

Aloha RCCA Members,

June 29, 2021

Online stats: Growth continues over the past month.

- Website Sessions: 16,143 (+6%)
- New Users: 13,742 (+4%)
- Unique Users: 13,893 (+3%)
- Google Adwords Sessions: 8,303 (+11%)
- Adwords Impressions: 868,918 (-10%)
- Google Organic Search: 6,641 (-2%)
- Direct Search: 879 (+25 %)
- Member links: 1,374 (+21%)
- Book Now Links: 351 (+22%)
- Facebook Engaged Users 736 (+64%)
- Instagram Impressions: 13,368 (+185%)
- Pinterest sessions (+10%)

Geographic Origin: Calif. +10%, Hawai'i +6%, Texas -4%, Washington +4%, Florida +15%

Transportation Shuttles Address Rental Car Shortage: Rental car fleets on Kaua'i remain 40% smaller than pre-COVID. To fill-in and help provide alternate transportation Robert's Hawai'i and Polynesian Adventures are offering two types of services. [Robert's Airport Shuttle](#) between Lihue Airport and Wailua/Kapa'a departs Lihue Airport at 11:30, 1:10, 3:00, 4:40, 6:20, 8:10 and 9:50 p.m. Cost is \$20 per person (shared ride). Book several days in advance. Call 808-245-9558. [Polynesian Adventures](#) is providing pick up and drop off service to many great locations between Kapa'a, Lihue and Koloa/Poipu. Call 877-930-1740.

Old Kapa'a Town Goes Artistic: Thanks to the Old Kapa'a Town Business Hui, a Rise to Work Grant, involvement of muralist Caleb Aero, and inspiration by Ken Kubota of Pono Market, Old Kapa'a Town will soon feature a series of painted murals throughout. The project will enhance the town by providing more appeal to visitors and residents as well as bringing people together through the town's history. With many of Old Kapa'a Town's streets named after flowers, the murals will depict them with an accompanying story. See an article published June 28th in the Garden Island by Dennis Fujimoto, titled "Aero Paints the Town."

Wailua Golf Course – Top in U.S.: *Golf Magazine* recently named the [Wailua Golf Course](#) as one of the 30 best municipal golf courses in the U.S. and the only golf course in Hawai'i to make this list. The ranking puts Wailua in the top 1% of the nation's 2,900 municipal golf courses.

We'll Upload Your Video: RCCA's YouTube Channel continues to be active. If you have a short video about your business, we'll upload it onto our channel. Please provide a link to the video file (not your own YouTube link). Send to Margy Parker, mp@margyparker.com. Your video may also be used on our social media channels.

Heiva I Kaua'i is On! Set for July 31st and August 1st, Heiva I Kaua'i will celebrate its 19th annual Tahitian dance and drumming competition at Kapa'a Beach Park. This unique, exciting and colorful event is always held on the first weekend in August, however, it was cancelled last summer. Mark your calendars for the first return of a major event to the Royal Coconut Coast.

Upcoming Events: Every Saturday morning -- volunteer beach clean-up at Lydgate Beach Park, 8:30 – 10:30, <https://www.facebook.com/FriendsOfKamalani>. **June 30th** -- Farmer's Market and Craft Fair, Sheraton Kaua'i Coconut Beach, 3-7:30 p.m., 822-3855; **July 13th**-- Bikes On Rice casual group fun event at 4:30 p.m. <https://KauaiPath.org>, **July 30th and 31st** -- Koloa Jodo Mission Bon Dance (virtual).

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