



Aloha RCCA Members,

March 19, 2024

**Website stats:** Year-to-date (January 1 through March 16), RCCA's website produced solid increases with a reduced cost per click. Geographic origin for the top five U.S. states and the top five countries produced some significant gains.

- Website Sessions: 54,039 **+30%**
- New Users: 46,989 **+26%**
- Adwords clicks: 48,117 **+39%**
- Cost per Click: \$0.05 **-16%**
- Adwords Impressions: 3,543,301 **+6%**
- Member Links: 1,089
- Book Now links: 943

Top Five U.S. States: Hawaii - 3,680 **+5%**; California - 1,775 **+30%**; Florida - 1,086 **+67%**; Texas - 863 **+34%**; and New York 793, **+30%**. Top Countries: France - 15,939 **+11%**; U.S.- 15,879 **+28%**; Canada - 8,492 **+62%**; U.K. - 2,273 **-20%**; and Australia - 1,190 **+164%**.

**Social Media Stats:** FB posts - 16, FB Followers – 52,243, FB Reach – 59,370, FB Engagement – 118. IG Followers – 2,840; IG Reach – 2,792; IG Engagement – 329, IG Reels 61 (total to date). Note; Reach is the number of screens where the post appeared; Engagement is likes, comments and shares.

**Membership Reception at Napali Brewing Company on April 9<sup>th</sup>:** All members are invited to RCCA's Annual Membership Reception, set for 5:30 to 8 p.m. at the Napali Brewing Company. This is complimentary for one member, with a \$35 cost for additional guests. Enjoy a variety of ono pupu, along with a no-host bar. Informative presentations and updates are on the program featuring Nathan Prescott (about broadband communications in our region), Patti Ornellas (with an update on the HTA/KVB destination management plan), updates on RCCA Marketing and a 7-minute video titled "Voices of Kapa'a". R.S.V.P. to [kauai@hvcb.org](mailto:kauai@hvcb.org) or 808-245-3971.

**Welcome New Members – Koi LLC, Leong's Road House and Napali Brewing Company:** Koi LLC is owned by Bronson Bautista who provides an extensive list of security services in the Wailua-Kapa'a Region including five accommodations properties. If you need security help, please call or email; [bronsonbautista@lcve.com](mailto:bronsonbautista@lcve.com) or 808-635-5242. [Leong's Road House](#), opened March 14<sup>th</sup>, and is owned by Kristin Leong. Located at Kinipopo Shopping Village. Open 8 a.m. to 2 p.m. and 5 to 9 p.m for breakfast, lunch and dinner. Call or email 808-378-4133 or [Leongsroadhouse@gmail.com](mailto:Leongsroadhouse@gmail.com). [Napali Brewing Company](#), owned by Blake and Kati Conant opened its doors in 2023, providing a selection of locally crafted artisan beers along with an extensive pupu menu and specialty plates. Call or email [bconant53@gmail.com](mailto:bconant53@gmail.com) or 808-431-4170. Located across from Kinipopo Shopping Village. Open 11 a.m. to 9 p.m. Monday through Saturday and 10 a.m. to 9 p.m. on Sundays.

**Membership 2024 Dues Invoices:** For members, with outstanding invoices, who plan on re-joining the RCCA, please submit your dues by March 31<sup>st</sup>. After that date non-paid member listings on our website will be removed. Any member needing specific information about RCCA's website activity, social media posts and PR may contact Margy Parker, [mp@margyparker.com](mailto:mp@margyparker.com).

#### **Upcoming Events:**

- Lydgate Beach Clean-up, every Saturday, 8:30-10am, <https://Kauaiipath.org>
- Wailua Bay Creators Fair, March 24<sup>th</sup>, 8:30 to 1 p.m. at [Hilton Garden Inn Wailua Bay](#)
- Made on Kaua'i Easter Fair, March 30<sup>th</sup>, 9 a.m. to 2 p.m., at [Sheraton Kaua'i Coconut Beach](#)
- First Saturday Art Walk Kapa'a, April 5, 5-9 p.m., <https://kbakauai.org/>