

Aloha RCCA Members,

October 7, 2021

Online stats: Third quarter compared to second quarter shows drop-off for some numbers and advances for others. FB stats are over last 28 days, compared to previous.

- Website Sessions: 40,429 (-7%)
- New Users: 34,819 (-6%)
- Unique Users: 34,959 (-6%)
- Google Adwords Clicks: 24,149 (+6%)
- Google Video Ad Views: 13,708 (+14%)
- Adwords Impressions: 2,183,312 (-14%)
- Google Organic Search: 16,724 (-19%)
- Direct Search: 2,064 (-13 %)
- Device Use: Mobile 66%, Computer 24%, Tablet 10%
- Member links: 3,171 (-12%)
- Book Now Links: 826 (-5%)
- Instagram: 30 posts with 724 engagements
- Facebook Reach: 187,374 (+2,487%)
- FB Post Engagements: 4,582 (+501%)

Geographic Origin: Calif. -2%, Hawai'i -27%, Texas +8%, Florida +5%, New York +2%. Washington +3%, Illinois +8%, Arizona +4%, Georgia +27%, Oregon +27%

Member Gathering – October 28th: With respect to current gathering restrictions, this year's annual membership get-together is going virtual with marketing reports and new programs, many prize drawings, a scavenger hunt, and a costume contest. Expect to receive an invitation next week.

Facebook Stories To Launch in Late October: Facebook Stories, which are short user-generated photo and video collections viewed up to two times and then disappear after 24 hours. They show up on the top of a viewer's news feed and can include video or a photo collection. Working with our social media contractor, [Catie Kriewald](#), RCCA will start to include stories as part of its regular social media calendar focusing on different categories of member and including member businesses. For more information, contact Catie, ckriewald@ideaswithAHA.com.

Hawai'i Magazine Fall Advertising: RCCA has taken advantage of a value-added advertising campaign in the publication's September/October digital issue. In addition to featuring a full-page ad, there will be a banner ad placed on Hawai'i Magazine's broad-distribution newsletter scheduled for release on October 20th. RCCA will also be featured on a Facebook post October 21st (443,397 followers).

Live Entertainment Website Page Coming Up: Over the next six weeks, RCCA will be working with [Delicious Design](#) on several additions and modifications to <https://royalcoconutcoast.com>. The biggest addition will be considerable expansion in the category of entertainment, with a system for members who host live music to upload their information. Stay tuned for details. Other improvements will focus on non-profit resources, more information about caring for Kaua'i and modifications to the Explore tab.

HTA Opens RFP for Community Enrichment Programs: November 5th (by 4:30 p.m.) is the deadline to submit a proposal for funding a community enrichment program within these categories: Agriculture Tourism, Cultural Tourism, Culinary Tourism, Nature Tourism, Health and Wellness Tourism, Sports Tourism and Volunteering. Proposal guidelines and forms are located at: <https://www.hvcb.org/cep/>. Submissions would be to the Kaua'i Visitors Bureau. For more information, email CEP-Kauai@hvcb.org, or call 245-3971.

Upcoming Events: Saturday morning Lydgate Beach Park volunteer beach clean-up, 8:30 to 10:30, hosted by [Friends of Kamalani](#). October 12th, Bikes on Rice, 4:30 Lihue Civic Center, hosted by [Kauai Path](#), October 29th, Farmer's Market and Craft Fair, 3 p.m., [Sheraton Kaua'i Coconut Beach](#), [Kaua'i, Mokihana Festival](#), November 28 – December 4th.