



Aloha RCCA Members and Affiliates,
May 22, 2026

Website Statistics: From Mid-April to mid-May, RCCA's website has seen increases across-the-board. Google Ads statistics also reported positive numbers. The Ads cost increased to help boost traffic in what is consider a "softer" time.

- Website sessions: 21,296 (+8%)
- Users: 17,341 (+7%)
- New Users: 16,711 (+7%)
- Display Search: 6,534 (+4%)
- Organic Search: 864 (+15%)
- Cross Network: 8,050 (+8%)
- Google Ads Impressions 885,413 (+12%)
- Google Ads Conversions 14,854 (+8%)
- Average Cost; \$0.05 on par
- Total Cost: \$946 (+9%)
- Total Ad Campaigns: 4, with multiple ad groups

Geographic Origin: U.S. 17,028 + 8, France -1%, Canada 3,716 +20%, UK 145 +123%, Australia +132%. US States: CA 1,252 +19%, HI 914 +7%, TX 397 +24%, FL 321 +4%, WA 288 +17%, NY 284 +36%, OR 232 +7%, AZ 194 +6%, NC +189 +30%, CO 172 -4%. Top Canadian Provinces: Ontario +32%, Quebec 1,079 + 19% and B.C. 470 +2.

Social Media: In April, numbers pulled back when compared to unusually robust numbers in March. For Instagram the top cities remained Kapaa, Wailua, Honolulu, Kalaheo, and Lihue, confirming that the platform continues to reach RCCA's core visitor and local markets. Instagram was reached by 8,954 views for the month and had 86 views per post with engagement of 128 per day. Facebook Followers' numbers remained steady. There were 3,618 views with 93 people reached per post per day and 59 interactions. Content featuring local dining, outdoor activities, and community banking resonated most with audiences in April. The month's data confirms that community features and local business spotlights consistently outperform general content on both platforms. Plans going forward are to continue promoting events like Taste of Hawaii as event content reliably drives impressions on Facebook; promote other events in the region, build on hashtag momentum which draws the highest views and likes on Instagram, and add more reels. This information is provided Briane Cabacungan, briane@premierkauai.com, who manages social media for RCCA and is our member liason, 808-821-9565.

Plans for Hawai'i Magazine: RCCA is lining up advertising programs in Hawai'i Magazine's subscriber newsletter in late June, August and November; in the magazine's digital issue for the 2nd half of 2026. The newsletter has a circulation of 60,000 with an average open rate of 45,000. The magazine has 1,200,000 users. Go to hawaiimagazine.com:

Kauai State Legislators' Support for East Side Projects: Kaua'i's four State Legislators, Senator Ron Kouchi and Representatives Nakamura, Evslin and Morikawa submitted significant budget allocations for projects and organizations on Kaua'i. Among its impressive list is \$500,000 for the Mobility Hub at Coconut Marketplace, \$1,000,000 for Kapa'a High School's Track and Field program, and \$16,600,000 for Mahelona Hospital. Senator Kouchi summarized, in a *Garden Island* article, that all four worked together cohesively to collaborate on infrastructure needs, environmental issues and grants affecting Kaua'i's residents. Funds for the mobility hub come from Green Fees, raised by hotels and resorts. Another significant funding allocation is \$12,696,000 for Lihue Airport improvements. Source: The Garden Island, May 19, "Delegation Secures Funding For Projects, Investments," by Dennis Fujimoto

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 a.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, May 24th at the Hilton Garden Inn Wailua Bay, 10 a.m. to 2 p.m.
- First Saturday Art Walk, June 6th throughout Kapa'a Town, 5-7 p.m.
- Taste of Hawai'i June 7th at Smith's Tropical Paradise, 11:30 a.m. to 2 p.m.
- Kaua'i Pride Parade and Festival, June 6, Kaua'i County Historic Building
- Kaua'i King's Parade and Ho'olaulea, Lihue, June 13, 9 a.m. to 2 p.m.