



Aloha RCCA Members,

May 25, 2023

Online stats for the past month, compared to previous: Strong increases for Adwords, modest increases for RCCA's website, modest increase for Book Now Links, Social Media activity up.

- Google Adwords Clicks: 18,711 (+24%)
- Adwords Impressions: 883,292 (+14%)
- Cost per click: \$0.05 (-7%)
- Website Clicks: 11,155 (+6%)
- Organic Search 2,431 (on par)
- Direct Search: 547 (-4%)
- Member Links: 1,031 (-3%)
- Book Now Links: 170 (+5%)
- IG Followers: 2,506 (+4%)
- Facebook Followers: 52,663 (on par)
- FB Reach: 30,927 (+1,600)
- IG Reach: 13,094 (+25%)
- Devices: Mobile – 8,786 (+7%), CPU – 1,935 (on par), Tablet – 868 (+6%)

Geographic Origin: Hawai'i +14%, California +6%, Texas -12%, New York -2%, Illinois -7% Washington +4%. Georgia, Virginia, Florida and Ohio ranked 6th through 10th place with 279 to 218 sessions. U.S. was off by 2%, Canada up by 61%, and France up by 32%.

Social Media Activity: Over the past the month, RCCA produced 44 FB and IG posts with two posts boosted (paid) on both FB and IG. One boost, titled Sunday Funday, produced a reach of 17,000 with 3,200 engagements; the other about the Keahua Arboretum produced a reach of 8,700 with 2,600 engagements.

Hawai'i Magazine Reader's Choice Top Ten Picks: Congratulations to many of our members who were among Hawai'i Magazine's Reader's Choice Awards in 18 different categories. The recently published list, covers food and drink, places to stay, adventures and tours, shopping, gardens, beaches, hiking trails and more. See the RCCA website [Press Room](#) for a complete report.

Public Relations: We researched and uploaded a new blog article about Top Bakery Ideas on the Royal Coconut Coast and assisted a travel writer with ideas for unusual rice dishes to go in her updated book. We also posted four new event articles plus updated three recurring events.

Advertising: The RCCA is again partnering with Hawai'i Magazine on both digital advertising and social media through its newsletters and posts. These will appear throughout the remainder of the year.

Welcome New Member – [Jesse Mahorney Photography](#): Specializing in resort, aerial and scenic photography, Jesse, who is based in Kapa'a, captures stunning images of many familiar places using picturesque angles and framework. jesse.mahorney@gmail.com or 808-364-7523.

Events – Taste of Hawai'i, Craft Fairs, Bon Dances King Kamehameha Celebration: The next two weeks are filled with colorful events -- May 26th: Made On Kaua'i Craft Fair – Sheraton Kaua'i Coconut Beach. May 28th: Wailua Bay Creators Fair – Hilton Garden Inn Wailua Bay. June 3rd: Pride Parade - Lihue and First Saturday Art Walk – Kapa'a. June 4th: Taste of Hawai'i ,The Ultimate Sunday Brunch – Smith's Gardens. June 9th and 10th: Bon Dances – Kapa'a Hongwanji. June 10th: Kamehameha Day Celebration – Lihue. June 13th: Climate Adaption Strategies Workshop – Kapa'a. Every Saturday Morning: Lydgate Beach Park Volunteer Clean up. These events are all posted at <https://royalcoconutcoast.com/kauai-events/> Also check out island-wide events at <https://kauaifestivals.com>

Heiva I Kaua'i is returning to Kapa'a Beach Park August 4 and 5. Look for details on the RCCA website, events page.