



Aloha RCCA Members and Affiliates,

February 17, 2026

Website Statistics Mid-January to mid-February:

- Website sessions: 18,596 (+4%)
- Total Users: 15,143 (+54%)
- Direct Search: 1,236 (+11%)
- Organic Search: 1,041 (+6%)
- Cross-network Traffic: 8,964 (+10%)
- Paid Search (Adwords): 16,571 (-22%)
- Google Ads Impressions: 547,616 (-7%)
- Google Ads: Click Through Rate: 2.83%
- Total Google Ads Campaigns: 4, with multiple ad groups

Social Media: Over the past month, RCCA's FB page produced 2.7K views, content interactions of 40 and a watch time of 26 minutes & 25 seconds. Our IG account had 8.6K views with a reach of 1.5K and content interactions of 208. If you have ideas or images for posts, contact Briane Cabacungan, Social Media Manager and Member Liaison for RCCA, briane@premierkauai.com or 808-821-9555.

Grant funding Awarded for Kapa'a Walking Tour: Kaua'i County has awarded a \$10,000 grant to RCCA for implementation of a proposed Kapa'a Walking Tour as part of the County's Cultural Programs and Events Grant series. Written by Briane Cabacungan, with cooperation from photographer Jessee Mahorney, the long-term plan is to design the entire walking tour, promotional materials, sign construction marking stops, and development of an audio component.

Aloha and Mahalo to Sue Kanoho: Sue recently announced her retirement after 30 years at the KVB. She has had a profound influence on the island's tourism development. Taking the reins during a pivotal time, she helped transform Kauai into a leading global destination, renowned for its rugged coastlines, untouched rainforests, and laid-back Hawaiian spirit. Her leadership was marked by her commitment to sustainable tourism practices, working to ensure that growth did not come at the expense of Kauai's unique ecosystems. She was instrumental in fostering relationships between local communities, the tourism sector, and environmental groups, creating a model for how tourism could thrive while maintaining respect for the island's fragile environment. Information Source – *"Travel and Tourism World."*

Membership Dues Deadline: March 31st is the deadline for submitting your 2026 membership dues. Members who have not yet paid will be removed from the website until payment is made. For questions, connect with RCCA's accountant, Judy Arrigo, jaa.assoc75@gmail.com or call 808-822-3148

New Management at Hilton Garden Inn Wailua Bay: RCCA welcomes the Hilton's new General Manager, upon the departure of Marc Bennor. He is Glen Deliz, at the helm while Hilton is conducting a search for a permanent manager. Glen has over 25 years experience working in the hotel industry, glen.deliz2@hilton.com. Hilton's new Director of Sales and Marketing is Toni Keahiolalo. She brings experience with 1 Hotels, Diamond Resorts™ and Wyndham Vacation Ownership, toni.keahiolalo@hilton.com

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

- **Lydgate Beach Park Volunteer Clean-up:** Every Saturday 8:30 to 11 a.m.
- **Free Hula and Craft Show:** Every Thursday at Hilton Garden Inn Wailua Bay from 4 to 7:30 p.m.
- **Ho'ohiwahiwa Fair** Sunday, February 22nd at Hilton Garden Inn Wailua Bay, from 10 a.m. to 2 p.m.
- **Kauai Quilt Show:** through February 25th at KSA Gallery at Kukui Grove Center 10 a.m. to 5 p.m.
- **E Kanikapila Kakou:** Anthony Pfluke and Friends Concert at KCC Performing Arts, March 2nd at KCC Performing Arts Center 6:30 to 8:30 p.m.
- **First Saturday Art Walk:** March 7th throughout Old Kapa'a Town from 5 to 9 p.m.
- **E Kanikapila Kakou:** Mixed Plate Concert at KCC Performing Arts Center, 6:30 to 8:30 p.m.