



Membership Benefits 2026

The Royal Coconut Coast Association (RCCA) serves to increase awareness of the Wailua to Kapa'a corridor as an attractive destination by conducting worldwide marketing, public relations, and advertising activities to reach potential visitors to Kaua'i, visitors already on-Island, and to Kaua'i residents. Members receive benefits that ultimately serve to improve business, including:

- Member business information, contact information, photo and links on RCCA Website, <http://royalcoconutcoast.com>. This website features members in various categories and is promoted through online global advertising print advertising, social media, public relations (news media) and promotional activities throughout the year. Special emphasis targets the U.S., Canada and Hawai'i. RCCA generates thousands of links to members annually.
- Book Now or Shop Now website links to member online booking engines or booking pages.
- Links to members' social media channels.
- Member highlights on our Facebook and Instagram pages; including in Stories and Reels.
- Member businesses on an interactive map shown on our homepage and other pages.
- Referrals to media (press) when writers are interested in various topics.
- Member bulletins and newsletters relating to events and news in the region.
- Business-to-business referrals through RCCA's networking opportunities
- Use of RCCA destination videos and links.
- Invitation to membership events.

Membership also supports RCCA's consistent efforts to draw attention to our region to support public improvement projects to.

How to become a member: Fill in the application and mail with a dues payment check made out to the Royal Coconut Coast Association, or email (if credit card payment). See our Dues Schedule.

Membership is subject to receipt of payment and approval by the Board of Directors.

For additional assistance or questions please feel free to call Diane Pavao, RCCA's president at 808-651-3557 or email to info@royalcoconutcoast.com.