



Arizona Aloha Festival

March 10-11, 2012
10am - 5pm
Tempe Beach Park
Free Family Event
azalohafest.org

2012 Festival Report

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 can almost smell the ocean.

Follow us to the Arizona Aloha Festival....



Who was there?

Estimated 175,000 Attendees

Demographic breakdown:

- 21% were under 18
- 58% were 19 - 55
- 20% were 56 or older
- 18% were first time attendees
- 82% had attended in a previous year
- 22% Pacific Islander
- 10% Asian
- 36% Caucasian
- 9% Native American
- 9% Hispanic/Latino
- 3% African American
- 9% "Other" or mixed race

"Enjoyed the aloha! Everyone smiling, hanging out with family, the feel good island music in the air."
(survey response)



What did they say about us?

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

- | | | | |
|-------------------------|------|---------------------------|------|
| • Overall Experience | 4.69 | • Food | 4.60 |
| • Aloha Atmosphere | 4.68 | • Shopping | 4.48 |
| • Cultural Performances | 4.77 | • Discovery Areas | 4.52 |
| • Ukulele Program Area | 4.52 | • Keiki (kids) Activities | 4.30 |



“We love the aloha spirit combined with the culture, Hawaiian music, dance. It is as if we were in the Islands.”

(survey response)

Where are they from?

Attendees

72.3% Metro Phoenix

15.6% Other Arizona City

12.2% Out of state:

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

However, responses were also
from Hawaii, Oklahoma, Michigan
and Wisconsin, as well as Canada,
Ireland and Germany!

Vendors

72% of vendors were
from out of state

11% of vendors were
from Hawaii



How did they hear about us?

"Always a wonderful treat that I look forward to yearly. I appreciate all of the great work the committees do to make this possible." (survey response)

<p>Person to Person 55%</p>	<p>Friend, coworker, performer, volunteer; emails, phone calls, texts and more.....</p>								
<p>Media 12%</p>	<p>Newspapers, television, magazines, newsletters, calendar listings, and posters and flyers at businesses, workplaces and schools.</p>								
<p>Internet 20%</p> <p>www.azalohafest.org averages over 5,000 hits per week (20,000 in a month) for most of the year.</p> <p>The number of our 'Facebook Friends' continues to grow over each year to keep updated and informed about new information on the website.</p>	<p>Festival website stats</p> <table data-bbox="825 1367 1273 1599"> <thead> <tr> <th></th><th><u>Pageviews</u></th></tr> </thead> <tbody> <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> </tbody> </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
	<u>Pageviews</u>								
January	65,166								
February	133,018								
March	525,691								

What was happening?

Three stages with more than 30 unique performing groups



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



Trying your very first hula ...



Making your own paper flower lei or mini poi balls ...



Playing ukulele with new friends at Auntie Aloha's Ukulele Corner...



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

What was happening?

What was happening?

Shopping at the 'Island Marketplace' featuring 83 vendors with merchandise targeted to Pacific Island cultures & "Island lifestyles"



Eating at the 'Local Grinds' Food Court featuring 30 food vendors offering delightful island specialties



"I enjoy coming back each year! Great food, awesome performances and good shopping. Love Aloha Festival! MAHALO!"

(survey response)

What was happening?

Learning activities for all ages



Jammin' in the Kanakapila Tent



Learning to make kupe'e lei



Guest Dr. Rona Halualani talks of being 'local'



Learning to keep the beat with ka eke eke



What was happening? FUN!



Facebook photo: Cindy Klein Oehme



Facebook photo: Mark Huff



Facebook photo: Linda Oosahweh

...with many mahalos to our sponsors...

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



Direct Community Financial Effects

ATM Machine Cash

- 2,667 transactions
- Over \$177,000 withdrawn
 - Average \$66.54 per transaction

Survey responses reported an average of \$57.27 per person spent at the event, supporting 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 61% 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**

- 71.4% of 125 vendors were from out of state
- 68% of vendors reported a hotel stay
- 20% of vendors flew in for the event and/or rented a car
- 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**

- 28% of attendees came from outside the Phoenix metro area
- 5% of attendees reported a hotel stay
- 12% of attendees came from outside Arizona
 - 2% of those flew into Sky Harbor
 - 3% rented a car
- 31% of ALL respondents ate at an area restaurant over the weekend
- 11% used light rail to get to the event!

Attendee spending helps the local economy!

Volunteers

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

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

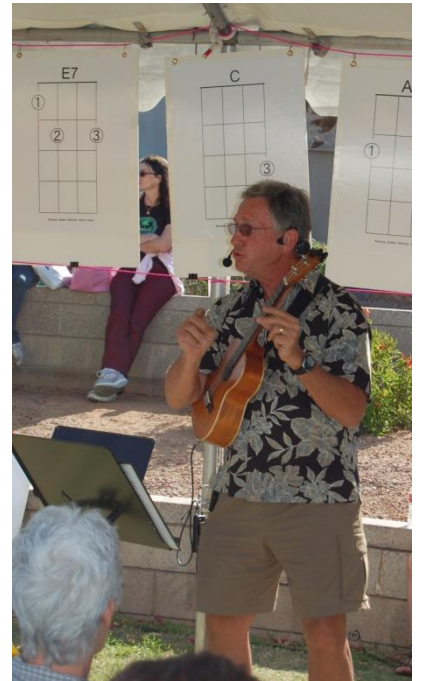
Everyone – including the performing groups on the stages – are volunteers.



Helping with crowd control at the stages.
And sneaking a peek at the performance!



Some grow
into it....



Teaching at Aunty Aloha's



Teaching at Hale Mana'o



Another Soda run – sales help keep
our Festival free!

2012 Sponsors & Supporters



Lakeside Stage Sponsor

starwood
Hotels and
Resorts



Mountain Stage Sponsors



Auntie Aloha's Ukulele
Corner Sponsor



Keiki Activities Sponsor



Mill Avenue District
DOWNTOWN TEMPE COMMUNITY



Precision Die Cutting and
Embossing & Kaplan Mfg



See You in 2013!
March 9 & 10
Tempe Beach Park
at
Tempe Town Lake!