



### Membership Benefits 2023

The Royal Coconut Coast Association (RCCA) serves to increase awareness of the Wailua to Kapa'a corridor as an attractive destination by conducting worldwide marketing, public relations and advertising activities reaching potential visitors to Kaua'i, visitors already here on-Island, and residents alike. Members receive benefits that ultimately serve to improve business, including:

- Member business information, contact information, photo and links on RCCA Website, <http://royalcoconutcoast.com>. This website features members in various ways and is promoted through online global advertising print advertising, social media, public relations (news media) and promotional activities throughout the year. Special emphasis targets the U.S., Canada and Hawai'i. RCCA generates thousands of links to members annually.
- Book Now or Shop Now links to member online booking engines or booking pages.
- Links to members' social media channels.
- Member highlight on RCCA's Facebook and Instagram pages; included in Stories and Reels.
- Member businesses pinpointed on interactive map.
- Referrals to media (press) when writers are interested in various topics.
- Member bulletins and newsletters relating to events and news in the region.
- Business-to-business referrals to member businesses by RCCA, networking opportunities
- Use of RCCA destination videos and links.
- Invitation to membership events.

Membership also supports the RCCA's consistent efforts to draw attention to our region and to be involved in public projects to improve the area.

**How to become a member:** Fill in the application and mail with a check for your dues payment (see dues schedule) made out to Royal Coconut Coast Association. Payment is also available through our PayPal link found at <https://royalcoconutcoast.com/membership-info>.

Membership is subject to receipt of payment and approval by the Board of Directors.

For additional assistance or questions please feel free to call Kaipo Kealialo, membership liason, or email [info@royalcoconutcoast.com](mailto:info@royalcoconutcoast.com).