



Aloha RCCA Members and Affiliates,

June 25, 2025

Google Analytics: Over the past 30 days, RCCA's online stats, when compared to the previous 30 days, racked up some significant gains.

- Website sessions: 17,080 (+32%)
- Total Users: 15,440 (+32%; 85% new users)
- Google Ads Interactions: 15,496 (+31%)
- Google Ads Impressions: 999,923 (+92%)
- Google Ads Click Through Rate: 1.69% (-32%)
- Google Ads Optimization Score: (79% avg.)
- Google Ads Display: 33,472, (+26%)
- Cost per ad: \$0.05 (-18%)
- Direct Search: 800 (+20%)
- Organic Search: 1,399 (+12%)
- Cross-network: 1,603 (+78%)
- Referral: 62 (+13%)
- Paid Video: 1,726 (+223%)

Geographic Origin on RCCA Website Searches: US +20%, France +8%, Canada +76%, U.K. +81%, Australia +118%. US States: CA +51%, Hawai'i +8%, Texas +10%, Florida +37%, New York -22%.

Social Media; Our Social Media Manager, Briane Cacasunban, reports that over the last 30 days, posts achieved a reach of 2,237, a 68% increase over the previous 30 days. Engagement came from 175 accounts over the previous time period.

East Kaua'i Community Workshop about Housing and Infrastructure – July 8th: The County Planning Department is hosting the 3rd of five community workshops from 5 to 7 p.m. at the Kalukalu Economic Resilience Center (1624 Kūhiō Highway, Kapa'a). These workshops are part of the department's ongoing public engagement program. August 12th is a workshop about transportation; same time, same place. September 16th is also on the schedule for the topics of Parks, Recreation, and Economic Development. The location is yet to be determined. <https://plankauai-kauaigis.hub.arcgis.com/>

Hawai'i Magazine Continues to Feature RCCA: This publication's digital edition has continued to showcase the Royal Coconut Coast on its home page this year in the Sponsored Content section. Statistics show 200,000 readers view this site every month.

Brochure Distribution at Lihue Airport: A newly published RCCA brochure is available at Lihue Airport in both baggage claims, encouraging visitors to explore the East Side. In addition, thanks to support from the Kauai Visitors Bureau, the Wailua Heritage Trail brochure has been reprinted and is also being distributed at the airport. It provides information and images relating to the route's 10 historical markers, from Lydgate Beach to Opaeka'a Falls.

Welcome New Member – Skin By Women: Offering skincare services, medical grade skincare procedures, full body waxing, brow shaping, lash and brow lifts and eyelash extensions, our mission is to nurture and help all women embrace their unique beauty while fostering skin confidence. Owned by Sophia Kerr, she and her staff operate at 4-901 Kuhio Hwy, Suite G (next to Papaya's). Contact information is skinbywomen@gmail.com or call 808-346-3909.

New Tap and Ride Feature on the Kauai Bus: Garden Isle residents and visitors alike now have a simpler, more flexible and cost-effective way to travel around the island with the addition of [Tap and Ride](#). Riders can manage their transit accounts via The Kaua'i Bus app — available for [Androids](#) and [iPhones](#) — or an online portal, where they can add funds and track usage.

Upcoming Events: For more information go to <https://royalcoconutcoast.com/kauai-events/> or [Kauaifestivals.com](https://kauaifestivals.com)

June 27th: [Kauai Made](#) Product Fair at the Sheraton Kaua'i Coconut Beach from 4 to 7 p.m.

June 29th: [Wailua Bay Creator's Fair](#) at the Hilton Garden Inn from 8:30 a.m. to 1 p.m.

July 5th: Wahine Made Market and Festival at Kapa'a Beach Park from 10 a.m. to 4 p.m. Organized by [EHA Culture](#)

July 5th: First Saturday Art Walk in Kapa'a, 5-9 p.m. Organized by [Kapa'a Business Association](#)

July 18-19: [Obon Festival](#) at Kapa'a Hongwanji, 5:30 to 10:30 p.m.

August 2-3: [Heiva I Kaua'i](#) at Kapa'a Beach Park from 9 a.m. to 5 p.m., plus 6 to 9 p.m. on Saturday for the Fireknife show