



Aloha RCCA Members and Affiliates,

September 23, 2024

Google Analytics and Social Media – Last 4 weeks: Drops correspond with seasonal post summer decreases in travel to Hawai'i. Adwords showed solid gains in interactions and impressions. Surprisingly, the top geographic origin came from France with the U.S. almost equal. Two Canadian provinces also showed surges. Hawai'i was down by 30% and California by 11%, while Texas and New York both showed increases.

- Website sessions: 14,679 (-11%)
- Total Users: 12,579 (-8%), 94% new users
- Organic Search: 1,494 (-26%)
- Direct Search: 1,240 on par
- Organic Social (clicks to website): 18 (+13%)
- Adwords Interactions: 5,805 (on par)
- Adwords Impr: 145,339 (+18%)
- FB Posts: 7
- FB Reach: 1,633
- FB Engagement: 91
- IG Posts: 7
- IG Views: 6,607
- IG Engagement: 224
- Shared St

Hawai'i Magazine and the Royal Coconut Coast: Plans are underway for RCCA to be featured on *Hawai'i Magazine's* website four successive Sundays in October in a prominent partner position. Annually the magazine receives over 3 million visits. The article will focus on all there is to see and do on the Royal Coconut Coast. In addition, a banner ad for RCCA will appear in the magazine's monthly newsletter which goes to 60,000 subscribers. The timing is intended to influence the magazine's subscribers to explore the Royal Coconut Coast as a vacation choice in Hawai'i.

Welcome New Members: [K Snack Shack](#) and [Lygate Farms Tasting Room](#): Owned by Kanoa Iwasaki, K Snack Shack offers favorite treats like shave ice, popcorn freeze-dried candy, crack seeds and Asian snacks. Located at 1267 Ulu Street, Kanoa's shop is open Tuesday through Saturday from 12 to 7 p.m. Call 808-346-0836 or email info.ksnackshack@gmail.com. Recently opening in downtown Kapa'a is the Lydgate Farms Tasting Room in the Shido Building at 4-1379 Kuhio Highway. Open Monday through Friday from 10 a.m. to 4 p.m. the Tasting Room offers Lydgate Farms award-winning chocolate products, honey and vanilla along with free tastings, no reservation required. Call 808-821-1857 or email info@lydgatefarms.com. Owned by Will Lydgate.

Traze Travel Recognizes Kapa'a as Kaua'i's Favorite Beach Town for 2024: For the second year in a row, readers of [Trazeetravel.com](https://trazeetravel.com) gave Kapa'a top honors. In 2nd and 3rd place are Hanalei and Hanapepe. Traze Travel's audience is primarily in the 25 to 40 age group.

East Kaua'i Community and Circulation Plan Survey Deadline Extended to October 4th. Kaua'i County has extended its deadline to fill in a survey gathering your opinion about several important topics; transportation and traffic, parks, housing, quality of life and more. Go to <https://planKaua'i-Kaua'igis.hub.arcgis.com/> Click on the Open House button. In addition, Kaua'i County is hosting three days of events from October 1-3 inviting public participation in sharing their vision of the East Side Community. See details at <https://royalcoconutcoast.com/east-Kaua'i-residents-property-owners-invited-to-share-their-vision-of-community-oct-1st-through-3rd/>

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

- Mokihana Festival Composers Contest, Sept 23rd 6 to 9 p.m., at Sheraton Kaua'i Coconut Beach.
- Mokihana Festival Oe'oe Implement Workshops by Kauhane Morton, Sept 24th and 25th 5-7 p.m., at Sheraton Kaua'i Coconut Beach.
- Mokihana Festival Hula Workshop by Kumu Ku'ualohanui Kauli'a, Sept 26th at Sheraton Kaua'i Coconut Beach.
- Kaua'i Made Products Fair, September 27th, 4 to 7:30 p.m. at Sheraton Kaua'i Coconut Beach.
- Mokihana Festival Hula Competition, September 28th 11 a.m. to 4 p.m. at the Kaua'i War Memorial Convention Hall.
- Wailua Bay Creators' Fair, September 29th 8:30 to 1 p.m. at Hilton Garden Inn Wailua Bay.
- Old Kapa'a Town 1st Saturday Hoolaulea Multi Cultural Celebration 5-9 p.m.
- Kaua'i Yoga Festival and Peace Meditation Summit, October 5th 8 a.m. to 5 p.m. at Kaua'i Shores Hotel.
- Rhapsody in Blue Concert, October 6th, 5-8 p.m. at the KCC Performing Arts Center, <https://kauai-concert.org>