



Aloha RCCA Members,

July 10, 2024

**Online stats: Last 4 weeks, compared to the same period last year.** RCCA's website produced solid increases in website sessions, users and new users. Google Ads interactions were significantly up too along with the click-through rate. Note interactions are for one user with multiple ad clicks, though the website is already on their screen.

- Website sessions: 18,594, **+29%**
- Users: 12,957, **+34%**
- New Users: 12,412, **+28%**
- Google Ads Interactions: 49,797, **+173%**
- Ads Click-through Rate: 3.71%, **+54%**
- Organic Search: 2,492, **-9%**
- Direct Search: 996, **+31%**
- Referrals: 569, **+312%**

**Social Media Stats: Over the last four weeks,** RCCA's social media accounts have achieved:

- FB Posts: 6
- FB Reach: 2,650
- FB Engagement: 21
- IG Posts: 6
- IG Reach: 526
- IG Engagement: 56

**Welcome RCCA's Newest Member – EHA Culture:** Owned by Erin Hoffman, this boutique shop specializes in wahine-made clothing, swimwear, beach accessories and special blankets, Erin also ran the highly successful Wahine Made Festival on July 6th at Kapaa Beach Park. Stop by her shop at 4-1101 Kuhio Hwy, unit 1702, or check out the website at <https://www.ehaculture.com>.

**East Kauai Transportation Plan Community Event – July 25th:** The County of Kaua'i Planning Department is holding the East Kaua'i Community and Circulation Plan and invites the community to get involved at an open house from 5-7 pm at the former Otsuka building, Economic Resilience Center. Go to <https://www.kauai.gov/Press-Releases>.

**Council Forum – August 1st:** Organized by the Kauai Business Association, there will be a Kauai County Council forum for community members to interact with incumbent and new candidate council members from 6-8 p.m. at the Collab Café (behind McDonalds). More info: (808) 212-1000, [info@kapaabusinessassociation@gmail.com](mailto:info@kapaabusinessassociation@gmail.com).

**Morgan's Pond Seawall – July 20th:** Friends of Kamalani and Lydgate Park, along with Oceanit Laboratories Inc, and Kauai County, are planning a talk-story session for the Morgan's Pond Breakwater Maintenance Project at Lydgate Beach Park, 10:30 a.m. after the beach clean-up. This is a great opportunity to be involved in the stewardship of Morgan's Pond. For more information, Thomas Noyes, 808-639-1018. Meanwhile, check out the great new Kauapath.org website, promoting Ke Ala Hele Makalai, at <https://kauaipath.org>.

**Accolades for Holo Holo and Blue Dolphin Charters.** Congratulations to Holo Holo Charters for being voted as the number one boat tour in the U.S. by *Newsweek* for 2024! Congratulations and high hopes for Blue Dolphin Charters as a nominee among the top ten tours in Hawaii by USA Today. Voting is on right now until July 14<sup>th</sup> at <https://10best.usatoday.com/awards/travel/best-tour-company-in-hawaii-2024/blue-dolphin-charters-kauai-hawaii/>

#### **Upcoming Events:**

(check out listings at [royalcoconutcoast.com/Kaua'i-events](http://royalcoconutcoast.com/Kaua'i-events) or [Kaua'ifestivals.com](http://Kaua'ifestivals.com))

- Maryland State Boychoir, July 11, Kapaa All Saint's Church, 6-7:30 p.m.
- Kaua'i Made Product Fair, July 26<sup>th</sup>, 4 to 7:30 p.m., at [Sheraton Kaua'i Coconut Beach](#)
- Wailua Bay Creators Fair, July 28<sup>th</sup>, 8:30 to 1 p.m. at [Hilton Garden Inn](#)
- Heiva I Kaua'i, August 3-4, 10 a.m. to 5 p.m. Kapa'a Beach Park, <https://heivaikauai.com/>