



Aloha RCCA Members,

February 2<sup>nd</sup>, 2023

**Online stats for January compared to December:** The RCCA has seen notable increases in many aspects of our website and Adwords activity. We've added a video campaign in Adwords, which accounts for most of the significant uptick in clicks. It's interesting to note the strong increases in Texas, Georgia and Illinois, bearing in mind that much of this activity is for advanced planning.

- Google Adwords Clicks: 18,337 (+91%)
- Adwords Impressions: 839,663 (+23%)
- Cost per click: \$0.06 (-43%)
- Website Clicks: 13,130 (+6%)
- Organic Search 2,431 (18%)
- Direct Search: 854 (+8%)
- Member Links: 1,348 (+57%)
- Book Now Links: 199 (+40%)
- IG Followers: 2,276 (+10%)
- Facebook Followers: 52,944 (on par)

Geographic Origin: Hawaii -17%, California +13%, Texas +32%, Georgia +34%, Illinois +30%. New York Virginia, Washington, Florida and Ohio also saw notable double-digit increases.

**Social Media – Welcome Chantel Hammond.** The RCCA has brought in Chantel Hammond of Luna Marketing and Design to assist with creating new images and short videos for our social media channels. Chantel is based in Kapa'a, and manages a number of clients. She will be collaborating with our social media contractor, Catie Kriewald, to supply visual content in coordination with our monthly editorial calendar. Please expect to hear from Chantel if she wants to shoot images or video at your place.

**Spring Specials Promotion:** On February 1<sup>st</sup> we launched a Spring Specials promotion featuring seven resort properties that provided offers. Our IG and FB posts have performed well in the first 24 hours. Other efforts will include a national news release distributed through PRWeb (Cision). Participating properties are Pono Kai Resort, Kauai Kailani, The ISO, Sheraton Kauai Coconut Beach, Plantation Hale, Kauai Shores and Kaha Lani. This effort is in support of strengthening travel prior to the summer.

**Public Relations:** Recently our website's Press Room has featured an article about high surf warnings and another article about the whale at Lydgate Beach. We've also created posts for upcoming events. Have an event at your place? Let us know and we'll publish it in our events page. Contact Margy Parker, mp@margyparker.com

**Welcome New Member – Pleasant Holidays/Pleasant Activities:** Operating concierge activity services at three Royal Coconut Coast resorts; Hilton Garden Inn, Kauai Shores and Plantation Hale, [Pleasant Activities](#) is a well-known name in providing island information along with reservations for a variety of things to do.

**Upcoming events:** February 3<sup>rd</sup> - Full Moon GLOW bike ride, 6:30 at Lydgate Beach Park; First Saturday Art Walk in Kapa'a from 5-9 p.m. February 10<sup>th</sup> – 22<sup>nd</sup>, Kauai Quilt Show at the Kauai Society of Artists at Kukui Grove from 10 a.m. to 5 p.m. February 24<sup>th</sup>, Kauai Made Products Fair at the Sheraton Kauai Coconut Beach from 4:30 to 7 p.m., February 26<sup>th</sup> – Wailua Bay Creators Fair at the Hilton Garden Inn from 8:30 to 1 p.m. Event details are found at <https://royalcoconutcoast.com/Kauai-events/> Check out island wide events at <https://kauaifestivals.com>.

**Farewell to Kaipō Kealio,** who has moved on to focus more on his full-time job and family. RCCA President, Diane Pavao is overseeing membership tasks in cooperation with the Board, Margy Parker and Judy Arrigo.