



Aloha RCCA Members,

November 29, 2023

Website stats: Over the month (October 27 – November 27), RCCA's website produced strong numbers with double digit increases across the board, along with a drop in cost.

- Website Sessions: 17,868 (+55%)
- New users: 15,644 (+59%)
- Impressions: 1,362,344 (+54%)
- Adwords clicks: 14,670 (+95%)
- Cost per Adwords click: \$0.07 (-40%)

Geographic Origin: France contributed the largest segment of clicks at 6,151 (+77%), followed by the U.S. at 5,273 (+16%); then Canada at 2,357 (+18%), the U.K. at 1,198 (+6%) and Germany at 148 (37%).

Social Media stats

- FB Reach: 5,387
- FB Engagement: 102
- IG Reach: 1,075
- IG Engagement: 132

Have ideas for posts?: Contact Jennie Waiwai-vega, jennie.waiwai-vega@kauaishoresotel.com or, Margy Parker, mp@margyparker.com.

New Website: RCCA's new website will be wrapped up in December with a fresh new look, new navigation and lots of images. RCCA will let the members know when it is live.

Please check your listings: Now is the time to check your membership listing information. If you need changes, go to <https://royalcoconutcoast.com/membership-form>, or contact Margy Parker, mp@margyparker.com

Public Relations: RCCA has recently published a new blog post titled *Top Wildlife Viewing Ideas on the Royal Coconut Coast*, featuring Dolphin, Giant Green Sea Turtles, Humpback Whales, the Monk Seal, Nene Geese and Pueo. In addition, five new events and four recurring events were posted.

Marketing in 2024: The RCCA Board has approved a budget covering print and online advertising, brochures, public relations, and research. The primary target markets are the U.S. and Canada, plus Hawai'i.

Welcome New Member: [**Blue Knight Services**](#) provides security protection and a wide range of services including patrol services, traffic control, armed services, dignitary protection and special event staffing. The list is comprehensive and the staff is well-trained. Located at Coconut Plantation Marketplace, the key point of contact is Rochayne Lokch, rochayne.lokch@gmail.com, 808-822-5665.

Upcoming Events: Dec. 1st, Festival of Lights and Parade, Kaua'i County Historic Building (Light display runs through Jan. 1st); Dec 2nd, First Saturday Art Walk, Kapa'a; Dec. 9th Kaua'i Made Jolly Holly Holiday Fair, Sheraton Kaua'i Coconut Beach; Dec 15, Community Carol Sing at All Saint's Church, Kapa'a; Dec. 24th, Wailua Bay Creators Fair, Hilton Garden Inn; every Saturday, Beach Cleanup at Lydgate Park. Go to <https://royalcoconutcoast.com/Kauai-events> or <https://Kauaifestivals.com> for more details.