



Aloha RCCA Members and Affiliates,

July 31, 2025

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

- Website sessions: 17,121 (+1%)
- Total Users: 14,968 (+1%); 99% new users)
- Google Ads Interactions: 15,496 (+31%)
- Google Ads Impressions: 999,923 (+92%)
- Google Ads Click Through Rate: 1.96% (+32%)
- Google Ads Optimization Score: (76% avg.)
- Cost per ad: \$0.04 (-11%)
- Direct Search: 792 on par
- Display Search: 3,753 (+17%)
- Organic Search: 2,602 (+34%)
- Cross-network: 2,245 (+26%)
- Referral: 44 (-10%)

Geographic Origin for RCCA Website Searches: U.S. +20%, France -7%, Canada +31%, U.K. -65%, Australia +53%. US States: Hawai'i +8%, California -3%, Texas -12%, Washington +32%, Florida -11%, Virginia +1%. Illinois -19%, New York -22%, Colorado +49%, North Carolina +9%, Oregon +4%

Social Media: Our Social Media Manager and Member Liason, Brianee Cabacungan, reports that over the last 30 days, our Facebook posts achieved a Reach of 9,480 with an increase of 20% and an Engagement Rate of 3%. Instagram had a Reach of 1,400 with a drop of 37% and an Engagement Rate of 11%. If you have ideas or images to contribute, contact brianee@premierkauai.com.

East Kaua'i Community Workshop about Transportation – August 12th: The County Planning Department is hosting the 4th of its 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. September 16th is the last meeting on the topics of Parks, Recreation, and Economic Development, at the Samuel Mahelona Memorial Hospital from 5 to 7 p.m. <https://plankauai-kauaigis.hub.arcgis.com/>

RCCA in Hawai'i Magazine for the Fall Winter issue: The RCCA Marketing Committee is reviewing a plan for RCCA to place a half page ad for the magazine's next issue, to be published in October and run through March. Included will be social media posts and information on the publication's newsletter, which goes to all subscribers. Readership is 54,000, with 69% planning a trip to Hawai'i in the next 6 to 12 months.

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

August 2nd: First Saturday Art Walk in Kapa'a, 5-9 p.m. Organized by [Kapa'a Business Association](#)

August 9th: Steely Dead Concert at [Anaina Hou Porter Pavilion](#), 5:30 to 9:30 p.m.

August 15th: [Garden Island Quilters Exhibit](#), 10 a.m. to 5 p.m. Kukui Grove Center, KSA Gallery

August 29th: [Kaua'i Made](#) Product Fair at the Sheraton Kaua'i Coconut Beach from 4 to 7 p.m.

August 31st: [Wailua Bay Creator's Fair](#) at the Hilton Garden Inn from 8:30 a.m. to 1 p.m.

August 31st: [Kaua'i Marathon and Half Marathon](#), 6:00 a.m. until noon starting at the Grand Hyatt in Poipu.