

# ARIZONA



# Aloha Festival

1995 **25<sup>th</sup>** 2019  
anniversary

Tempe Beach Park • March 9-10

# 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!**

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 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 next door. *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.

# Who was there?

Estimated 175,000 Attendees

Demographic breakdown from surveys:

23% were under 18

47% were 19 - 55

30% were 56 or older

19% attended for the first time

81% have attended before

20% Pacific Islander

5% Asian

45% Caucasian

4% Native American

9% Hispanic/Latino

2% African American

14% "Other" or mixed race

**"Inviting atmosphere and a lot of information on the culture."**

Survey comment

**"It was a great day. Thank you for everything you do to make this event so enjoyable and with free admittance. Can't wait for tomorrow."**

Survey comment



# What did they say about us?

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

Overall Experience	4.81	Food	4.70
Aloha Atmosphere	4.79	Shopping	4.59
Cultural Performances	4.87	Discovery Areas	4.66
Ukulele Program Area	4.64	Keiki (kids) Activities	4.64



Photo shared by Lavalava Life

**“It really enhances the quality of life in metro Phoenix. Thank you for doing it.”**

Survey comment

**“It was a wonderful day!!! Very relaxing and beautiful weather with wonderful music and performances. Thank you all for the festival.”** Survey comment



Facebook photo by Manis Sharma



Facebook photo courtesy Dolly Abad

# Where are they from?

## Attendees:

- 74% are from the Phoenix metro area
- 20% are from other parts of the state
- 6% are from out of state

Most are regional from:

California, Nevada, New Mexico, & Utah.

Also from Connecticut, Pennsylvania, Minnesota, and Wisconsin represented.

Plus (internationally) Canada, England, and Mexico.

## 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

**“We had a great time again, pop came from Cali again this year and we already are planning next year and for as long as you guys have them. Always fun, always good merch, good grinds, shows, and how much the festival is flowing with Aloha spirit. Mahalo and Aloha!”**

Survey comment

**“We planned our vacation around the festival 9 months in advance. We truly enjoyed all the Polynesian entertainment. Vendors’ shops represented a large variety of Polynesian islands..”**

Survey comment

## Vendors

- 66% of vendors come from out of state, with 10% of those from Hawaii.

**“Another awesome year.  
Great job team.”**

Comment from Vendor Survey

## Vendor Impacts:

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

Results from our vendor surveys said:

- 42% of vendors reported they stayed in a hotel
- 33% of vendors rented a car
- 75% purchased meals in an area restaurant during their stay

**91% rated their Festival experience as Excellent**

# How did they hear about us?

## Person to Person 47%



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.

## Internet 34%



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

We had over 28,000 users, almost 55,000 page-views, 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 16,000 people engaged in the two weeks before the event.

## Media 15%



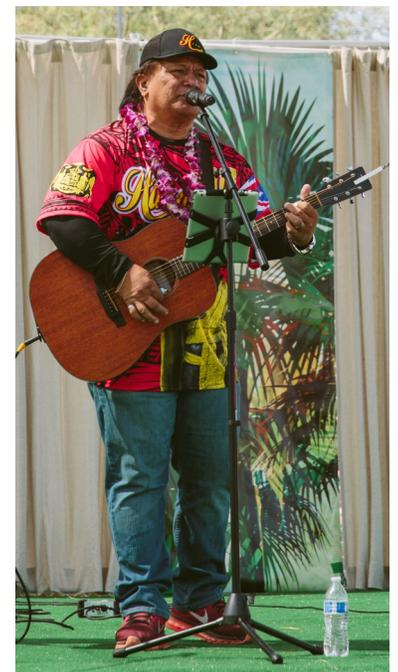
Billboards are active for one week at all major Intersections of I-10, Loop 101 at I-17 and the 202, and at Tempe Marketplace intersection of Loops 101 and 202.

Other media includes television, newspaper articles, magazines, newsletters, calendar listings, and posters or flyers at businesses, workplaces, and schools.

# It's a Cultural Performance Arts Festival!



**“Great shows  
with very  
talented  
performers.”**  
Survey comment



# It's an Island Food Festival!

A Festival Classic: Plate lunch



From our Facebook page, posted by Audrey Burroughs

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

The aloha and getting Hawaiian food.

