



# 2016 Arizona Aloha Festival Annual Report

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

## **It's a Cultural Performance Arts Festival!**

Three stages are filled with performers representing the dance and music of Hawai'i and the 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 this 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 82 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 next door. Keiki (kids) of all ages make crafts and play games. Learn to dance, make a lei, or more in Hale Mana'o.



## **And, it's a Festival of Fun!**

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

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:

29% were under 18

45% were 19 - 55

27% were 56 or older

35% were first time attendees

65% attended in a previous year

22% Pacific Islander

6% Asian

34% Caucasian

7% Native American

15% Hispanic/Latino

6% African American

10% "Other" or mixed race



Crowd "selfie" – all doing the 'shaka' at the end of Saturday's performances. (Photo: Fisi Tuatonga, Facebook)

"Free admission. Continual activity – something's always happening." (survey response)

# What did they say about us?

Survey rankings based on a 1-5 scale, 5 being the highest

Overall Experience	4.8	Food	4.7
Aloha Atmosphere	4.7	Shopping	4.6
Cultural Performances	4.8	Discovery Areas	4.6
Ukulele Program Area	4.7	Keiki (kids) Activities	4.6

“Nice event to go to outside and enjoy the park, weather and entertainment.  
Thank you so much! Had a great time!” (survey response)

“Friendly. Positive, welcoming feeling from all.  
We can't wait for next year!” (survey response)

“Kids had a great time! Shave ice, vendors, food!  
Music and performances. Thank you!” (survey response)



Photo credit: Arizona Aloha Festivals, Inc.

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# Where are they from?

## Attendees

- 72% Metro Phoenix
- 20% Other Arizona City
- 9% Out of state (mostly regional):  
California, Nevada, Utah, &  
Colorado

“Drove from Vegas to share Aloha on Saturday. Had a great time and saw friends. Arizona Festival is the BEST.”  
(Facebook comment)

## Attendee Impacts:

Attendee spending helps the local economy!

Results from electronic survey shared that:

- 28% of attendees came from outside the Phoenix metro area
- 21% of attendees reported a hotel stay
- 9% of attendees came from outside Arizona
- 9% of those flew into Sky Harbor and/or rented a car
- 64% of attendees ate at an area restaurant over the weekend
- 11% used light rail to get to the event!

## Vendors

- 67% of vendors were from out of state
- 9% of those vendors came from Hawaii

What did you like best:  
“Eating and shopping. And the entertainment was good.”  
(Survey comment)

## Vendor impacts:

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

Results from our surveys shared that:

- 64% of vendors reported a hotel stay
- 33% of vendors flew in for the event and/or rented a car
- All had meals and other miscellaneous purchases during their stay



# How did they hear about us?

<p>Person to Person 56%</p>	<p>Recommendations from friends, coworkers, performers, volunteers through conversations, emails, phone calls, texts and more....</p>
<p>Media 31%</p> 	<p>Newspaper articles, television, magazines, newsletters, calendar listings, and posters or flyers at businesses, workplaces and schools.</p> <div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: fit-content;"> <p>From March 1 to 8, Festival ads ran on e-billboards in five different Valley locations!</p> </div>
<p>Internet 32%</p>	<p>azalohafest.org promotes the Festival's activities and programming year-round.</p> <p>We had over 56,000 pageviews and over 38,500 sessions in March alone. Our average session of over a minute is a long time in internet time!</p> <p>Facebook updates and informs our fans about new updates and keeps two-way communication flowing.</p> <p>The number of our 'Facebook Friends' continues to grow each year with over 16,000 people engaged in the two weeks before the event.</p>

"we are from out of state...we depend on the internet and the festival web site w as the best so far!" (survey response)

"The Aloha Spirit is alive and well here at the 2016 Arizona Aloha Festival!" (hulalife.com post)

