



Annual Report



The *Arizona Aloha Festival* is four events in one!

Arizona Aloha Festival introduces people to the wide variety of cultures in the South Pacific through a fun, all-ages-welcome experience.

It's a Cultural Performance Arts Festival!

Our stages are filled with performers presenting traditional dance and music of Hawai'i and other South Pacific Islands.

It's an Island Foods Festival!

The smells of island favorites drifts over the crowd, enticing you to try unique foods. Many cultures have traveled back and forth across the Pacific ocean, leaving their cooking styles and flavors behind to combine into a variety of food deliciousness!

It's an Arts and Crafts Festival!

If you like the unique, you'll find an ocean of choices at our Island Marketplaces. It's truly a whirlwind trip to the islands when you shop our 142 vendor booths!

It's a Festival of Participation!

Learn to play the *ukulele* with our loaner ukuleles at Aunty Aloha's *Ukulele* Corner and then join in the jam session. *Keiki* (kids) of all ages make crafts and play games. Learn to dance, make a flower *lei*, or more in *Hale Mana'o*, our *House of Knowledge*.

And, it's a Festival of FUN!

This experience is more than a tourist brochure scene of a beach and a tropical sunset. It brings a depth of knowledge about the people of the South Pacific islands.

It all happens by the shore of a blue Tempe lake; and if you close your eyes, you can almost smell the ocean.

Follow us to the *Arizona Aloha Festival*....

Who was there?

Estimated 175,000 Attendees

Demographic breakdown from surveys:

30% 18 or under

17% 19 to 35

31% 36 to 55

21% 56 +

68% Phoenix Metro

12% Southern AZ

7% Northern AZ

10% Out of State

3% Out of US (Canada)

33% Pacific Islander

22% Caucasian

19% Mixed race

11% Hispanic/Latino

9% Black

3% Asian

“Can’t wait until next year”

Facebook comment: Donyale Williams-Brown



“I fly in to visit family and we go to the Festival. “ (6+ years coming)

Survey comment

It’s a great festival, keep up the good work! It’s all good ...

Survey comment

What did they say about us?

Survey rankings based upon a 1 - 4 scale, 4 being the highest

Cultural Performances	3.80	Marketplace	3.58
Cultural Programs	3.74	Aloha Atmosphere	3.56
Ukulele Program Area	3.72	Overall Experience	3.54
Keiki (kids) Activities	3.64	Food Courts	3.53



Facebook photo: Charlotte Galvan

“I’ve been coming to the Aloha Festival for over 10 years, it’s my favorite festival of the year...Thank you for making it such a special event year after year.”

Survey comment

**It was all so beautiful...
I loved both
days...never ending
thank you to those who
help make it all possible**

Facebook comment: Clementine
Flowers



Facebook photo: Charlotte Galvan



Facebook photo. April Llano

For years I have wanted to attend the Aloha Festival, but due to work conflicts it never happened until this year. I came by myself and had an absolutely wonderful time. I lived in Hawaii for a few years and it was great to experience the food, the performances and just the Aloha vibe! Survey comment

Where are they from?

Attendees:

- 68% are from the Phoenix metro area
- 19% are from other parts of the state
- 10% are from out of state
- 3% are from out of the US

Most are regional from:

California, Nevada, New Mexico, & Utah.
Washington, and Wisconsin were also represented.

Plus (internationally) Canada.

Attendee Impacts:

Attendee spending helps the local economy!.

Results from our attendee surveys (paper and on-line) said:

- 42% purchased meals in an area restaurant during their stay
- 10% reported a hotel stay
- 6% flew into Sky Harbor

Repeat attendees: Festival attendance

22% first timers

22% second or third visits

10% fourth or fifth visits

Days attended:

Saturday 39%

Sunday 29%

Both days 33%

“This was my first time and I really enjoyed it.”

Survey comment

“I have a 3 hour drive to get there but I will be there today”

Facebook comment: Kuupunalele Konaleo McConkey

Vendors

- 58% of vendors came from out of state, and 10% from Hawaii.
(Other states represented were: CA, MN, UT and NV.)
- 32% of all vendors were from Arizona

“The new layout is excellent. We always have a great experience every year we participate in the festival. Thank you so much for doing it.”

“The board, staff, and volunteers set the bar for us vendors. Communication is excellent. Us out of town vendors feel 100% welcomed.”

Vendor Economic Impacts:

Vendors impact the local economy through their own cost of doing business.

