



Aloha RCCA Members,

December 21, 2022

**Mele Kalikimaka me ka Hau'oli Makahiki Hou to all of our members and friends,
with best wishes for a prosperous 2023.**

Online stats compared to last year: Lots of good numbers over this past month, organic search continues to reflect taking down our COVID information page which was very popular in 2021. IG followers are showing steady growth.

- Google Adwords Clicks: 9,334 (+23%)
- Adwords Impressions: 663,640 (+68%)
- Cost per click: \$0.10 (on par)
- Website Clicks: 11,933 (+2%)
- Paid Search: 8,093 (+72%)
- Organic Search 1,992 (-69%)
- Facebook Followers: 53,022 (on par)
- IG Followers: 2,054 (+45%)
- Popular Hawaiian Terms/Phrases Page: 1,651 (+8.2K%)
- Member Links: 736 (-7%)
- Book Now Links: 219 (-22%)

Geographic Location: HI +26%, CA -47%, TX -18%, GA +56%, WA -30%

Social Media and PR: Upcoming paid posts in IG and FB for Hawaii Magazine will be on December 28th, finishing out a year of various PR and advertising promotions with the publication. Please remember to tag your social media with #royalcoconutcoast so we can re-post your posts on our channels.

Wailua Heritage Trail Grant Launched: Thanks to an innovation grant from Kauai County, RCCA is launching its Wailua Heritage Trail project to provide more signage and a new website signifying important cultural and historical places throughout the Wailua River watershed. The end project will feature up to 10 bronze signs mounted on lava rock wall racks or pedestals. The website will feature interpretation of each location. An additional element will be a school field trip program. Delicious Design is managing the sign construction and website, with cultural consultants providing input and overview. The project is expected to be completed next summer.

Welcome New Members – Kountry Kitchen, Monicos Taqueria, and Pono Coffee and Bakery. Our membership roster has expanded with the recent addition of these fine and popular eateries in Kapa'a. All offer dine-in or take-out. Kountry Kitchen, owned by Adam Rick, is known for its hearty Hawaiian breakfasts and giant pancakes. Open Thursday through Monday 7 am to 1 pm (808) 822-3511. Who can resist the delicious meals at Monicos Taqueria, owned by Kathleen Hernandez-Martin and her husband, Monico, with an outstanding reputation for Mexican food. Open Monday through Saturday 1 to 8 pm, 808-822-4300. Take a retired fisherman and a coffee aficionado, David Taboniar and Kenneth Kubota, put them together, and they produce extraordinary coffee drinks and an amazing choice of baked goods. Open Wednesday through Saturday 6 am to 2 pm, Sunday 7 am to 1 pm, 808-431-4704.

RCCA State Legislative Positions: Our Board of Directors has considered important needs on the Coconut Coast and is submitting its top four State legislative positions to the Kaua'i Business Council: Providing for the homeless, tourism management, round-about throughout Kapa'a and improvements at our State Parks (Nounou, Arboretum, Wailua River).

Upcoming events: Wailua Bay Creators Fair at Hilton Garden Inn, December 23rd, 8:30 to 1 pm. Kauai Made Products Fair, December 30th at Sheraton Kaua'i Coconut Beach 4-7:30 p.m. Every Saturday, [Beach Clean-ups](#) at Lydgate Beach Park 8:30 – 10 am, Kapa'a Saturday Night Art Walk January 7th 5-9 p.m. Events are found at <https://royalcoconutcoast.com/Kauai-events/> Check out island-wide events at <https://kauaifestivals.com>.