



Aloha RCCA Members and Affiliates,

July 16, 2026

Website Statistics: During the period of June 12 – July 12, our Adwords activity was up by 5% and website activity dropped slightly by 2%. Also, conversions in our ads campaign were up 10%. During the month we worked on increasing the conversion value.

- Website sessions: 18,814 (-2%)
- Users: 16,568 (+3%), New Users 96%
- Ads Optimization Score: 89%
- Ads Impressions: 812,167 (+7%)
- Ads Interactions: 22,901 (5+%)
- Cost per click \$0.04 (-9%)
- Total Cost: \$955 (-4%)
- Conversions: 14,764 (+10%)
- Event Count: 82,074 (on par).

Geographic Origin: France +4%, US -6%, Canada +16%, UK +31%, India +108%. US States: HI +46%, CA on par, TX on par, WA +3% TX -32%. Canadian Provinces: Ontario +19%, Quebec -2%, and B.C. +18%.

Social Media By Brianee Cabagungan: June flipped the script from May. This time Facebook was the standout, with post engagement, reactions, and reach per post all climbing sharply, while Instagram cooled off on views after May's spike. Followers held steady on both, moving only a fraction of a percent. Story output eased back from May's highs but stayed active on both platforms. Community and local business content kept carrying the month, led by the King Kamehameha Day feature, the Kaua'i Visitors Bureau spotlight, and the Jesse Mahorney Photography post. June was also a milestone month: we launched RCCA's first paid social media campaign on Facebook and Instagram. For more information, email, brianee@premierkauai.com

Welcome New Member: RCCA is pleased to have the [Wailua Granola Company](#) on board as our newest member. Owned by Taleea Carvalho, it's located at the Kinipopo Shopping Village. Taleea creates unique and delicious types of granola to buy and take home. Her packages are also great for gifts. She's open Monday to Friday, 9 a.m. to 3:30 p.m. The phone number is 808-284-9321 and email is wailuagranolaco@gmail.com

Public Relations: Kapa'a was featured in the publication [Islands.com](#) (formerly Islands Magazine) in an article titled, "The Five Most Walkable Downtowns in Hawai'i." This is circulated among national and international readers. Kapa'a was also recently featured in a ["World Atlas" article](#) titled, "Eleven Offbeat Towns in Hawai'i." This publication is on the web and reaches global audiences.

Mix and Mingle Christmas in July: All members are invited to the Sheraton Coconut Beach Mix and Mingle, "Christmas in July" event on July 22nd from 4-6 p.m. Mia Chavez, Marketing Director, says, "We will be sharing great party/group incentive offerings for the festive season, new menu items at Moamoa, and also sharing information about our December Shared Table Christmas mas event." Evite to R.S.V.P. Contact is Aiwa Brun, Event Manager at Sheraton, 808-320-3864 or hbrun@sheratonkapaa.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 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, at the Hilton Garden Inn Wailua Bay, 10 a.m. to 2 p.m., June 26th
- First Saturday Art Walk, August 1st throughout Kapa'a Town, 5-7 p.m.
- Bon Dances at Kapa'a Hongwanji starting at 7:30 p.m. July 17th and 18th
- Heiva I Kauai Polynesian Festival, Kapa'a Beach Park, 10 a.m. to 5 p.m., August 1st and 2nd
- First Saturday Art Walk throughout Kapa'a, 5-9 p.m. August 1st
- Kauai Marathon and Half Marathon, on the South Shore, 6 a.m. until noon, September 6th