Results from our out-of-town vendor surveys said:

- 51% reported they stayed in a hotel, others in rental units, and 1 with family.
- 39% rented a car, the rest drove.
- 24% flew into Sky Harbor
- 78% purchased meals in an area restaurant during their stay

All data taken from attendee and vendor survey results

How did they hear about us?

Person to Person 56%



Recommendations from friends, coworkers, performers, volunteers, and more through conversations, emails, phone calls, texts, posts, and more ...

Personal recommendation is the highest form of endorsement.

Web page and Social Media 40%



azalohafest.org promotes the Festival's activities and programming year-round.

We had over 28,000 users, almost 55,000 pageviews, and almost 39,000 sessions in the first part of March alone. Our average session of over a minute is a long time in internet time!

Facebook.com/azalohafest updates and informs our fans about new features and keeps two-way communication flowing.

The number of our 'Facebook Friends' continues to grow each year with over 16,500 people engaged daily in the weeks before the event.



Our **Instagram** followers number over 1800 with increased views around event dates.

Travel sites recommend the Festival as one of the best events in the metro area to attend for families.

Family activity sites recommend the Festival as great for children - especially as it is a **no-alcohol event**.

Media 4%

Local television covered the Festival well at the event. Five stations came to film. A great segment featured on air and azfamily.com included one of their staff dancing with her halau.

Other Media includes newspaper articles, magazines, newsletters, calendar listings in magazines and web pages, and posters or flyers at businesses, workplaces, and schools.

It's a Cultural Performance Arts Festival!



Photo



Photo: Charlotte Galvan



Photo: Melesa Udall Stewart



Photo: Rees Markham

"It was a wonderful festival. It was an amazing experience to feel the Aloha spirit and Ohana... Mahalo to your team for holding a wonderful festival!"

(Survey response)



Photo: Alyce Daws



Photo: Stephanie Gonzales



Photo: Belinda Eracho



Photo: Belinda Eracho

It's an Island Food Festival!



Photo: Lisa Jensen

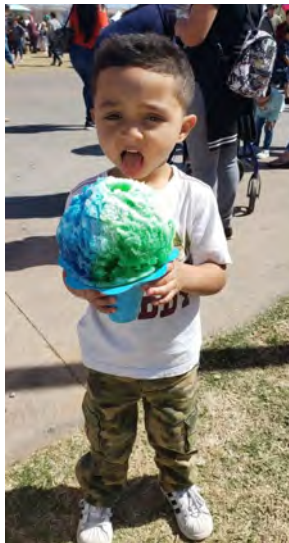
The 'Local Grinds' Food Courts have 39 food booths offering delicious island specialties



Photo: Sarena Gill



Yelp photo: Glen



Facebook photo



"I look forward to this all year!"

Survey comment

We always have a good time! And look forward to it every year! Mahalo

Survey comment, New Mexico attendee



Photo: Leilani Dong



Photo: Sarena Gill



It's an Arts and Crafts Festival!



Facebook photo: A Bit of Aloha



Photo: Tempe Tourism.



Yelp photo: Grace R.



Facebook photo: Don't Water



Facebook photo: A Bit of Aloha:



Facebook photo: Leo Santos



Facebook photo: Quillos



Yelp photo: Glen

The three “Island Marketplaces” feature 80 vendors and 146 booths of merchandise targeted to Pacific Island cultures and ‘island lifestyles.’

It's a Festival of Participation!



Photo: Shoni Burg



Photo: Lacreitia Bacon



Photo: Sarena Gill

**Please keep it free,
not many events are
"free" to attend and
this is one that I enjoy
year after year for
spring break.**

Survey response



Photo: Leilani Dong



Photo: Lacreitia Bacon



Photo: Sarena Gill



Photo: Leilani Dong



Photo: Leilani Dong

It's a Festival of FUN!



