



Aloha RCCA Members,

April 18, 2024

Website stats: Last 4 weeks, compared to the same period last year. RCCA's website produced solid increases in both website sessions and new users. Google Adwords impressions were also significantly up. Social media also saw some strong increases in both reach (number of user screens) and engagement (like, share or comment).

- Website Sessions: 15,692 **+47%**
- New Users: 13,571 **+49%**
- Adwords clicks: 13,546 **-2%**
- Cost per Click: \$0.07 **+12%**
- Adwords Impressions: 732,202 **+44%**
- Facebook posts: 7
- Facebook Reach: 5,900 **+206%**
- Facebook Engagement 165 **+27%**
- IG posts: 7
- IG Reach: 721 **+8%**
- IG Engagement: 108 **+8**

Join in on Kaua'i's 45th Annual Charity Walk – May 4th: Raising funds for over 60 charities on Kaua'i, the Hawai'i Lodging and Tourism Association has a goal of \$600,000 for this year. Enjoy food, entertainment and fabulous stations along the 3.5 mile route, whether walking or running, The start and finish is at Vidinha Soccer Park. <https://hltakauai.org/charity-walk/>

Lydgate Beach Park – closed until April 21st: In order to clean up storm debris from last week's severe rainfall and Wailua River outflow of logs and debris, the County has been bringing in heavy equipment for log removal. Plans for Earth Day events are tentatively re-scheduled until April 27th. For more information on Earth Day, contact Tommy Noyes, news@kauaipath.org.

Tropic Care in Kapa'a June 13-20: Tropic Care, offering no cost medical, dental and optical services to Kaua'i residents will be returning this year from June 13-20, operating clinics in three locations across the island. Clinics will be set up at the Kapa'a Middle School June 13-20; Kilauea elementary school June 18-20, and Waimea Canyon Middle School June 13-15. Tropic care team members serve four branches of the military in their respective medical specialties.

Great Turnout for Membership Reception: Over sixty people attended RCCA's Membership Reception at Na Pali Brewing Company, enjoying camaraderie, good food and interesting presentations by Kauai County, KVB, and the RCCA. A number of door prizes were also given away thanks to many donors.

Best wishes to Smith's Tropical Paradise: While the boat tours are back in business, Smith's Luau and Tropical Gardens remain closed for now to repair flooding damage from last week's storm. Smith's website, <https://www.smithskauai.com/> features an informative update. Check it for re-opening information. RCCA extends its support and best wishes to the family and staff.

Upcoming Events:

- Kauai Made Product Fair, April 26th, 4 to 7:30 p.m., at [Sheraton Kaua'i Coconut Beach](#)
- Wailua Bay Creators Fair, April 28th, 8:30 to 1 p.m. at [Hilton Garden Inn Wailua Bay](#)
- First Saturday Art Walk Kapa'a, May 4th, 5-9 p.m., <https://kbakauai.org/>
- Kauai Songwriters Music Festival, June 7th and 8th 10 a.m. to 9 p.m. at Hilton Garden Inn Wailua Bay, terry@artskauai.org.