



Aloha RCCA Members and Affiliates,

September 4, 2025

**Google Analytics:** August online numbers, compared to July, were mixed with notable increases for Google Ads Click-through Rate, our ads' Optimization Score, our Display Search category and a there was a stellar rise in Cross-Network traffic. Impressions were down, though the click-through rate on our campaigns went up significantly, indicating a more a more targeted audience. Organic traffic sources were notably down. Canada was a clear winner for our geographic source.

- Website sessions: 26,323 (-6%)
- Total Users: 13,093 (-14%); 99% new users)
- Google Ads Interactions: 7,597 (+5%)
- Google Ads Impressions: 200,375 (-26%)
- Google Ads Click Through Rate: 3.75% (+42%)
- Ads Optimization Score: 91% avg. (+16%)
- Cost per ad: \$0.02 (-21%)
- Direct Search: 728 on par
- Display Search: 4,711 (+42%)
- Organic Search: 1,144 (-48%)
- Cross-network: 5,068 (+133%)
- Referral: 43 (-2%)

**Geographic Origin for RCCA Website Searches:** U.S. -25%, France -26%, Canada +67%, U.K. -32%, Australia -55%. US States: Hawai'i -45%, California -17%, Texas -18%, Washington +4%, Florida -20%, New York -11%, Oregon +11%, Colorado +1%, Georgia -1%.

**Social Media:** Our Social Media Manager and Member Liaison, Brianee Cabacungan, reported on the latest social media statistics during the RCCA's August Board of Directors meeting. Our Instagram account was up 0.3% in views at 9.5K, and the reach was up 26.3% at 1.7K. Our Facebook account was up 1.37% in views at 3.8K, but reach was down 68.6% at 26.8K. If you have ideas for posts, contact [brianee@premierkauai.com](mailto:brianee@premierkauai.com). Images are also welcome too.

**Updating RCCA's Kama'ina Specials Web Page:** Thirty-one members are featured on this section of our website. We recommend reviewing your offer at (<https://royalcoconutcoast.com/kamaaina-specials/>). Notify us if you a need a change by reaching out to Margy Parker, [mp@margyparker.com](mailto:mp@margyparker.com). Additional copy is welcome too. For members who want to be listed, please connect with Margy. Include the name of your company, your web address, phone number (local and toll free), the offer, and any restrictions. We can use your membership listing image, or something else you'd like to send.

**Translating into Hawaiian:** Looking for the appropriate Hawaiian word for your communication projects? Hawaiian Dictionaries, <https://wehewehe.org>, is an excellent resource offering English to Hawaiian translation and vice versa.

**East Kaua'i Community Workshop about Parks, Recreation and Economic Development – September 16th:** The County Planning Department is hosting the 5th of its five community workshops from 5 to 7 p.m. at the Samuel Mahelona Memorial Hospital campus. The purpose of these meetings is to talk about plans and to gather public input. <https://plankauai-kauaigis.hub.arcgis.com/>

#### **Upcoming Events:**

For more details on the events below, go to <https://royalcoconutcoast.com/kauai-events/>  
Also check out events on all sides of the island at <https://kauaifestivals.com>

**September 6<sup>th</sup>:** Health Fair at Dolphin Touch Wellness Center, 4-7:30 p.m.

**September 6<sup>th</sup>:** Na Mamo Kaiaula, Kauai War Memorial Center 8:30 a.m. to 3 p.m.

**September 6<sup>th</sup>:** First Saturday Art Walk, Old Kapa'a Town, 5 to 9 p.m.

**September 12-13:** Melvin Seals and the JGB Band, Anaina Hou Porter Pavilion

**September 26<sup>th</sup>:** Made On Kaua'i Product Fair, Sheraton Kaua'i Coconut Beach

**September 28<sup>th</sup>:** Wailua Bay Creator's Fair, Hilton Garden Inn Wailua Bay

**October 4<sup>th</sup>:** Aloha Kaua'i Yoga and Peace Festival, Kauai Shores Hotel