



Aloha RCCA Members and Affiliates,

April 22, 2025

**Google Analytics and Social Media – 1<sup>st</sup> Quarter 2025:** *First quarter online statistics showed some stellar gains, compared to the previous three months. Of note, are the soaring numbers for Geographic Origin compared to last year. This refers to the location of those accessing RCCA's website.*

- Website sessions: 58,132 (+23%)
- Total Users: 48,297 (+17%; +16% new users)
- Google Ads Interactions: 53,731 (+39%)
- Google Ads Impressions: 3,923,205 (+5%)
- Google Ads Click Through Rate: 1.37% (+35%)
- Google Ads Optimization Scores: (85% avg.)
- Google Ads Display: 33,472, (+26%)
- Cost per ad: \$0.06 (-14%)
- Ads Display Search: 12,733 (+25%)
- Ads Organic Search: 3,385 (-9%)
- Cross-network: 2,871 (+33%)
- Referrals: 295 (+130%)
- Organic Social: 61 (+53%)

**Social Media:** Our social media contractor, Brianee Cabacungan, reports that, over the 1<sup>st</sup> quarter, 271 posts were made on Facebook and Instagram. The total reach was 4,150 and total interactions were 336.

**Geographic Origin on RCCA Website Searches:** US +72%, France +10%, Canada -5%, U.K. -63%, Germany +118%. US States: CA +160%, Hawaii -15%, Texas +101%, Washington +75%, New York +46%.

**Hawai'i Magazine Names Best of Hawai'i:** Congratulations to 18 RCCA members that made the Best of Hawaii 2025 list in the magazine's Spring/Summer issue. Firstly, Kaua'i was named number 1 island in the State. Among 24 categories some members were listed more than once. These accolades were given to several lodging properties; Aston Islander On the Beach, Castle Kaha Lani, Kaua'i Shores, Plantation Hale Suites Sheraton Kaua'i Coconut Beach and The ISO. For best eateries and bars, Bubba Burgers, Lava Lava Beach Club and The Bull Shed. For best plate lunch, poke and bakery; Haole Girl Island Sweets, and Pono Market. For best luau and best live show, Smith's Tropical Paradise. For best Activities or Guided Tours and Extreme Tours; Kaua'i Backcountry Adventures and Lydgate Farms. For best Surf Shop, Tamba Surf Company. For Best Sunset Cruises; Blue Dolphin Kaua'i and Holo Holo Charters. For those that want to see the issue, go to <https://hawaiimagazine.com> (\$3 for the digital issue), or for more information, [mp@margyparker.com](mailto:mp@margyparker.com). Note: the publication did not have a shopping category.

**Annual Member Reception on May 13<sup>th</sup>:** Mark your calendars for RCCA's 2025 reception, located at the Sheraton Kaua'i Coconut Beach. Starting at 5:30, enjoy heavy pupu, networking with other members, music and a presentation by Nalani Brun from the County's Economic Development office. A no-host bar will also be available.

**Welcome New Members: Imua Coffee Roasters and Kauai Lei Greeting:** Offering exceptional award-winning coffee [Imua Coffee Roasters](#) provides, fresh drip coffee, beans for purchase, plus additional coffee products along with other merchandise for purchase. Located at 440 Aleka Place, Unit 7, Kapaa, with a café close to the beach. Call 808-821-1717 or email [imuacoffeeoasters@gmail.com](mailto:imuacoffeeoasters@gmail.com). Owned by Joanna Foster and Matt Killan. Open daily 7 a.m. to 1 p.m. (11 a.m. on Sundays). For fresh made leis and greeting services, go to [Kauai Lei Greeting](#). Owners, Emilia and Dan Knudsen, make fresh leis and greet arrivals at Lihue Airport. They provide orchid, ti leaf or kukui nut lei, plus candy leis. the Knudsen's website provides for booking a greeting online. For more information, 808-346-0503, or email [asacredchild@gmail.com](mailto:asacredchild@gmail.com).

**Upcoming Events:** For more information go to <https://royalcoconutcoast.com/kauai-events/> or <https://kauaifestivals.com>

- Made On Kaua'i Presents Kauai Product Show: April 25<sup>th</sup> at Sheraton Kaua'i Coconut Beach. 4:30 to 7 p.m.
- Earth Day at Lydgate Beach Park, April 26<sup>th</sup>, 8:30 to 11 a.m. includes complimentary lunch.
- Wailua Bay Creators Fair, April 27<sup>th</sup>, 8:30 to 1 p.m. at Hilton Garden Inn Kaua'i.,
- Brand Like a Boss seminar at Mariachi's, April 29<sup>th</sup> at 5:30 p.m. Kapa'a Business Association, 808-221-1000
- Na Lei Pua 'Ole (flowerless lei competition), May 2<sup>nd</sup> 2-7 p.m. at Sheraton Kaua'i Coconut Beach
- Visitor Industry Charity Walk: May 3<sup>rd</sup>, Lihue, 7:30 am until noon.
- Kauai Songwriters Workshop and Concert, May 16-17, Hilton Garden Inn Kaua'i.