Survey comment

Another classic - mix plate!



It's always time for shave ice - with cream on top! The best!



From our Facebook page, posted by Dyan St. Pierre

“What made Arizona Aloha Festival 2019? Family, beautiful performances, shopping AND of course... spam musubi” Survey comment

Spam musubi!



From our Facebook page, posted by My T Hula

“Excellent, just like the festivals we have at home.”

Survey comment from Hawaii visitor

Nothing like a manapua and some gyoza



Plate Lunch with macnut waffles, coco syrup and fried chicken



“The aloha feeling that I get here. Ohana is felt everywhere.”

Survey comment)

# It's an Arts and Crafts Festival!



**“Love the food, shops, entertainment and just the atmosphere in general.”**  
Survey comment



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

**“We loved it! A nice Hawai'i “fix” when you’re missing it!”** Survey comment



# It's a Festival of Participation!

Learning to play ukulele at Aunty Aloha's



Making a lei of orchids at Hale Mana'o



Doing your own 'tiki tapping' at Hale Mana'o

Stringing your own first lei from paper flowers like thousands of Hawaiian schoolchildren do..



**"Kid Friendly!  
Our family loves  
this Festival"**

Survey comment

Exploring the travels of *Hokulea*, the first modern Hawaiian voyaging canoe



Getting a traditional Rapa Nui-style 'tattoo' from the ladies of Easter Island



Learning to make rubbings of Hawaiian petroglyphs



**"Was a very wonderful  
time. Great job!"**

Survey comment

**"We'll be there next year and  
bring more family members"**

Survey comment

# It's a Festival of FUN!



**"This was a lot of fun. So much so we went both days!"** Survey comment



**"Don't change a thing, it's awesome!!!"** Survey comment



# Many mahalos to our sponsors ...

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



**HAWAIIAN**  
AIRLINES.

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Sponsor



Mountain Stage Sponsor



MAHANA  
AT KAA NAPALI

Raffle Sponsor



Discovery Stage Sponsor



Volunteer Program Sponsor



Program Sponsor

# And More!

**Matson**<sup>®</sup>

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Aunty Aloha's Ukulele  
Corner Sponsor



Ohana Village  
Sponsor



Keiki Activities Sponsor

**T-Mobile**<sup>®</sup>

'Coconut Wireless' Sponsor



Hale Mana'o Sponsor

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



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!*



Over 3,100 hours are given by approximately 350 volunteers during the four days of 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.



Wells Fargo employees got us ready Thursday afternoon

## **Volunteers make it happen!**

**Join us...send an email to:  
[volunteer@azalohafest.org](mailto:volunteer@azalohafest.org)**

### **What can YOU do to help?**

- Help with Set Up on Thursday and/or Friday before the event.
- Staff the stage crews: get up close to the performances.
- Teach kids how to make crafts.
- Sell soda and/or water to help keep the Festival free!

**OR Join a Committee and become one of the Festival staff!**

# Direct Community Financial Effects

## PARKING in Tempe

### Estimated revenue to area garages and lots:

- \$85,000 to \$95,000 as over 85% 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.

## Increased use of Light Rail and other public transit

While not directly adding funds to local businesses, the use of light rail and other alternate means of transport to the event indicate less cars are contributing to traffic and air quality in downtown Tempe. The Festival actively promotes these alternate means.

- 2018 surveys indicated only 7% of our attendees used light rail and less than 2% used another means than driving and parking.

### For 2019:

- 17.5% reported using light rail
- 7% used another alternate transport

**“Free, light rail accessible, cultural experience overall”**

(Survey response: what do you like most about the event?)

## Local tax collection indicators

Survey responses reported an average of \$58.37 per person spent at the event.

### ATM Machine Cash

- 2,204 transactions
- With \$164,740 withdrawn
- Average \$ 74.75 per transaction

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





# Arizona Aloha Festival

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

**See you next year!**  
**March 13 & 14**  
**Tempe Beach Park**  
**at Tempe Town Lake!**

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