



Aloha RCCA Members and Affiliates,

October 22, 2024

Google Analytics and Social Media – Last 4 weeks compared to 2023: When comparing our statistics to the same date range for 2023, RCCA saw significant rises for most categories. Compared to the previous period, this year, statistics were slightly mixed – mostly even or up. Social media statistics are for September 9th through October 8th, 2024.

- Website sessions: 14,328 (+94%)
- Total Users: 12,709 (+102%)
- New Users: 11,994 (+92%)
- Organic Search: 1,648 (-38%)
- Direct Search: 1,222 (+68%)
- Adwords Interactions: 15,942 (+307%)
- Adwords Impr: 567,667 (+26%)
- FB Posts: 7
- FB Reach: 1,633
- FB Engagement: 91
- IG Posts: 7
- IG Views: 6,607
- IG Engagement: 224
- Shared St

Kamma'aina Offers on RCCA's Website: Currently, about half of our membership has kama'aina listings on RCCA's [Kama'aina Specials Page](#). For members who want to add a listing, please see that page, then add Kama'aina Specials information at <https://royalcoconutcoast.com/membership-form>. Or reach out to info@royalcoconutcoast.com

Significant Turn-out and Projects Completed - Make a Difference Day at Lydgate: Tommy Noyes reported that the overall event was joyous and collaborative, with 300 volunteers showing up; along with dignitaries from Rails to Trails, Hawaii Bicycling League, Get Fit Kauai, Mayor Kawakami who honored Maryanne Kusaka for her vision about Ke Ala Hele Makalae, Representatives Nakamura and Evslin, and Council Members Rapozo, Bulosan, Carvalho Jr., De Costa and Kualii. Crews groomed Morgan's Pond beach; cleared 4,000 pounds of marine debris, refreshed the artwork and did maintenance at Kamalani playground, painted the pavilion at Bynum bridge and conducted park-wide liter patrol. Lunches were served to 172 volunteers.

Hawai'i Magazine Subscriber Newsletter: Plans are underway for RCCA to be featured on *Hawai'i Magazine's* subscriber newsletter this week, which goes to 70,000 subscribers with a unique-open rate of 43%. This publication will feature a RCCA banner ad at the top. *Hawai'i Magazine's* readers are considered highly targeted, with the majority planning a trip six months ahead.

Holiday Party Charter Offer from Holo Holo: RCCA recently received news of an offer by Holo Holo Charters to provide kama'aina a 20% discount on holiday charters for businesses, family or friends. See details at: <https://royalcoconutcoast.com/kauai-info/news-items/>

Member News Website Page: If you have news items you would like share with RCCA's members, please reach out to info@royalcoconutcoast.com. Provide information such as who, what, when, where and why.

Welcome new General Managers -- Gana Mahaeshwaran and Marc Bennor: We welcome Waipouli Outrigger's new General Manager, Gana Maheshwaran, who has managed Outrigger at Kiahuna Plantation for the last seven years. Gana will now manage both the Outrigger Waipouli and Kiahuna Plantation. Marc Bennor, taking the helm at Hilton Garden Inn, comes from 16 years of hotel and resort management on Kauai, most recently as the General Manager at Wyndham Destinations in Princeville.

Upcoming Events: See <https://royalcoconutcoast.com/kauai-events/> for more details or <https://kauifestivals.com>

- Made On Kauai Products Fair, October 25th, Kauai Beach Resort, 4:30 – 7 p.m.
- Wailua Bay Creators Fair, October 27th, Hilton Garden Inn, 8:30 a.m. to 1 p.m.
- Kauai Veteran's Celebration, Vidinha Soccer Field, Lihue, 10 a.m. to 2 p.m.
- Old Kapa'a Town 1st Saturday Ho'olaulea and Multi Cultural Celebration: November 2nd, 5 to 8 p.m.
- Kauai Quilting and Sewing Master Classes, November 7 – 10 at Sheraton Kauai Coconut Beach. Contact: maile@vickysfabrics.com