



Aloha RCCA Members and Affiliates,

August 15, 2024

Google Analytics and Social Media: *Since the last newsletter (5 weeks), there were notable drops in website sessions, though Google Adwords held its own for interactions with a bump up in impressions. Social media posts totaled 20 over this time-period, with lots of activity on Instagram.*

- Website sessions: 18,554 (-16%)
- New Users: 16,047 (-16%)
- Organic Search: 3,021 (-43%)
- Direct Search: 1,343 (on par)
- Referrals: 115 (-81%)
- Adwords Interactions: 9,383 (+1%)
- Adwords Impr: 265,024 (+8%)
- FB Posts: 10
- FB Reach: 1,469
- FB Engagement: 15
- IG Posts: 10
- IG Reach: 2,742
- IG Engagement: 176

Google Adwords: We incorporated numerous changes in our four Adwords campaigns to adapt to new AI technology and support recommendations by Google.

RCCA Brochure/Rack Card: RCCA has produced a new rack card which will be placed in the Lihue Airport baggage claims A and B, to stimulate choosing to stay or visit the Royal Coconut Coast. The intent is to increase likelihood of business activity in our region.

Ke Ala Hele Makalae Rails to Trails Hall of Fame: Mahalo to numerous supporters who voted for our beloved bike path as the top pick in the nation. And, mahalo to Kauai County, Kauai Path, and countless residents and business owners who have participated in trail maintenance and volunteer projects. Delicious Design will be posting a call out about this distinction on RCCA's website biking page, <https://royalcoconutcoast.com/ke-ala-hele-makalae-east-side-bike-path-awarded-hall-of-fame/>

Wailua Heritage Trail on Statewide News: KHON2 News produced a chicken-skin video about the Wailua Heritage Trail, featuring Sean Chun and Patti Ornellas with the KVB/HTA. This report captured the essence and intent of the project for interpreting the Hawaiian cultural and historical significance of trail marker locations.

<https://www.facebook.com/KHON2News/videos/478072868271218>

Advertising and PR – Hawaii Magazine: *RCCA is onboard to launch a banner ad on the October Hawai'i Magazine newsletter; and sponsor a content article and photos for the magazine's digital edition. Newsletter readership distribution is 60,000 with 48% unique opens; the digital magazine's average monthly readership is 92,000. The magazine's website has 3.3 million annual users. RCCA's content article and photos will also remain on Hawai'i Magazine's website permanently.*

Upcoming Events:

(check out listings at royalcoconutcoast.com/kauai-events or kauaifestivals.com)

- Ko'olau Limu Festival, August 17th, 10 am to 4 pm, Anahola Beach Park
- Bon Vivant Concert, August 24th, 6 pm, Sheraton Kauai Coconut Beach. Kauai-concert.org
- Wailua Bay Creators Fair, August 25th, 8:30 to 1 pm at the Hilton Garden Inn
- Kaua'i Made Product Fair, August 30th, 4 to 7:30 p.m., at Sheraton Kaua'i Coconut Beach
- Kaua'i Marathon and Half Marathon, September 1st, Poipu, thekauaimarathon.org
- Kapa'a First Saturday Art Walk, September 7th, 5-9 pm