



# 2018 Arizona Aloha Festival

Tempe Beach Park

March 10 & 11 10am to 5pm

Free Family Event [azalohafest.org](http://azalohafest.org)

## 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 134 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.

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



# Who was there?

Estimated 175,000 Attendees

Demographic breakdown from surveys:

27% were under 18

49% were 19 - 55

24% were 56 or older

13% attended for the first time

87% have attended before

26% Pacific Islander

8% Asian

33% Caucasian

9% Native American

16% Hispanic/Latino

2% African American

6% "Other" or mixed race

*This was my first time attending the Aloha Festival and I loved it. The atmosphere was so fun and inviting. The options for food and merchandise were very diverse. All of the performances were beautiful. Even despite the rain on Saturday, it was wonderful. I will definitely return next year and bring more family and friends along. Mahalo!*

(survey comment)

*"Loved the energy there!!!*

(survey comment)

*"One of my favorite weekends of the year! Mahalo!" (#azalohafest)*



Photo by Lacretria Bacon

# What did they say about us?

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

|                       |      |                         |      |
|-----------------------|------|-------------------------|------|
| Overall Experience    | 4.67 | Food                    | 4.51 |
| Aloha Atmosphere      | 4.65 | Shopping                | 4.51 |
| Cultural Performances | 4.74 | Discovery Areas         | 4.53 |
| Ukulele Program Area  | 4.59 | Keiki (kids) Activities | 4.48 |

*"I lived in Maui for 20 years and it brought me right back there with all the music, dancing, food and of course now and then a little pidgin English. Enjoyed everything, you guys were terrific! Thank you so much."* (Survey comment)



Photo: NiQorya Nettles, Facebook

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

*"Was so good we went both days, see you next year. We really saw the Aloha spirit out here in Arizona, I wish it could be spread all over"* (Facebook comment)

*"I love the atmosphere! The originality, pride of the culture. Family Friendly! Keep it going!"* (Survey comment)

*"Went with my Mom & friend, it was fun. We enjoyed it very much. There was so much to see & learn."* (survey comment)

*"My husband and I brought our 1 year old and had a blast."* (survey comment)



Photo: Natia O Le Pasefika, #azalohafest



# Where are they from?

## Attendees

- 68% Metro Phoenix
- 23% Other Arizona City
- 9% Out of state (mostly regional):  
California, Nevada, Utah, &  
Colorado. Also Michigan, Illinois,  
Arkansas, Texas, and Canada.

*"I love this festival! We come down from Canada specifically to attend and it never disappoints!"* (survey comment)

*"Love it! We travel from El Paso every year to attend..."*(survey comment)

## Vendors

- 64% of vendors were from out of state
- 8% of those vendors came from Hawai'i



Da Honolulu Bag Lady, Honolulu HI

## Attendee Impacts:

Attendee spending helps the local economy!

Results from electronic survey shared that:

- 32% of attendees came from outside the Phoenix metro area
- 9% of attendees came from outside Arizona
- 9% of those flew into Sky Harbor and/or rented a car
- 8% of attendees reported a hotel stay
- 22% of attendees ate at an area restaurant over the weekend
- 7% used light rail to get to the event!



Iupati Designs from California

## Vendor impacts:

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

Results from our surveys shared that:

- 63% of vendors reported a hotel stay
- 30% of vendors flew in for the event and/or rented a car
- 83% purchased meals and other miscellaneous purchases during their stay
- 94% rated their Festival experience as Excellent

# How did they hear about us?

|   |  |
|---|--|
| <p>Person to Person 40%</p>   | <p>Recommendations from friends, coworkers, performers, volunteers through conversations, emails, phone calls, texts and more ...</p>  |
| <p>Media 13%</p>  <p>The banner for the 2018 Arizona Aloha Festival features a woman in a pink dress with a green lei. Text on the banner includes: "2018 Arizona Aloha Festival", "March 10-11 • 10AM-5PM", "TEMPE BEACH PARK", and "FREE Family Event   azalohafest.org".</p>   | <p>Newspaper articles, television, magazines, newsletters, calendar listings, and posters or flyers at businesses, workplaces, and schools.</p> <div data-bbox="741 712 1283 838" style="border: 1px solid black; padding: 5px;"><p>From February 26 to March 8, Festival ads ran on e-billboards in five different Valley locations!</p></div>  |
| <p>Internet 39%</p>  <p>The screenshot shows the Facebook page for Arizona Aloha Festival. The profile picture is a woman in a pink dress with a green lei. The cover photo shows a group of people in similar attire. The page name is "Arizona Aloha Festival, Inc." and it has 2,000 likes. A post from "Arizona Aloha Festival, Inc." dated April 17, 2018, is visible, mentioning a "Thank You" message to volunteers.</p> | <p><b>azalohafest.org</b> promotes the Festival's activities and programming year-round.</p> <p>We had almost 39,000 users, over 65,000 pageviews, and over 46,000 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 features 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> |

*Another wonderful year at the AZ Aloha Festival . Fa'afetai tele lava to all who made it possible, and mahalo nui loa to the Festival Committee. Cheehooo! . . .(Instagram post, performing group)*

