


**March 12-13 • 10am-5pm  
Tempe Beach Park**



## **2011 Festival Report**

The background image shows a sunny day at a park. In the foreground, there is a grassy area with several people. Some are sitting on the grass, while others are standing. In the middle ground, there is a blue bridge with white railings. Behind the bridge, there are trees and a building. The sky is clear and blue.

**Each year, on one special March weekend, a little bit of Arizona is transformed into a tropical island.**

**People gather from miles around to share in the music and dance, the beat of the drums, the food, the shopping, and, most of all, the spirit of aloha.**

**It all happens by the shore of a blue Tempe lake ... and if you close your eyes, you could almost smell the ocean.**

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



# Who was there?

Estimated 175,000 Attendees

## Demographic breakdown:

- 23.5% were under 18
- 52.8% were 19 - 55
- 23.8% were 56 or older
- 21.5% were first time attendees
- 78.5% had attended in a previous year
- 24.3% Pacific Islander
- 10.4% Asian
- 31.9% Caucasian
- 5.2% Native American
- 8.6% Hispanic/Latino
- 1.6% African American
- 16.7% "Other" or mixed race





# What did they say about us?

(Rankings based on a 1- 5 scale, 5 being the highest)

- Overall Experience 4.69
- Aloha Atmosphere 4.62
- Cultural Performances 4.72
- Ukulele Program Area 4.72
- Food 4.60
- Shopping 4.48
- Discovery Areas 4.59
- Keiki (kids) Activities 4.59



Tempe Mayor Hallman and Keali'i Reichel opened the event on Saturday





# Where are they from?

## Attendees

61.5% Metro Phoenix

23.8% Other Arizona City

14.8% Out of state:

Mostly regional: California, Nevada, Utah, & New Mexico.

However, responses were also from Hawaii, Oregon, Oklahoma and Washington, as well as Canada!

## Vendors

84.1% of vendors were from out of state

13.4% of vendors were from Hawaii



# How did they hear about us?

<b>Person to Person</b> <b>55.5%</b>	Friend, coworker, performer, volunteer: emails, phone calls, texts and more.....								
<b>Media 24%</b>	Newspapers, television, magazines, newsletters, calendar listings, and posters and flyers at businesses, workplaces and schools.								
<b>Internet 20%</b>  www.azalohafest.org averages over 5,000 hits per week (20,000 in a month) for most of the year.  The number of our 'Facebook Friends' grew exponentially over the year to keep updated and informed about new information on the website.	<b>Festival website stats</b>  <table> <tr> <th></th><th><u>Pageviews</u></th></tr> <tr> <td>January</td><td>65,166</td></tr> <tr> <td>February</td><td>133,018</td></tr> <tr> <td>March</td><td>525,691</td></tr> </table> <p>Figures based on information provided by Go Daddy website statistics</p>		<u>Pageviews</u>	January	65,166	February	133,018	March	525,691
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# What was happening?

Three stages with more than 30  
unique performing groups





Making your own paper flower lei or  
mini poi balls



Learning to play the ukulele at  
Auntie Aloha's Ukulele Corner...

...or your very first hula ...



Lei made of candy are for all  
occasions and keiki of all ages!

Free cultural crafts and  
activities for  
thousands of kids  
and family members

# What was happening?



# What was happening?

Shopping at the 'Island Marketplace' featuring 80 vendors with merchandise targeted to Pacific Island cultures & "Island lifestyles"

Eating at the 'Local Grinds' Food Court featuring 27 food vendors offering delightful island specialties





# What was happening?



Connecting with area Pacific Islander organizations and other organizations with information useful for Pacific Islanders

