



Aloha RCCA Members,

July 7, 2023

Online stats for the 2nd Quarter - compared to the 1st Quarter: RCCA saw modest increases for Adwords, and a modest decrease for website sessions. Comparative data for member links and book now links is no longer available due to a change in the Analytics platform. Instagram showed a significant rise in followers. Social media posts also showed large increase.

- Google Adwords Clicks: 47,160 (+6%)
- Adwords Impressions: 2,338,301 (+6%)
- Cost per click: \$0.06 (unchanged)
- Website Clicks: 33,870 (-4%)
- New Users 29,365 (-4%)
- Organic Search 7,714 (+15%)
- Direct Search: 1,714 (-26%)
- Member Links: 1,307
- Book Now Links: 218
- IG Followers: 2,880 (+40%)
- Facebook Followers: 52,000 (on par)
- Social Media Posts: 131 (+54%)

Geographic Origin: Hawai'i +16%, California -3%, Texas -23%, Washington -16%, New York -17%, Ranking 6th through 10th place were GA, VA, IL, FL and OH with 799 to 638 visits respectively. The U.S. was off by 9%, Canada up by 18%.

Social Media Activity: Over the past the month, RCCA produced 39 FB and IG posts with two posts boosted (paid) on both FB and IG. Total reach for the month was 8,659 for IG and 17,504 for FB. Total engagement was 5,842.

Hawaii Magazine -- Top Hawaii Lua'u's: Congratulations to Smith's Family Lu'au, Ahi Uila Fire Show at the Hilton Garden Inn and the Ka Hikina Lu'au at the Sheraton Kaua'i Coconut Beach. These three were the ones featured for Kaua'i in an article about the 10 top lu'aus in the State.

Public Relations: We researched and uploaded a new blog article about Water Sports Adventures on Kaua'i East Side featuring Kaua'i Backcountry Tubing, Kayak Kaua'i. Also posted were 4 new event articles along with updating our recurring events. An article about the top luau's was also posted to the Press Room.

Welcome New Member – Kaua'i Federal Credit Union – Kapa'a: RCCA is delighted to now include among its membership this financial institution that aims to build an economic resiliency center on the Royal Coconut Coast. [Kaua'i Federal Credit Union Kapa'a](#) was established in the former Otsuka's building earlier this year. Contact Chantal Zarbauch, chantal@kauaicreditunion.org or call 808-245-2463.

Events – Every Saturday -- Lydgate Beach Park Clean Up, 8:30 to 10:30; July 15th – Tualia Lave and Friends Concert, Anaina Hou Park, 5:30; July 23rd Wailua Bay Creator's Fair at Hilton Garden Inn, 8:30 to 1 p.m., July 28th – Made on Kaua'i Fair at Sheraton Coconut Beach, 4:30 to 7 p.m.; August 5th – First Saturday Art Walk Kapa'a; August 5th and 6th – Heiva I Kaua'i Polynesian Dance Festival at Kapa'a Beach Park. Read more details at <https://royalcoconutcoast.com/kauai-events/>. Also check out island-wide events at <https://Kauaifestivals.com>

Support for Affordable Housing at Wailua: Last month, the RCCA reached out to Kaua'i State Legislators, the Kaua'i County Council, the Mayor and our Housing Agency director to support allocating funds towards converting the Courtyard at Waipouli Apartments to an affordable housing project.