

Aloha RCCA Members,

August 3, 2021

**Online stats: Mixed bag in July compared to June – Member links Book Now links and Adwords up, heightened activity in FB; notable drop off in accessing Know Before You Go page.**

- Website Sessions: 14,193 (-9%)
- New Users: 11,848 (-11%)
- Unique Users: 11,999 (-9%)
- Google Adwords Sessions: 8,303 (+11%)
- Adwords Impressions: 850,637(+ 0.5%)
- Google Organic Search: 50,060 (-19%)
- Direct Search: 769 (-13 %)
- Know Before You Go page (2,769) (-38%)
- Member links: 1,471 (+10%)
- Book Now Links: 394 (+9%)
- Facebook Organic Reach 152 avg. per post (+29%)
- Facebook Paid Reach 352 avg. per post (+52%)
- Instagram engagement 41 avg. per post

**Geographic Origin:** Calif. -17%, Hawai'i -30%, Texas -9%, Florida +25%, New York +27%

**Big Changes in Google Adwords:** Google Adwords, the backbone of RCCA's advertising activity, has introduced significant changes recently in keyword term match choices along with new bells and whistles for its Search Network. Formerly, keyword search terms were classified as Phrase Match, Broad Match and Exact Match. Now the choice is Phrase Match only, or the exact word sequence that appears in the search result. In addition, Google now allows RCCA's text ads (in the Search Network) to have corresponding video and images, much like in the Display Network. It will take a month for effects to fully take hold. RCCA runs 27 different ad groups among six campaigns focusing on the region, it's history, attractions, accommodations, activities, dining, shopping, beach parks, entertainment and weddings.

**Central Transportation Site:** Kudos to Nalani Brun and her crew at Kaua'i County Economic Development for creating a highly resourceful and easy-to-use website, <https://getaroundkauai.com/>. It's a great one-stop shop for finding out about all modes of transportation on the island. *USA Today* featured it late June in its state-by-state round up. The project was funded, in part, by the HTA.

**County Introduces Program to Match Jobs with Workers:** A new county initiative, Ho'ohana Kaua'i, is a one-stop shop for hiring managers and job-seekers, [according to a news article](#) in today's *Garden Island*. It seeks to boost employment at a time when many businesses are struggling to fill positions in the wake of the pandemic. Ho'ohana Kaua'i will accomplish its mission by offering localized services tailored to the island's needs. According to Workforce Specialist Daniel Fort, "Our goal is to cut out the middleman as much as we can, if we can get the employers to contact us directly. 'Hi, my name is so-and-so. I have this restaurant ... and I need five employees as soon as possible,'" he said in an example.

**New Iconic Scenery Video:** A 1:47 minute video portraying several top scenic sites on the Royal Coconut Coast is available through RCCA's YouTube Channel. Produced by Jaxon Communications, featured are the Wailua River, Opaeka'a Falls, Uluwehi Falls, Nounou Mountain, Keahua Arboretum, Kealia Beach and Ke Ala Hele Makalae. This project is thanks, in part, to the CARES Act grant. A video ad campaign will launch in mid-August.

**Kaua'i Visitor Industry Charity Walk August 30 – September 12:** Benefiting 60 Kaua'i non-profit organizations, this year's annual walk has gone virtual, with walkers able to complete their participation over a two-week time-period. This year the event will feature a special digital platform which can be downloaded through mobile devices to track steps and stay connected throughout the two week "Walk Window. Check it out at: <https://app.mobilecause.com/vf/Kaua'i>

**Upcoming Events:** Saturday morning Lydgate Beach Park volunteer beach clean-up, 8:30 to 10:30, hosted by [Friends of Kamalani](#). August 10<sup>th</sup>, Bikes on Rice, 4:30 Lihue Civic Center, hosted by [Kaua'iPath.org](#), August 27<sup>th</sup>, Farmer's Market and Craft Fair, 3 p.m., [Sheraton Kaua'i Coconut Beach](#).