## Learning activities for all ages



Jammin' in the Kanakapila Tent



Entranced by 'Madda Goose' in Pidgin

Trying first chords and strums an ukulele and checking out how to make one





# What was happening? FUN!



Honoring Aunt Claudia  
Kaercher with the Kokua Award

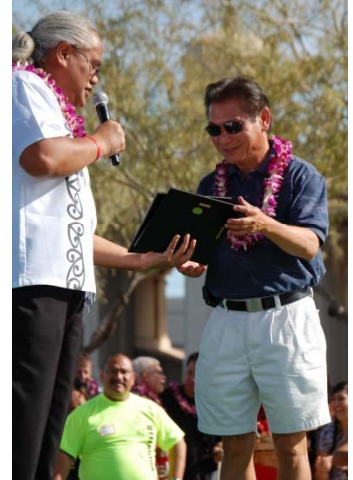




# ...and more FUN!



Herb Ohta Jr. came to check us out and stayed to play.



Board President Varen thanks two of our stage sponsors, Hawaiian Airlines and Starwood Hotels and Resorts.

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

**ASU Gammage BEYOND**  
**Keali'i Reichel**

**Free Kahiko Workshop with Keali'i Reichel**  
**Sunday, March 13 - ASU Gammage Lobby**  
**6 p.m. - 8 p.m.**

Dancers must have previously studied hula and know all hula steps—minimum 5 years dancing experience.  
Please Note: This workshop will be physically demanding. For experienced dancers only.

Registrants must bring:  
-Hula skirt -Towel  
-Notebook -Bottle of water  
NO video taping allowed!

**TO REGISTER:**  
Email: [dance.workshop@azalohafest.org](mailto:dance.workshop@azalohafest.org)

Mahalo to Arizona Aloha Festival for assistance with this project.

**ASU GAMMAGE**  
ARIZONA STATE UNIVERSITY

Our partnership with ASU Gammage brought free workshops for dancers and chanters.



Dancers from many Pacific Islands and Arizona Tribes provided a multi-cultural welcome to the 'Island of Tempe' at Opening Ceremony.





# Direct Community Financial Effects

## ATM Machine Cash

- 2,372 transactions
- Over \$151,000 withdrawn
  - Average \$63.66 per transaction

Survey responses reported an average of \$64.55 per person spent at the event, validating the ATM figures and indicating the impact of local tax collections from event sales.



## Parking in Tempe

Estimated revenue to area garages and lots: \$60,000 to \$65,000 as 83.6% of attendees said they drove and parked)

Revenue from parking fees support the city of Tempe, our host.

# **Intangible Community Financial Impact**

## **Survey Results**

- **Vendor impacts**

- 84% of vendors were from out of state
- 75% of vendors reported a hotel stay
- 29% of vendors flew in for the event (airport taxes, hotel stays, rented a car, etc.)
- All had meals and other miscellaneous purchases during their stay

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

- **Attendee impacts**

- 38.6% of attendees came from outside the Phoenix metro area
- 11.1% of attendees reported a hotel stay
- 14.8% of attendees came from outside Arizona
  - 5.6% of those flew into Sky Harbor
  - 4.5% rented a car
- 28.4% of ALL respondents ate at an area restaurant over the weekend
- 9.3% used light rail to get to the event!

**Attendee spending helps the local economy!**



# 2011 Sponsors & Supporters

Lakeside Stage Sponsor



Mountain  
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starwood  
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Ohana Village Sponsor



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**Mahalo to all our sponsors, donors and supporters!**

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Mill Avenue District  
DOWNTOWN TEMPE COMMUNITY

Precision Die Cutting and  
Embossing & Kaplan Mfg



ASU GAMMAGE

# Volunteers

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

Volunteers serve at all levels of the organization: Board of Directors, Planning Committee, and committees.



Teaching paper lei at Keiki Activities



Lani leading off for the Committee members

Over 1500 hours are given by approximately 200 volunteers during the event weekend itself, with hundreds more hours spent in planning and preparation.

Everyone – including the performing groups on the stages – are volunteers.



Board Treasurer Bob selling teeshirts and raffle tickets to keep the Festival free.



Helping with crowd control at the stages





**See You in 2012!**  
**March 10 & 11**  
**Tempe Beach Park**  
**at**  
**Tempe Town Lake!**