

# ARIZONA



## Aloha Festival

Tempe Beach Park • March 16 & 17, 2024

# Annual Report



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

*Arizona Aloha Festival* introduces you to the wide variety of cultures found in Hawaii and other South Pacific Islands 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 other South Pacific Islands and cultures.

### **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 **128** 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 Island-themed crafts and play games. Learn to dance, make a flower *lei*, or more in the *Hale Mana'o tent*, our *House of Knowledge*.

## **Above all, 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 125,000 Attendees**

**Demographic breakdown from surveys:**

**34% were 18 and younger  
50% were 19 to 55  
16% were 55 and older**

**17% were first time attendees  
38% attended at least twice  
45% have attended 6 or more years**

**37% Mixed race  
25% White  
22% Pacific Islander  
7% Hispanic  
5% Asian  
3% Native American  
1% African American**

**“I love learning about other my own, so anything that could be added for a learning opportunity for cultural diversity would benefit everyone.”** Survey comment

**“Absolutely love the variety of performances and vendors that Aloha Fest brings in. It is such a well run event especially with the size. This was my 2nd year to attend and enjoyed every minute.”** Survey comment



# What did they say about us?

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

<b>Overall Experience</b>	<b>3.70</b>	<b>Food</b>	<b>3.54</b>
<b>Aloha Atmosphere</b>	<b>3.46</b>	<b>Shopping</b>	<b>3.46</b>
<b>Cultural Performances</b>	<b>3.82</b>	<b>Discovery areas</b>	<b>3.50</b>
<b>Ukulele Program Area</b>	<b>3.59</b>	<b>Keiki (kids) Activities</b>	<b>3.44</b>



**“Loved the atmosphere. We are new transplants so it was nice to see locals”**

Survey comment

**“Just want to thank you guys for another great festival, looking forward to next year”**

Survey comment



**“I had a great time!  
Good food, great entertainment,  
a wide variety of vendors.”**

**“I definitely felt the Aloha spirit.”**

Survey comment



# Where are they from?

## Attendees:

- 73% are from the Phoenix metro area
- 21% are from other parts of the state
- 6% are from out of state

Most are regional from:  
California, Nevada, Texas, New Mexico,  
& Utah.

'Furthest traveler award': Tahiti

'Furthest State award': Hawaii

## Attendee Impacts:

Attendee spending helps the local economy!.

Results from our attendee surveys said:

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

**"we come here every year from New Mexico. 🍷👍"**  
JakeSandoval, Facebook comment

**"We love the festival. My husband is in love with the food and I am in love with the entire vibe. I don't really think there's much to change unless Tempe can make Tempe Beach Park twice as big. LOL Excellent festival! We look forward to it every year!"** Survey comment

## Vendors

- 78% of vendors come from out of state, with 8% of those from Hawaii.
- 13% of all vendors fly into Sky harbor

**"This is the best and most organized show I do! All the volunteers are great! Mahhhhaaaalos! " \***  
(from California)

**"We were so grateful to be a part of the AZ Aloha Festival. Coming from Utah and this being our very first time we were amazed at how well organized and run the event was. Everyone that we engaged with was so welcoming and helpful." \***

## Vendor Impacts:

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

Results from our vendor surveys said:

- 35% of vendors reported they stayed in a hotel
- 30% of vendors rented a car
- 48 % purchased meals in an area restaurant during their stay

**100% rated their Festival experience as Excellent**

**"So excited, already have hotel booked 🥰"**  
Amber Michelle Sundsvold, Instagram comment

\* comments from self-reported survey results

# How did they hear about us?

## Person to Person 53%

\*Survey respondents



Recommendations from friends, coworkers, performers, volunteers. and more through personal contacts ...

Personal recommendation is the highest form of endorsement.

