



Aloha RCCA Members,

January 29, 2024

**Website stats:** Over the past month (December 28 –January 27th), RCCA's website showed solid numbers with a drop in the cost per Google Adwords click. Geographic origin for the top five U.S. states and the top five international countries produced some significant gains.

- Website Sessions: 22,400 **+28%**
- New Users: 19,058 **+22%**
- Adwords clicks: 21,218 **+42%**
- Cost per Click: \$0.05 **-27%**
- Adwords Impressions: 1,456,400 **+2%**
- Member Links: 321
- Book Now links: 177

Top five Geographic Origin: U.S. – Hawaii 1,520, **+4%**; California 755, **+25%**; Florida 392, **+51%**; Texas 357, **+35%** and New York 297, **+29%**. International - France 6,670 **+3%**; Canada 3,203 **+50%**; U.K. 1,039 **-3%**; Australia, 387 **+74%** and Germany 273, **+40%**.

**Social Media stats** - Reach = how many posts show up on user screens, engagement = clicks, likes, shares, and comments.

- FB and IG Posts: 18
- FB followers: 52,000
- FB Reach: 5,063
- FB Engagement: 42
- IG Engagement: 140
- IG Followers: 2,840
- IG Reach: 1,459

**New Website:** After four months of dedicated work by Delicious Design and RCCA, our new website launched in early December providing more color, more images a great navigation menu and an overall refreshing appeal. Check your membership listing to make sure it's current. <https://royalcoconutcoast.com>

**Wailua Heritage Trail completed and blessed:** On January 19<sup>th</sup>, the completed Wailua Heritage Trail was blessed by Sean Chun, Kumu and Cultural Practitioner with Pihana Ka 'Ikena o Kaua'i, in a ceremony at the Poli'ahu Heiau. The trail adds seven new markers, and the project provides an updated website, thanks to an Innovation Grant from Kauai County Office of Economic Development. The Hawaii Tourism Authority and KVB are providing funds to produce a new brochure that is being distributed island-wide. For members who want a supply, contact Margy Parker, [mp@margyparker.com](mailto:mp@margyparker.com).

**Work Begins on the Bike Path, in front of Kaha Lani:** Work is beginning immediately to repair the bike path's fracture in front of Kaha Lani Resort. The path will be closed in this section until late February.

**Kaua'i named Best U.S. Nature Destination:** This prestigious accolade was given as a Traveler's Choice Award by Trip Advisor, among seven world-wide destinations, <https://www.tripadvisor.com/TravelersChoice-Destinations-cNature-g1#filters-area>

**Upcoming Events:** For more details go to <https://royalcoconutcoast.com/kauai-events> or <https://kauaifestivals.com>.

- First Saturday Art Walk Kapa'a, 5-9 p.m., <https://oldkapaatown.org>
- Lydgate Beach Clean-up, every Saturday, 8:30-10am, <https://kauaipath.org>
- E Kanikapila Kakou, every Monday, February 5 – March 25th, <https://www.gardenislandarts.org/>
- Kauai Quilt Show, KSA Gallery, Lihue, Feb 9 – 21, <https://www.kauaisocietyofartists.org/>
- Jake Shimabukuro/McCanally concert, Kilauea, Feb 9<sup>th</sup>, <https://anainahou.org>
- Made on Kauai Crafts Fair and Entertainment, Sheraton Kauai Coconut Beach, February 23<sup>rd</sup>, 4-7:30
- Volunteer Whale Count, February 24<sup>th</sup>, Kapa'a Look-out.
- Mel Rapozo Town Hall Meeting, Kapa'a Neighborhood Center, March 1, 5:30 to 7 p.m.