny to identify what is needed at which structures. Stay tuned for updates.

**Legislative Input on Bills Affecting the HTA:** RCCA submitted testimony in opposition of two bills affecting the Hawai'i Tourism Authority. One was to partially de-fund the HTA; the other was to take away the County's portion that HTA has been giving back annually, though allowing the Counties to add up to 3% on top of the current 10.25% transient accommodations tax. The bills did pass, though there were changes to both.

**Upcoming Events:** Every Saturday morning -- volunteer beach clean-up at Lydgate Beach Park, 8:30 – 10:30, <https://www.facebook.com/FriendsOfKamalani>; May 28<sup>th</sup> -- Farmer's Market and Craft Fair, Sheraton Kaua'i Coconut Beach, 3-7:30 p.m., 822-3855; June 8<sup>th</sup> -- Bikes On Rice casual group fun event at 4:30 p.m. <https://kauaipath.org>.