



Aloha RCCA Members and Affiliates,

October 2, 2025

Google Analytics: September held up well. All traffic sources were up. Google ads activity showed drops for Interactions and Impressions while conversions surged. Geographic locations for website users showed strong increases for U.S. and Australia. Canada and Europe showed considerable drops. Traffic from all Mainland states increased significantly.

- Website sessions: 16,206 (+3%)
- Total Users: 11,738 (-7%)
- Direct Search: 800 (+20%)
- Organic Search: 1,399 (+12%)
- Cross-network: 1,603 (+78%)
- Referrals: 62 (+13%)
- Paid Video: 292 (-37%)
- Google Ads Interactions: 14,787 (-11%)
- Google Ads Impressions: 590,503 (-15%)
- Google Ads Conversions: 11,211 (+11%)
- Google Ads Click-through Rate: 2.5% (+4%)
- Google Ads Optimization Score: 83% (+5%)
- Google Ads Display: 5,848, (-4%)
- Cost per ad: \$0.05 (-19%)

Geographic Origin of RCCA Website Searches: U.S. +33%, France -43%, Canada -43%, UK -18%, Australia +59%. US: CA +33%, HI -3%, WA +56%, Texas +47%, OR +71%, FL +57%, AZ +95%, OH +63%, NY +21%, and IL +38%.

Social Media: RCCA's FB page received a reach of 21,500, views amounting to 4,000 and 54 interactions. IG had a reach of 2,700 with 16,700 views and 284 content interactions. Members who have topic suggestions or images to supply, please contact our Social Media Manager and Member Liason, Brianee Cabacungan, brianee@premierkauai.com.

Congratulations to Smith's Motor Boat Service for Induction into the Hawai'i Tourism Hall of Fame: Walter Smith Sr. and Walter "Freckles" Smith Jr. were posthumously given one of Hawai'i's top tourism industry awards in recognition for establishing such an iconic and culturally grounded attraction. Kamika Smith and the Smith's ohana (who all continue this legacy) were on Oahu to receive the award this past month at the Hawai'i Convention Center. Congratulations!

Report on Kaua'i County's East Side Meeting: Kaua'i's Planning Department wrapped up 5-sessions of focus workshops about East Side planning with a September 16th session **on community and traffic circulation**. Summaries of the meeting are available for **review and comment until October 15th**. Go to <https://plankauai.com>. Circulation planning focused on the intersection of Kuhio Hwy. and the Kapa'a By-pass Road. Discussion primarily surrounded two-lane roundabouts; a Standard Roundabout with painted lanes or a Turbo Roundabout where there are low dividers in addition to painted lanes to prevent lane changes. Diane Pavao, RCCA's president attended on behalf of RCCA.

KBA to Renovate the Inia Building: The Kapa'a Business Association has been given a unique opportunity to restore this property through a lease with the State of Hawaii. The building has been in disrepair for over 10 years and was last used as a church. Neill Sams (of Orchid Alley), KBA Board member, will be coordinating with the County and State on the renovation. When complete, a portion of the building along with the grounds will be available for public use such as community meetings, events, halaus or performances.

Welcome New Member - Nāmaka Restaurant N' Bar: [Nāmaka](#) is Kapa'a's newest upscale dining experience and rated 5-star by customer reviews. It's located at Kaua'i Shopping Village. It features tropical seasonal dinners including steak, seafood vegetarian as well as gluten-free and vegan. It also welcomes weddings and corporate events, 808-330-3289. Closed on Sundays.

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

- Kauai Yoga and Peace Festival October 4th at Kaua'i Shores Hotel. 8 a.m. to 7:30 p.m.
- Matsuri Festival, October 11th at Kaua'i War Memorial Convention Hall, 9 a.m. to 3 p.m.
- "Ocean" by David Attenborough, October 17th at Kaua'i Community College, 7-9 p.m.
- Make a Difference Day at Lydgate Beach Park, October 25th 8:30 to 11 a.m. plus a complimentary lunch.
- Ho'ohiwahiwa Fair, October 26th, 8:30 to 1 p.m. at Hilton Garden Inn Kaua'i.,
- Made On Kaua'i Crafts Fair, 4:30 to 7 p.m. at Sheraton Kaua'i Coconut Beach
- Eo E Emalani, Kokee State Park, November 1st, 9 a.m. to 4 p.m.