



Aloha RCCA Members and Affiliates,

April 23, 2026

Website Statistics: From March to April 22nd, RCCA's website has seen increases in sessions, display traffic and users. While Google Ads interactions saw a drop, conversions were up by 6% and the average cost was down by 25%. The high percentage of new users point to introduction of the Royal Coconut Coast as an attractive choice.

- Website sessions: 20,538 (+9%)
- Display Traffic: 6,638 (+27%)
- Direct Search: 1,036 (-3%)
- Organic Search: 788 (-5%)
- Users: 16,890 (+11%), 96% New Users
- Adwords Impressions: 826,571 (+47%)
- Google Ads Interactions: 20,439 (-11%)
- Google Ads Conversions 14,270 (+6%)
- Average Cost; \$0.04 (-25%)
- Total Ads Campaigns: 4, with multiple ad groups

Social Media (report from Briane Cabacungan): March was a strong month for platforms, impressions, interactions and reach. All increased significantly compared to February. FB saw a dramatic engagement turnaround and IG continued to grow its local and US based audience with strong reel and story performance. FB posted a 77% increase overall and a 90% increase on page views. The FB audience remains largely international (top countries are the U.S. Philippines and India.) IG generated almost 11,000 views, up 31%. Total engagements were up 124%. IG's followers are primarily from the U.S., with Kauai's towns and Honolulu generating the majority, which demonstrates high local use, including visitors. For more details, contact our member liason Briane at briane@premierkauai.com.

RCCA's Membership Reception: This annual event, at Hilton Wailua Bay, drew a number of our members plus Senator Ron Kouchi and Council members, Holland and Cowden. Presentations were made by Joel Guy of the Hanalei Initiative and Mason Chock, (former Council member) about plans for creating a mobility hub at Coconut Plantation Marketplace. Sue Kanoho covered RCCA's marketing and project initiatives. There were also informative displays about the proposed Kapa'a Walking Tour, spearheaded by Briane Cabacungan and Jesse Mahorney. Music, ono food and door prizes topped off the event.

Welcome New Members: New in our membership ohana are [Kaua'i Crystal Clear](#) and [Touch Kaua'i](#). [Kaua'i Crystal Clear](#) is a professional exterior cleaning company specializing in solar panels and windows for residential, commercial, HOA, and resort properties. They use purified water systems, and strict safety protocols to deliver high-quality results. Celebrate your soul with [Touch Kauai in Kapa'a](#), offering lomilomi massage, nature adventures, cultural connections, soul healing, and unique Kauai retreats. Check out the links to each of these resources for more information.

Congratulations to Samira Siale, who has become the KVB's Executive Director after Sue Kanoho's retirement. Samira is former Executive Director of the Hawaii Lodging and Tourism Association and has proven to be outstanding in that role. Please welcome Samira to the KVB when you have the opportunity; 808/245-3971, ssiale@hvcb.org.

A re-print of the Wailua Heritage Trail brochures, has arrived on Kaua'i with primary distribution from Lihue Airport by Maui Circulation's Warner Bray. Our president, Diane Pavao, also has a small quantity if you would like to have some in your shop. She can be reached at pavaod004@gmail.com

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

- Lydgate Beach Park Clean Up, Every Saturday from 8:00 to 10:30 p.m.
- Free Hula and Craft Show every Thursday from 4:30 to 7 p.m at the Hilton Garden Inn Wailua Bay
- Kaua'i Made Craft Fair, Every Saturday at Kaua'i Shores Hotel, 3-7 p.m.
- Ho'ohiwahiwa Fair, October 26th at the Hilton Garden Inn Wailua Bay, 10 a.m. to 2 p.m.
- First Saturday Art Walk, May 2nd throughout Kapaa Town, 5-7 p.m.
- Visitor Industry Charity Walk, May 2nd, 7 a.m. until Noon, Lihue
- Kaua'i Songwriters Music Festival, May 16th at the Hilton Garden Inn, concert from 5-7 p.m.
- Kaua'i King's Parade and Ho'olaulea, Lihue (starting at Vidinha Stadium) 9 a.m. to 2 p.m.