



Happy New Year, RCCA Members and Affiliates,

January 15, 2026

Website Statistics 2025: Over the course of the year, RCCA achieved a 7% increase in website visits, in the face of various industry-wide downturns.

- Website sessions: 226,000 (+7%)
- Total Users: 24,000 (+54%)
- Direct Search: 2,000 (+33%)
- Organic Search: 1000 (-34%)
- Paid Search (Adwords): 202,000 (+55%)
- Cross-network: 9,000 (+266%)
- Paid Video: 272 (+50%)

Geographic Origin of RCCA Website Searches: U.S (68,000), Canada (26,000), UK (4,600), Singapore (118) and Australia (2,000).

Social Media: IG Views for 2025 - 75,000; FB Views for 2025. - 57,000: The most popular posts were about Wailua Bay. For more information, contact Brianee Cabacungan, Social Media Manager and Member Liaison for RCCA, brianee@premierkauai.com, or 808-821-9555.

AAA Magazine features Kapa'a as a destination where "Charm Meets Adventure": Written by Joan Conrow, this article appeared in the December 3rd issue of *AAA Magazine*, western region. It covers what to do, plus where to stay, eat, and shop. Nine RCCA members appeared. They were Sheraton Kaua'i Coconut Beach, Hilton Garden Inn Wailua Bay, Kaua'i Shores, Smith's Wailua River Boat Tour, Lydgate Farms Honey Tour, plus riding Ke Ala Hele Makalae and body boarding at Kealia. Dining options focused on Hukilau Lanai. Shopping included Kiko's and Vicky's Fabrics, plus a focus on the Coconut Plantation Marketplace. Other mentions were Wailua Shave Ice and Musubi Truck Kapaa.

RCCA in Hawaii Magazine's All in the Ohana, issue: The Royal Coconut Coast will appear in several *Hawaii Magazine* channels, starting in February, when its "All in the Ohana" issue appears. These channels include the magazine's digital edition, its bi-weekly newsletter to 60,000 subscribers and in a special sponsors' listing for the remainder of the year. There will also be posts on its FB and IG pages. This issue features a special insert focusing on family. Images, articles and messages include a family focus.

CRB presentation January 29 in Lihue: The Lihue Business Association is providing a presentation on the Coconut Rhinoceros Beetle during their January monthly meeting. All are welcome. It's located at Duke's from 7:30 to 9 a.m. For more information, contact info@lihuebusinessassociation.com. In other CRB news, Kamika Smith has recently provided information about a **free CRB Survey with Detection Dogs that is now being offered on Kaua'i** for businesses and homes. If you're interested, or need more information, go here: <https://www.conservationsdogshawaii.org/kauai-crb-survey-request-form/>

Mainly Marathon Series Comes to the Coconut Coast Jan 22-25: This is a marathon series held in all 50 states, with the Hawai'i location at Smith's Tropical Paradise (days 1 and 4) and Kapa'a Beach Park. (days 2 and 3). Racers may choose to run a full or half marathon, or 50K, 10K and 5K races. Check out routes, times and entry forms at <https://mainlymarathons.com/series-3/aloha/>

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

- **Hikinaakala Heiau Work-Day, January 17th**, Wailua River mouth at Lydgate Beach Park, from 8:30 to 2 p.m.
- **Ho'ohiwahiwa Fair Sunday, January 26th** at Hilton Garden Inn Wailua, from 10 a.m. to 2 p.m.
- **E Kanikapila Kakou Community Hula Night, Monday, February 2nd** at KCC Performing Arts Center
- **First Saturday Art Walk, February 7th** throughout Old Kapa'a Town from 5 to 9 p.m.
- **The Babes Present "Stupid Cupid" February 7th from 6:30 to 9 p.m.** at Hilton Garden Inn Wailua Bay
- **E Kanikapila Kakou, featuring Kalaiwi Monday February 9th** at KCC Performing Arts Center