



Aloha RCCA Members and Affiliates,

November 10, 2025

Google Analytics: September held up well. All traffic sources increased. 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: 22,981 (+42%)
- Total Users: 15,482 (+32%)
- Direct Search: 1,098 (6)
- Organic Search: 1,395 (+7%)
- Cross-network: 9,646 (+54%)
- Referrals: 66 (-21%)
- Paid Video: 509 (+74%)
- Google Ads Interactions: 19,372 (+31%)
- Google Ads Impressions: 773,439 (+31%)
- Google Ads Conversions: 15,520 (+38%)
- Google Ads Click-through Rate: 2.5% on par
- Google Ads Optimization Score: 85% (+2%)
- Cost per ad: \$0.05 (+\$0.01)

Geographic Origin of RCCA Website Searches: U.S. +22%, France +51%, Canada +7%, UK -13%, Germany +249%. US: CA +38%, HI +43%, WA +49%, OR +71%, AZ +29%, TX +29%, FL +29%, CO +59%, NY +14%, IL +4%

Social Media: RCCA's 2026 social media goals will add advertising and promotion on IG and FB to boost website traffic through meta ad campaigns; increase monthly engagement by 20%, grow the monthly IG followers by 15%, highlight our member businesses throughout the year, and incorporate more community events and storytelling to strengthen local engagement. For the month of October, RCCA's FB account racked up 2.9K views; a reach of 3.2K and 66 interactions. IG had 15.1K views, attained a reach of 1.8K and had 185 interactions. There are specific strategies behind the 2026 plan which will be shared in our November newsletter. For more information, contact Brianee Cabacungan, Social Media Manager and Member Liaison for RCCA, brianee@premierkauai.com, or 808-821-9555.

Road Safety Survey: Kaua'i County's Planning Department invites the public to share feedback through a quick (3 minute) online survey for a Comprehensive Safety Action Plan (CSAP), open now through December 8. Kauai County is developing this CSAP to identify ways to improve road safety and work toward eliminating traffic deaths and serious injuries for all road users. The first step is to understand the transportation safety concerns of people who travel on our roads. Your input will shape this plan. The survey is available online at <https://bit.ly/47p-GJzX>.

RCCA Supports Local Groups: Our Board of Directors has recently reached out to several organizations to help each one support their spirited efforts. They are Kapa'a Varsity Girls Soccer, Kapa'a Warriors Athletic Club and Friends of Kamalani & Lydgate Park. Every Saturday offers volunteer opportunities at the park for beach clean up from 8:30 to 8:30. Also, support has gone to Pihana.org's workday efforts at Kukui Heiau and Hikinaakala Heiau. See below

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

- **Wings and Woodlands**, a tribute to native birds and forests, Kauai Society of Artists, Kukui Grove, November 8 to 14.
- **How to Use AI For Your Business** is the topic of KBA's upcoming Tech Seminar on November 13th, at Mariachi's, starting at 5:30 p.m. The program is presented by Sarah Michelle of Get Growing Marketing. 808-821-1000.
- **Guitar virtuoso, Mike Campese Live at Paniolo BBQ** in Kapa'a, November 14 and 21st, 6:30 to 11:30 p.m.
- **The Music Man**, November 21st, presented by Kaua'i Children's Theater, 7-9:30 p.m., Kaua'i War Memorial Center
- **Hau'oli la Ho'maika'i**, November 22nd at the Kaua'i Animal Education Center 9, a.m. to noon, Kapaa By-pass Road.
- **Made On Kaua'i Products Fair**, November 28th, Sheraton Kaua'i Coconut Beach, Kapaa; 4:30 to 7 p.m.
- **Ho'ohiwahiwa Creators Fair**, November 30th, 8:30 to 1 p.m. at Hilton Garden Inn Kaua'i.
- **Lights on Rice Parade**, December 5th, 6:30 p.m., Rice Street, Lihue
- **Holiday Hula Celebration**, December 7th, 3 - 9 p.m. at Kauai War Memorial Convention Hall
- **Kukui Heiau Workday**, December 13th, 8:30 to 2 p.m. Bring garden gloves, hat, sunscreen, garden tools and wear shoes. Located at 419 Papaloa Road. For more information, go to contact@pihanakaikena.org.
- The next workday is January 17th at the **Hikinaakala Heiau** in Wailua at the Lydgate State Park, again from 8:30 to 2.