



# 2017 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 123 vendor booths!

## **It's a Festival of Participation!**

Learn to play the *ukulele* with our loaner ukuleles at Auntie 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 from surveys:

27% were under 18

50% were 19 - 55

23% were 56 or older

4% were first time attendees

96% attended in a previous year

22% Pacific Islander

10% Asian

34% Caucasian

12% Native American

16% Hispanic/Latino

2% African American

4% "Other" or mixed race



"Loved the event, well worth traveling from Canada" (survey response)

"First time. I was surprised at how well attended it is! I loved the performances." (survey response)

# What did they say about us?

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

Overall Experience	4.4	Food	4.5
<i>Aloha</i> Atmosphere	4.5	Shopping	4.4
Cultural Performances	4.7	Discovery Areas	4.4
<i>Ukulele</i> Program Area	4.5	<i>Keiki</i> (kids) Activities	4.3

“I loved it! Was my second year attending and I plan on returning.” (survey response)

“It brings me to the *Aloha* I miss everyday from home.  
*Mahalo* to everyone who brings this to AZ!”  
(survey response)



All unattributed photos credited to the volunteer photographers of Arizona Aloha Festivals, Inc:  
Joe Kopicik, Leilani Dong, Shoni Burg, Sarena Gill, Debbie Austin, and Paul Sylvester.

# Where are they from?

## Attendees

- 76% Metro Phoenix
- 13% Other Arizona City
- 11% 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:

- 24% of attendees came from outside the Phoenix metro area
- 27% of attendees reported a hotel stay
- 12% of attendees came from outside Arizona
- 3% of those flew into Sky Harbor and/or rented a car
- 68% of attendees ate at an area restaurant over the weekend
- 5% used light rail to get to the event!

## Vendors

- 59% of vendors were from out of state
- 8% of those vendors came from Hawai'i

“Thank you for all that was done this year - I had a great weekend!”

(Survey comment)

## Vendor impacts:

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

Results from our surveys shared that:

- 59% of vendors reported a hotel stay
- 18% of vendors flew in for the event and/or rented a car
- 88% purchased meals and other miscellaneous purchases during their stay
- 89% rated their Festival experience as Excellent



Aisles and aisles of shopping.

# 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 13%</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 31%</p>	<p><b>azalohafest.org</b> promotes the Festival's activities and programming year-round.</p> <p>We had over 80,000 pageviews and over 57,000 sessions in March alone. Our average session of over a minute is a long time in internet time!</p> <p><b>Facebook.com/azalohafest</b> 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>

“MAHALO to Arizona Aloha Festival for another wonderful & well organized event; all the performers for providing memorable & truly over the top entertainment; the security and volunteers that helped throughout the event that were ever so helpful from the moment you stepped into Tempe Park; the vendors for their unique goods, knowledgeable info booths and taste of the island food/treats/drinks; and Valley Metro Light Rail for the smooth ride to Tempe from downtown Phoenix.

We're blessed that we were given the opportunity to celebrate a bit of our heritage & already looking forward to the 2018 event!” (Maria MC, Facebook)

# It's a Cultural Performance Arts Festival!



Photo: Myriam Valenzuela, Facebook



Photo: Tim O'Heir, Facebook

"The hula and Tahitian dancing. It was beautiful and fun. My husband and I come every year to see that and we're never disappointed in the quality of the dancing."  
(survey response)



# It's an Island Food Festival!



Photo: Ramsay Wharton, Facebook



Eating at the 'Local Grinds' Food Courts meant choosing from 24 food vendors offering delicious island specialties



Photo: Tigra C, Yelp

Love the food. If other family members can't come, we eat and bring food home."  
(Facebook comment)



Photo: Chris H, Yelp



Photo: Chris H, Yelp



# It's an Arts and Crafts Festival!



The three 'Island Marketplaces' featured 76 vendors with merchandise targeted to Pacific Island cultures and "Island lifestyles"



"All of it. Thanks for doing it each year."  
(survey response)



# It's a Festival of Participation!



Stringing your own flower lei



Our first ever ukulele 'petting zoo'



Learning about making *tapa* cloth



Making poke with Chef Beorn

Wonderful festival for families. Love the cultural festivities that are shared!!  
(survey response)



Pickin' up tips at Auntie Aloha's



Learning to dance *hula*



Dressing as Hawaiian daughters of chiefs



Mastering the game of *Chongka*



*Ukulele* lessons for everyone



Arizona's outrigger canoe clubs were on display

# It's a Festival of FUN!



Photo: Debra Krol, American Indian Network



“The atmosphere very friendly *ohana* style! The volunteers at the water/soda stands were awesome! All in all it was a great experience and we will return next year!” (survey comment)



# Many mahalos to our sponsors ...

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



Lakeside Stage Sponsor



Mountain Stage Sponsor



Volunteers Sponsor



**MAHANA**  
AT KAANAPALI

Mahana at Ka'anapali  
Raffle Sponsor



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Corner Sponsor



**ALOHA SHOYU COMPANY**

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[www.cyracom.com/careers](http://www.cyracom.com/careers)

Hale Mana'o Sponsor

# And to our supporters!



We also thank Arizona Public Service, Wells Fargo, and AT&T for including us in their employee volunteer programs.



# Volunteers

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



Helping with *Keiki* Activities



Chairing a Committee: leading the Super Sales Team

Over 3200 hours are given by approximately 275 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.



Volunteers share skills and talents

Volunteers make  
it happen!!  
Join us ...

"We love this festival and our family volunteers every year."  
(survey response)



Greeting everyone with smiles



Teaching at Aunty Aloha's



Getting cold hands to help keep the Festival free at the Soda & Water booths

# Direct Community Financial Effects

## Parking in Tempe

Estimated revenue to area garages and lots:

\$85,000 to \$95,000 as 94% 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

3,503 transactions

With \$ 236,580 withdrawn

Average \$67.54 per transaction

Survey responses reported an average of \$57.52 per person spent at the event, supporting the ATM figures and indicating the impact of local tax collections from event sales.

“Wonderful event, so well done.” (survey response)

“Everything! Super happy to come every year.” (survey response)



# Arizona Aloha Festival

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

**See you next year!  
March 10 & 11, 2018  
Tempe Beach Park  
at Tempe Town Lake!**

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