



Aloha RCCA Members,

March 12, 2023

**Online stats for the past two months, compared to previous:** We've seen strong numbers over January and February, mostly from those who are advance planning their trip to Kauai, and 25% who are on Kaua'i.

- Google Adwords Clicks: 31,999 (+71%)
- Adwords Impressions: 1,469,202 (+4%)
- Cost per click: \$0.06 (-16%)
- Website Clicks: 23,865 (+1%)
- Organic Search 4,433 (+12%)
- Direct Search: 1,553 (+18%)
- Member Links: 2,251 (+36%)
- Book Now Links: 363 (+26%)
- IG Followers: 2,338 (+14%)
- Facebook Followers: 52,861 (on par)
- FB Top Countries: U.S. 80%, Canada 4.7%

U.S. Geographic Origin: Hawaii -2%, California +10%, Texas +36%, Georgia +36%, Illinois +30%. New York Washington, Virginia, and Illinois saw strong double-digit increases. Note: total U.S. was up +16%.

**Member Reception: You're invited!** Invitations were sent out March 10<sup>th</sup> to all current RCCA members for our annual members' reception on March 28<sup>th</sup>, Taps and Hops Eatery at 5:30. If you haven't received the invitation, please contact Margy Parker, [mp@margyparker.com](mailto:mp@margyparker.com). Pupu(s), prize giveaways and updates on Marketing and Community Projects are in the line-up. No host bar. There is no charge for a member; additional guests are \$25. R.S.V.P. to our president, Diane Pavao, [pavaod004@gmail.com](mailto:pavaod004@gmail.com).

**Social Media Activity:** During January and February, RCCA had 55 posts on Facebook and Instagram, including 7 reels or videos and several re-posts from members. RCCA also paid for several boosted posts which reached thousands and showed good engagement. Please tag RCCA, #royalcoconutcoast so we can repost.

**Public Relations:** Two blog pages were uploaded to our website; one about Spring Specials promotions (with seven properties offering deals), and the other about solo travel ideas, featuring a number of activities providers. The intent was to increase business for March, April and May. In addition, a national news release about the Spring Specials was distributed on March 9<sup>th</sup>, reaching over 7,000 people, nationwide through 500 + news media sources nationwide. In addition, RCCA posted articles about new and recurring events.

**Welcome New Member – Seoul 2 Soul Korean BBQ:** Situated at Kinipopo Shopping Village, Seoul 2 Soul Korean Barbeque provides popular take-out dishes from 11 a.m. to 8 p.m. Tuesday through Saturday. Check out the menu at <https://www.restaurantji.com/hi/kapaa/korean-bbq-restaurant/> and call 808 823-6744 to order. Owned by Suzy Johnson, Seoul2Soul has gained a number of popular reviews on Yelp and other online sources.

**Morgan's Pond at Lydgate closed March 13-17** – for the County's clean-up of wood debris by generated by recent storms. The rest of Lydgate will be open with no restrictions.

**Upcoming events:** Every Saturday, Lydgate Beach clean-up, 8:30 to 10:30 a.m. Wailua Bay Creators Fair, March 26<sup>th</sup> from 8:30 until 12:30 at Hilton Garden Inn. Made On Kauai Product Fair, March 31<sup>st</sup>. First Saturday Art Walk in Kapa'a, April 1<sup>st</sup>. Charity Walk, May 6<sup>th</sup>, 2023 starting at Vidinha Stadium, sign up at <https://hltakauai.org/events/44th-annual-charity-walk/>. The Kamehameha Day parade is returning on June 10<sup>th</sup>, in Lihue, starting at 9 a.m. Event details are found at <https://royalcoconutcoast.com/Kauai-events/>. Check out island- wide events at <https://kauaifestivals.com>.