*"Aloha festival is in the books. Wow, what a turnout for this huge event. Thousands of people all gathering to celebrate the spirit of Aloha. Great, food, entertainment and of course awesome vendors. We will definitely be back next year." (Instagram post, vendor)*



# It's a Cultural Performance Arts Festival!



Photo: Surendar Mariappan, Facebook



Photo: Loretia Bacon



Photo: Paul Sylvester



Photo: Dawn AJ, Facebook

*"This was our third year and we love it so much! Our kids even joined hula and Tahitian classes last April after Aloha Festival and got to perform this year."* (survey comment)



Photo: Dawn AJ, Facebook



Photo: Myriam Valenzuela, Facebook



Photo: Loretia Bacon



Photo: Dawn AJ, Facebook



# It's an Island Food Festival!



Loaded Kalua Fries Photo: Sarena Gill



Kalbi rib plate Photo: #azalohafest

The 'Local Grinds' Food Courts have 38 food booths offering delicious island specialties



Li Hing Mui/Mango ice cream  
Photo: cbenevedes #azalohafest

Big Island fave: Loco Mocos  
Photo: #azalohafest



Sharing shave ice  
Photo: Kaylene McCannon

**Food was great. We like to try the smaller individual booths.** (Facebook comment)



Grab a table and feast  
Photo: Loretia Bacon



A delicious snack  
Photo: Shoni Burg



Happy to serve you  
Photo: Paul Sylvestor



# It's an Arts and Crafts Festival!



Photo: Loretia Bacon



Photo: #azalohafest



Photo: Loretia Bacon

The 'Island Marketplaces' featured 82 vendors with 134 booths of merchandise targeted to Pacific Island cultures and "Island lifestyles"



Photo: Loretia Bacon



Photo: Dawn AJ, Facebook

*"The atmosphere of the Festival, just like being in the Islands. Friendly atmosphere. What a wonderful event."  
(survey comment)*



Photo: Sarena Gill



# It's a Festival of Participation!



The 'Moana Sing-a-long' was popular with all ages



Dressing as your favorite heroine



Arizona's outrigger canoe clubs were on display



Stringing your own flower lei

*"Wonderful festival for families. Love the cultural festivities that are shared!!"*

(survey comment)



Polynesian dance as aerobic exercise!



Learning to dance hula



Learning about ancient Hawaiian weapons drew an overflow



# It's a Festival of FUN!



Hanging out with friends  
Photo: Kaylene McCannon



Happy to be me.  
Photo: Kaylene McCannon



Shave ice tongue! Photo: #azalohafest



Playin' music with my friends at the Island Jam  
Photo: Lilinoe Saballos, Facebook

*"Had a wonderful time  
already planning for next  
year!"*  
(survey comment)

*"Love it can't wait til next  
year"* (survey comment)

*The best festival in  
Arizona!* (survey comment)



Always time for a selfie!  
Photo: Kaylene McCannon



A great way to spend the day.  
Photo: Coral Alexander #azalohafest



Food, fun and friends – the best!  
Photo: Kaylene McCannon

# Many mahalos to our sponsors ...

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



Lakeside Stage & Raffle  
Sponsor



Mountain Stage Sponsor



Raffle Sponsor



Ohana Village Sponsor



Program Sponsor



Aunty Aloha's Ukulele  
Corner Sponsor



Hale Mana'o Sponsor



Keiki Activities Sponsor



Recognition Awards Sponsor



# And to our supporters!



Downtown Tempe  
Authority



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



Photo: Rowan Mehta, Facebook

# Couldn't happen without **Volunteers!**

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

**Volunteers make it happen!!**  
Join us ... [volunteer@azalohafest.org](mailto:volunteer@azalohafest.org)



Check out free 'loaner' ukulele so everyone can learn to play

Over 3000 hours are given by approximately 350 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.



Greet everyone with aloha and a smile

*"The board, committee, and the volunteers all do a great job keeping the festival running smoothly!!"* (survey comment)

*"I volunteered at the festival and would absolutely do it again."* (survey comment)

*Love the work you do! Love the adjustments you've made year to year. Thank you for your time and service."* (survey comment)



Risk cold hands to help keep the Festival free by working at the Soda & Water booths

## What else can you do to help?

- Staff the stage crews
- Teach kids how to make crafts
- Serve on a Committee
- Join our SWAT or Serve With Aloha Team!



Lead a 'strum-a-long' at Aunty Aloha's



# Direct Community Financial Effects

## Parking in Tempe

Estimated revenue to area garages and lots:

\$85,000 to \$95,000 as over 91% 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.

*"I love the performances and the location. I appreciate that the festival is free." (survey response)*



## ATM Machine Cash

2,730 transactions

With \$ 210,120 withdrawn

Average \$76.97 per transaction

Survey responses reported an average of \$58.26 per person spent at the event, supporting the ATM figures and indicating the impact of local tax collections from event sales.

*"We've been attending for the past 3 years, and we love it." (survey response)*

*"Got to see lots of the folks from Samoa and Hawaii this weekend. Always a fun reunion at the Aloha Festival. " (comment:#azalohafest)*



# Arizona Aloha Festival

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

**See you for our 25th!**  
**March 9 & 10, 2019**  
**Tempe Beach Park**  
**at Tempe Town Lake!**

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