



January 3 2025

Hau'oli Makahiki Hou

To all of our members and affiliates with wishes for a good 2025.

Google Analytics and Social Media – In December, compared to November 2024, numbers were up for many categories, especially for RCCA's Google Ads campaigns, which accounted for 55% of our total website sessions. The cost per ad remained the same as in November at \$0.07. The ad campaigns are targeted primarily to the U.S. and Canada. Our website traffic held up well considering seasonal early December drops. A surprising amount of website activity came from France which has been an ongoing trend this past year. Social media was very active during the month with solid results. An optimization score measures how well an ad campaign is performing.

- Website sessions: 15,690 (1%)
- Total Users: 13,828 (-3%; 95% new users)
- Google Ads Interactions: 8,610 (+8%)
- Google Ads Impressions: 371,159 (-1%)
- Google Ads Click Through Rate: 2.78% (+7%)
- Google Ads Optimization Scores: 2.3% to 8%
- Google Ads Display: 3,821, (+18%)
- Cost per ad: \$0.07 (on par)
- Organic Search: 1,224 (+11%)
- FB Posts: 12
- FB Views: 4,200
- FB Engagement: 90
- FB Followers: 51,700
- IG Posts: 11
- IG Views: 9,400
- IG Engagement: 276,
- IG Followers 2,835

Geographic Origins: France 4,660, +4%; Canada 3,990 +14%; U.S. 3,573, -3%. Top five U.S. States: Hawai'i 954, +3%; California 569, -1%; Texas 216, +1%; New York 189, +4%; Florida 186, -30%. Top three Canadian Provinces: Quebec 1,401, +42%; Ontario 1,132 +16%; British Columbia 611, -12%.

Final Mobility Hub Plan Public Meeting for the Coconut Marketplace Scheduled for Jan. 9th via Zoom: The County of Kaua'i Office of Economic Development is holding a final virtual community meeting for the Coconut Marketplace Mobility Hub (CMMH) Plan. The meeting, will be held virtually on Zoom at 5:30 p.m. Participants interested in attending are asked to pre-register at: <https://tqilinks.com/3Dsuuld>. For those who are unable to attend, the meeting will be recorded and shared on the project's webpage, <https://tqilinks.com/3BSLpIT>. The project team will share mobility hub project findings and recommendations for investing in and building a multimodal transportation center that makes it easier for people who live in, work in, and visit the East Side of the island to get around. If you need an auxiliary aid/service or other accommodation due to a disability, contact Christina Kaser at ckaser@kauai.gov or 808-241-1950 a.s.a.p.

2025 RCCA Board Meeting Schedule: The RCCA Board will continue to meet the second Tuesday of every month at 4 p.m., with Zoom meetings two months in a row and in-person meetings every third month. Members who would like an item brought up should contact Diane Pavao, President, pavaod004@gmail.com or 808-651-3557. **Reminder: 2025 membership dues invoices** were sent out mid-December and are due mid-January.

University of Hawai'i and the State of Hawai'i Encourage Use of Hawaiian Diacritical Marks: Businesses in Hawai'i are strongly encouraged to use Hawaiian diacritical marks in many communication channels, especially the 'okina and the macron (or kahako). See: <https://www.hawaii.edu/site/info/diacritics.php>. Another more detailed link provides specific details on establishing diacritical marks in Windows and Mac OS, along with how to set up an auto system in Google Docs: <https://www.hawaii.edu/askus/1767>.

Upcoming Events: First Saturday Multi-cultural Ho'olaulea, Kapa'a Jan 4th and Feb 1st ; Wailua Bay Creators Fair, January 26th, 8:30 a.m. to 1 p.m. at Hilton Wailua Bay. Hawai'i King Tide Tour with Shane Hall and Taviana, Anaina Hou Porter Pavilion, at 6 p.m. Every Saturday morning Lydgate Beach Park Clean Up, 8:30 to 10 a.m. Volunteers are welcome. Muu muu month at the Kauai Museum, all of January.