



Aloha RCCA Members,

April 19, 2023

Online stats for the past month, compared to previous: Numbers were slightly up for Google Adwords, Direct Search, and IG followers; and substantially up for those who find RCCA through a referral. They were a little off for website clicks, organic search and member links. We recently added a new campaign to our list, especially designed to build more website clicks and targeted to audiences with specific interests.

- Google Adwords Clicks: 15,395 (+2%)
- Adwords Impressions: 756,038 (+2%)
- Cost per click: \$0.06 (on par)
- Website Clicks: 10,608 (-6%)
- Organic Search 1,996 (-5%)
- Direct Search: 731 (+3%)
- Referrals: 401 (+202%)
- Member Links: 991 (-3%)
- Book Now Links: 176 (-4%)
- IG Followers: 2,412 (+3%)
- Facebook Followers: 52,778 (on par)

U.S. Geographic Origin: Hawaii +9%, California -5%, Texas -11%, Georgia -9%, Washington +4%. Illinois, Virginia, New York, Florida and Ohio ranked 6th through 10th place with 285 to 230 sessions.

Member Reception Report: Fifty members and guests gathered at Taps and Hops on March 28th to enjoy ono pupu, good music, socializing and a presentation from Kauai County's Energy and Transportation Coordinator, Christina Kaser. She provided meaningful results from an island-wide transportation mode survey and next-step ideas. There was also a marketing results presentation by Margy Parker. Kudos to our Board for so much involvement to put this event together.

Social Media Activity: Over the past month there were 30 FB and IG posts with two posts boosted (paid). One boost produced a reach of 36,900 with 57 engagements; the other produced a reach of 7,049 with 310 engagements.

Public Relations: We researched and uploaded a new blog article about top Easter events in the area, plus we reformatted and posted a Press Room article reflecting TGI coverage of the Ahu Uli'i Fire Show. In addition, three new event articles were published and four recurring events were updated.

Welcome New Member – Lanas Café: Located in Old Kapa'a Town, next near Pono Market. Owner, "Golf," and his staff provide fresh-made smoothies plus fresh fruit purchases both in the restaurant and along the side-walk. There are a number of delicious and refreshing blends of Kauai's amazing and sustainable bounty. Call (808) 645-1896 or check out the website: <https://lanascafe.com>

Events – Earth Day, Charity Walk, Music, Craft Shows and Art Walk:

This coming Saturday's Earth Day Celebration at Lydgate Beach Park is a major event, starting with a sunrise chant at Hikina'akala Heiau (5:30). Then, at 7:30 volunteers gather at the park's pavilion to participate in a beach clean-up. Snacks and lunch will be provided with some great prize giveaways. Organized by Friends of Kamalani, register at <https://www.kauaipath.org/>. Bring gloves, hat sunscreen and a water bottle. Those with energy left can enjoy classic rock and dancing at Big Wave Dave's that evening with Kirk Debonaire and the Golden Nuggets.

Three recurring events are lined up for April 23rd – Wailua Bay Creator's Fair at the Hilton; April 28th Kauai Made Products Fair at the Sheraton, and May 6th – the Kapa'a Saturday Night Art Walk. Also on May 6th, gather your friends or team and join the annual Visitor Industry Charity Walk. All events, with more information, are posted at: <https://royalcoconutcoast.com/> <https://royalcoconutcoast.com/kauai-events/> Also check out island-wide events at <https://kauaifestivals.com>