Photo: Leo Santos



Photo: ShakaAZGrinds



Photo: Facebook



Photo: Leo Santos

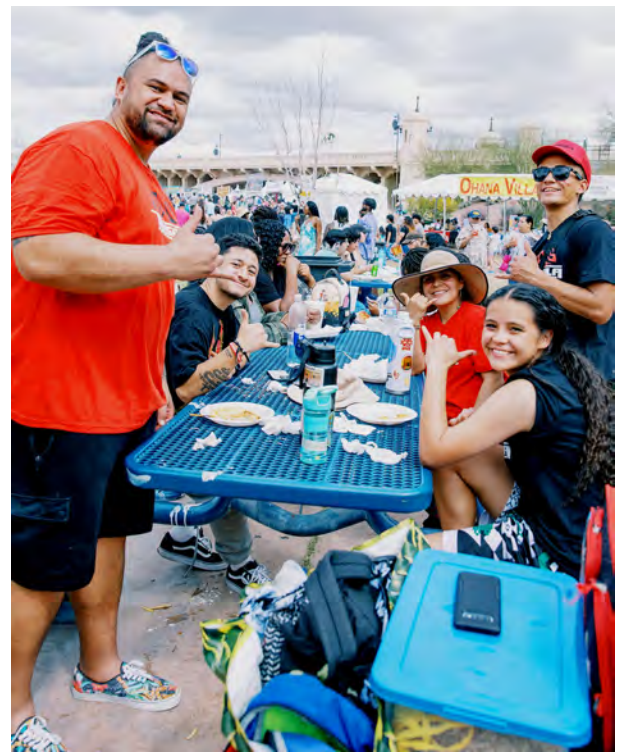


Photo: Leilani Dong



**ANOTHER
on-stage
Proposal!
(she said yes)**

Photo: Charlotte
Galvin

Many *mahalos* to our *sponsors* ...

Our *Sponsors* help us fund the Festival and keep it free to all



Official Festival Airline
Sponsor: Flights for Raffle winners!



Hotel Sponsor for Raffle winners



Sponsor: Lakeside Stage



Program and Information Station
Sponsor

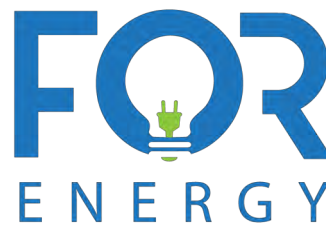
And More!



**Official Fresh
Flower Lei
Sponsor**



Ohana Village



**Information
Station**



**Volunteer
Meals**



Hale Mana'o



**For support and
assistance**

Many thanks to Bank of America, Matson, Mountain View High School NHS, Na Maoli o na Moku, Tolleson United High School and others for recruiting volunteers through their organizations.



**National
Endowment
for the Arts**
arts.gov

Festival Arts Support Grant



Recognition Awards Sponsor



**Downtown Tempe
Authority**

Couldn't happen without **Volunteers!**

Arizona Aloha Festivals, Inc. is an all-volunteer organization. *The Festival is completely planned, staffed and performed by volunteers!*



Keeping Keiki Activities fun for all...



Matson Employee volunteers welcome you with Aloha!

Over 3,100 hours are given by **approximately 400** volunteers during the four days of setting up and putting on the Festival... with hundreds more hours spent in planning and preparation. It really does take a village to put this on.

Everyone, including the performing groups on the stages, are volunteers, adding innumerable hours to that total.

What would YOU like to do to help?

Email us at: volunteer@azalohafest.org



Stages are decorated on Friday



Selling soda and water to help fund the Festival



Fest fundraiser: raffle tickets and official Fest teeshirts



Keeping Ohana and Auntie Aloha's programs running smoothly

Direct Community Financial Effects

PARKING in Tempe

Estimated revenue to area garages and lots:

- \$85,000 to \$95,000 as 90% of attendees said they drove and parked (estimated fee of \$10.00 per car.)
- Revenue from parking fees support the Downtown Tempe Authority and the city of Tempe, our host.

For 2023:

- 9% reported using light rail
- 90% drove and parked
- unfortunately, we did not track shared rides use this year

We've really enjoyed how (it) all went...super super crowded in people... awesome job...turn out great...superfriendly and helpful volunteers and staffA HUI HOU TILL NXT YEAR... Vendor survey comment

The new layout is excellent. We always have a great experience every year we participate in the festival. Thank you so much for doing it. Vendor survey comment

The festival is so well set up and run. Thanks to all who make it so wonderful to be a part of... Vendor survey comment

Local tax collection indicators

Survey responses reported 69% of attendees spent an average of \$56 or more per person during the event.

ATM Machine Cash

- 1,710 transactions
- With \$2,137 withdrawn
- Average \$ 80.00 per transaction

These figures also support the financial impact generated by the event.





See you next year for our 30th year!
March 16 and 17
Tempe Beach Park
Tempe Town Lake!

Follow us on:

Website: azalohafest.org

Facebook: [facebook.com/azalohafest](https://www.facebook.com/azalohafest)

Instagram: [instagram.com/azalohafest](https://www.instagram.com/azalohafest)