Aloha RCCA Members, September 29, 2022

Online Stats over the past month: *With a two-month glitch in* Google Analytics reporting that was resolved in late August, our Analytics stats over the past month are compared to the same period in May/June. Google Adwords, over the past month, shows solid gains for clicks and impressions on RCCA's website. Cost per click has decreased from 7 cents to 6 cents. Interesting to note that Our Know Before You Go Page for COVID, which was removed as a feature on the home page, showed a significant decline, contributing to the lower Organic Search numbers, however our new Popular Hawaiian Terms and Phrases for Travelers had high activity.

- *Google Adwords Clicks: 18,154 (+30%)*
- *Adwords Impressions: 918,705 (+25%)*
- *Cost per click: $0.06 (-19%)*
- *Website Clicks: 12,766 (-9%)*
- *Organic Search 3,075 (-41%)*
- *Direct Search: 700 (-14%)*
- *IG Followers: 1,859 (+3%)*
- *Facebook Followers: 53,374 (on par)*
- *Know Before You Go Page: 664 (-75%)*
- *Popular Hawaiian Terms/Phrases Page: 724 (+1,983%)*
- *Member Links: 1,267 (-30%)*
- *Book Now Links: 321 (-26%)*

Social Media: RCCA's program with *Hawaii Magazine* included a FB post on its website in August, which was a reel about hiking Nounou Mountain (provided by Plantation Hale). It recorded 1,832 plays. RCCA continues to work on increasing its IG followers. One of the keys is to ask our members to follow us. This is reciprocal: #royalcoconutcoast. For members who are not yet posting reels, RCCA will be providing a short "how to" description in the near future.

Projected Information Center and Transportation Hub for our Region: A professional feasibility study and business plan was just completed thanks to a grant from Kauai County to RCCA. This is to create an Information Center and Transportation Hub at the Coconut Plantation Marketplace for public and private transportation options including the Kauai Bus, local shuttles, ride share companies, a tour operator and the possibility of a Lihue Airport Shuttle. Users would gain information about transportation options, island visitor information, events, along with local culture and important practices. This will also serve as a bicycle hub providing route information. Next steps are for the Marketplace and Kauai County to work on the logistics. Representative Nadine Nakamura has been a tireless supporter of this project.

Public Relations: RCCA produced a new blog about Weddings. If you offer wedding services and/or catering for weddings, please let us know so that we can add your information. On another note, we track RCCA in the news have received a number of Google Alerts lately surrounding events. Have an event at your place open to the public? Let us know and we'll publish it on our Events page.

Lihue Airport Master Plan: Following an in-person hearing on September 13th, DOT is providing a report at https://www.lihueairportop.com/community/. For those that want to subscribe to updates or make comments, go to: https://www.lihueairportop.com/stay-informed/.

Welcome New Member – Restaurant Kintaro: A highly popular Japanese sushi restaurant, Kintaros serves dine-in, take out and provides private banquet space. Located at the corner of Kuhio Hwy and Lanikai St., Kintaros is owned by Chon Kim and operates Monday through Saturday 5:30 to 9 p.m., 808-822-3341.

Upcoming events: Kauai Made Products Fair, September 30th at Sheraton Kauai Coconut Beach 4-7:30 p.m. Every Saturday, Beach Clean-ups at Lydgate Beach Park 8:30 – 10 am, Saturday Night Art Walk October 1st, 5-9 p.m. Wailua Bay Creators Fair at Hilton Garden Inn, October 30, 8:30 to 1 p.m. Events are found at https://royalcoconutcoast.com/Kauai-events/ Check out island wide events at https://kauaifestivals.com.