## Other Media

This year, our publicity efforts enjoyed a total media presence of :

1,372,313 total social media followers

396,973 TV audience (local & national)

Locally, we identified features, stories and notifications through the following:

Television:

KPHO-TV and KTVK



KNXV-TV



KPNX



KSAZ



TeleMundo KHRR



Print media:

AZ Central

Arcadia News

Ahwatukee Foothills News

Tempe Tribune

Queen Creek Sun Times

Online media:

AZ Big Media

Mouth by Southwest

Radio:

KTAR

KAZT

## Our own social media



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

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

**Instagram** (@azalohafest) also complements our online outreach.

# It's a Cultural Performance Arts Festival!



Facebook photo  
courtesy Girlie Abad



**"I love the performances the most!"**

Facebook comment



**"Awesome show this year...The whole day was amazing. Thank you!!"**

Gloria Marsiglia, Facebook comment



# It's an Island Food Festival!

A Festival Classic: Poke



Laulau & rice...Mmmm\*



The “Local Grinds’ Food Courts had 43 food booths offering delicious island specialties



It's always time for shave ice!  
Even if you have to share!



Coconut-based Ice Pop flavors! Yum!  
Danny T, Yelp

“Love the food ...  
and performances”  
Survey comment

Fresh? Of course it is!



Another classic - mix plate!\*

\*From You Tube, Kidding Around with Justice and Logan



# It's an Arts and Crafts Festival!



The three "Island Marketplaces" featured 75 vendors and 128 booths of merchandise selected to showcase Pacific Island cultures and 'island lifestyles.'



If "Island" is your style, you're in the right place!



"Always the best festival ever"

Survey comment



# It's a Festival of Participation!



Stringing a paper flower lei, like many Hawaiian kids do each year for May Day



Stamping some traditional designs onto a postcard

Making a lei of orchids at Hale Mana'o



**“Loooved it!  
1st year bringing my  
kids.  
They also loved it!  
Will totally be back!  
XXXXX”**  
Survey comment



Outriggers in the desert? You bet! Paddlers love Town Lake...



Join an old-fashioned sing-along, Samoan style

Trying to beat Dad in Ulu Maika - sorta like bowling, ancient Hawaiian style



# It's a Festival of FUN!



**"I wish the festival could happen a couple of times during the year! I look forward to going every year!!"** Survey comment



**Oh my goodness, it's always so Wonderful to come and celebrate with you ♥ Family is everything ♥ Ohana until Next year. Aloha**  
Ida Garcia, Instagram comment



**"Thank you for bringing aloha to Arizona!!!! It's the one time a year I get to be around my culture!!!"** Survey comment



**"Me & my wife were there yesterday (Sunday), and did have fun with good authentic Hawaiian food and endless booth shopping!**

**Btw the great numerous performances onstage were unforgettable! "** Yan Cj, Facebook comment

# 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!



Raffle Sponsor



Sponsor: Lakeside Stage



Program and Information Station  
Sponsor

# And More!



Volunteer Recognition  
Sponsor



Ohana Village  
Sponsor



Hale Mana'o Sponsor



Keiki Activities Sponsor



ISLAND MAN DETAILING

Aunty Aloha's  
Ukulele Corner  
Sponsor



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 **3,000** hours are given by approximately **800** volunteers during the four days it takes to make the Festival...

Volunteers set up, do all the activities needed to bring the event to life, and then take it all down again.

Hundreds more hours are spent in planning and preparation.



## Many thanks to:

American Airlines: Asian Pacific Islander Employee Business Resource Group  
ASU Swim Club

Bank of America: Native American Professional Network Phoenix  
Basha High Schools: AFJROTC

Mayo Clinic: Supporting Indigenous Peoples Employee Group  
Matson Employees

Na Maoli o Na Moku Hula, and others

**for involving their organizations' volunteer programs.**

**Special *Mahalo* to Leilani Auwen & Kaia Gil, our volunteer photographers!**

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



**Bank of America Rocks Keiki Activities!**

## **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 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.

## **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.

### **For 2024:**

- 10% reported using light rail
- 5% used another alternate transport

## **Local spending indicators**

Survey responses reported an average of 28% of Festival-goers spent \$100 or more at the event.

### **ATM Machine Cash**

- 1,886 transactions
- With \$164,920 withdrawn
- Average \$87.44 per transaction

These figures also support the financial impact of the event.





**See you next year!**

**March 15 & 16, 2025**

**Tempe Beach Park at  
Tempe Town Lake!**

**Watch for updates at [azalohafest.org](http://azalohafest.org) for:**

- Posts and due dates for Performers and Vendors
- Sponsor announcements
- When sign ups for Volunteer opportunities open
- Presale period for Teeshirt online ordering
- And as programming is confirmed: performance schedules, vendor lists, family-fun programming, raffle info, helpful tips for enjoying the Festival...and more!