



February 18, 2025

Aloha RCCA Members and Affiliates,

Google Analytics and Social Media – January 2025: Significant increases happened across the board, with the cost per Google ad going lower. The level of new users speaks to those who have come to our website for the first time, increasing the likelihood of repeat visits or finding what they want on our website and linking on to our members.

- Website sessions: 17,121 (+24%)
- Total Users: 13,828 (95% new users)
- Google Ads Interactions: 9,906 (+22%)
- Google Ads Impressions: 423,967 (+14%)
- Google Ads Click Through Rate: 2.75% (+10%)
- Google Ads Optimization Scores: 75% to 91%
- Google Ads Display: 8,861, (+49%)
- Cost per ad: \$0.05 (-26%)
- Organic Search: 1,328 (+9%)
- Direct Search: 1,194 (+33%)
- Cross-network: 2,871 (+33%)
- Referrals: 144 (+476%)
- Paid Video: 171 (+75%)

Social Media: Our social media team, Jennie Waiwaiola Vega and Brianne Cabacungan report that our Facebook and Instagram accounts had 7,252 content views and reached 1,148 accounts.

Geographic Origin on RCCA Website Searches: U.S.: +63%, France +11%, Canada +16%, U.K. -34%, Australia -4%, U.S. States: CA +117%, Hawaii -7%, Texas +108%, New York +66%, Illinois +130%.

Hawai'i Magazine Advertising: We're expecting premium placement for our half-page ad in Hawai'i Magazine's April issue which features the Best of Kaua'i reader's choices. In April, go to hawaiimagazine.com to explore the issue and the choices.

New Blog and More Events Posted: In January we created a new blog post featuring the top shops on the Royal Coconut Coast, focusing on our shopping members. Check it out on our website, <https://royalcoconutcoast.com/top-shops-on-the-royal-coconut-coast/>. In addition, we posted six new event articles and updated our recurring events.

DMV Satellite Location Opens in Kapa'a: Kaua'i County has opened a DMV satellite location in Kapa'a, easing the need to travel to Lihue. It's located at the Kapa'a Armory, 4750 Kahau Road, and open by appointment only, Monday through Friday, from 8 a.m. to 4 p.m., excluding holidays. Services include motor vehicle transactions, utility payments, bus passes, and tipping coupons.

Lihue Passenger Arrivals Top Three Quarter Million: In January, arrivals to LIH totaled 787,415, including visitors and returning residents. Daily passenger counts exceeded the previous year from 3% to 15% for all but four days of the month. Source: https://files.hawaii.gov/dbedt/economic/data_reports/special/total/Total-Jan25.pdf

Upcoming Events:

- Made On Kaua'i Presents Craft Show: February 22nd at Sheraton Kaua'i Coconut Beach. 4:30 to 7 p.m.
- Lydgate Park Beach Clean Up: February 22nd 8:30 to 10 a.m.
- Ocean Watch Volunteer Whale Count: February 22nd at Kapa'a Look-out, 8 a.m. until noon.
- Rest For the Living: February 22nd at Kapaa Adventist Church, 6 to 8 p.m.
- Bike Kaua'i Kealia Ride: February 23rd, 8:00 to 9:30 a.m., Java Kai Parking lot, Kapa'a.
- Wailua Bay Creators Fair: February 23rd at Hilton Garden Inn Kaua'i.
- Saturday Multi-cultural Ho'olaulea, Kapa'a: March 1st, 5 to 9 p.m.
- Visitor Industry Charity Walk: May 3rd, Lihue, 7:30 am until noon.