"We had such a blast at the AZ Aloha Festival!!! It was awesome !!! All the dances, food and drinks were great and too good to be true; It was so cool! Glad we were able to make it to the amazing festivities!!!" (Fremily Outcast- YouTube)

# It's a Cultural Performance Arts Festival!



Photo: Jerry Marcin, Facebook



Beautiful and I wouldn't change a thing! Thank you for representing."  
(survey response)

Photo: Sam Crowfoot, Facebook



Photo: Hualife.com



Photo: Karen Shogrun, Facebook

# It's an Island Food Festival!



Photo: philamer, Instagram



Photo: Jerry Marcin, Facebook

Eating at the 'Local Grinds' Food Courts meant choosing from 28 food vendors offering delightful island specialties



Photo: shanxv1, Instagram

"We've been going for 5 years now and we love it...Their food is delicious."  
(Facebook comment)



Photo: Joshua Holmes, Facebook



Photo: jenifer3valencia, Instagram



Photo: feastm0de, Instagram



Photo: lalamoniquemakemeup, Instagram

# It's an Arts and Crafts Festival!

The 'Island Marketplaces' featured 82 vendors with merchandise targeted to Pacific Island cultures and "Island lifestyles"



Photo: Hulalife.com



"My daughter & I loved it. It was our 5th year in a row attending. We will be there next year, too!" (survey response)

# It's a Festival of Participation!



Learning to dance Tahitian style

"I liked how fun and educational it was. It is an opportunity to learn about Hawaii." (survey response)



Pickin' up tips at Aunty Aloha's



Finding great info in the 'Ohana Community



The lomilomi massage demo was 'hands on!'



Learning to grate a coconut



The paper lei was fun to string, now let's try real flowers!



Learning to string a flower lei



Storytelling in Hale Mana'o



Joining in the jam sessions



Arizona's outrigger canoe clubs were on display

# It's a Festival of FUN!



Photo: D'Artagnan Antonio Lopez, Facebook



Photo: Hulalife.com

"We have no family here and Aloha Festival makes us feel at home. Great job to everyone involved. You all did an amazing job!!!" (survey comment)



Photo: Wendi Funtanilla, Facebook



Photo: Hulalife.com

# Many mahalos to our sponsors and supporters!

Our Sponsors' support help us produce the Festival and keep it free.



Lakeside Stage Sponsor



Mountain Stage Sponsor



Discovery Stage Sponsor



Hotels & Resorts

Mahana at Ka'anapali  
Raffle Sponsor



ALOHA SHOYU COMPANY

Food Court Sponsor



Aunty Aloha's Ukulele Corner  
Sponsor



Ohana Village Sponsor

## And our Supporters:



Downtown Tempe  
Authority



# Volunteers

Arizona Aloha Festivals, Inc. is an all-volunteer organization.

Helping with Keiki Activities



Selling Raffle Tickets and Tees to help keep the Festival free



Greeting everyone with smiles

Over 3000 hours are given by approximately 250 event volunteers during the weekend itself, with hundreds more hours spent in planning and preparation.

Everyone including the performing groups on the stages are volunteers, adding to those hours.



Chairing a Committee

Volunteers make  
it happen!!  
Join us...



Ops team: doing what it takes



Teaching at Auntie Aloha's



Stage Crew by  
AT&T's Employee Resource Group APCA  
Mountain States Chapter



Getting cold hands to help  
keep the Festival free

# Direct Community Financial Effects

## Parking in Tempe

Estimated revenue to area garages and lots:

\$85,000 to \$95,000 as 86% 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.



## ATM Machine Cash

2,723 transactions

Over \$187,280 withdrawn

Average \$68.78 per  
transaction

Survey responses reported an average of \$56.40 per person spent at the event, supporting the ATM figures and indicating the impact of local tax collections from event sales.



# Arizona Aloha Festival

[www.azalohafest.org](http://www.azalohafest.org)

**See you next year!**  
**March 11 & 12, 2017**  
**Tempe Beach Park**  
**at Tempe Town Lake!**