



2013 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:

- 28% were under 18
- 59% were 19 - 55
- 13% were 56 or older
- 14% were first time attendees
- 86% had attended in a previous year
- 35% Pacific Islander
- 10% Asian
- 49% Caucasian
- 10% Native American
- 16% Hispanic/Latino
- 1% African American
- 23% “Other” or mixed race

“The AZ Aloha Festival is the next best thing to a weekend in the islands. I especially appreciate the authentic cultural performances, Hale Mana’o classes, and the kanikapila tent. I love the island foods.”
(survey response)



What did they say about us?

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

- | | | | |
|-------------------------|-----|---------------------------|-----|
| • Overall Experience | 4.5 | • Food | 4.4 |
| • Aloha Atmosphere | 4.5 | • Shopping | 4.3 |
| • Cultural Performances | 4.6 | • Discovery Areas | 4.4 |
| • Ukulele Program Area | 4.5 | • Keiki (kids) Activities | 4.3 |



"I always look toward this event every year, out of all of the different events, this is the one I make sure I'm off work to attend! Thank you!"
(survey response)

Where are they from?

Attendees

76% Metro Phoenix

19% Other Arizona City

7% Out of state:

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

Vendors

70% of vendors were
from out of state



How did they hear about us?

"My family and I look forward to your festival every year. Thank you for another wonderful event.."
(survey response)

Person to Person 64%	Friend, coworker, performer, volunteer: emails, phone calls, texts and more.....
Media 12%	Newspapers, television, magazines, newsletters, calendar listings, and posters and flyers at businesses, workplaces and schools.
Internet 23% 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' continues to grow over each year to keep updated and informed about new information on the website.	Festival website stats More than 24,000 unique people viewed 54,500 pageviews and spent an average 2 minutes reading each page they visited. In the month before the event, the site saw more than 69,000 total pageviews. 72% were new visitors to the site. Figures based on information provided by Google analytics

What was happening?

On Friday, the rains came...making set-up a mess.



On Saturday, the people came...even with the cold and showers... and on Sunday the sun shone brightly.



“Even though it rained, everyone seemed to be having a good time and enjoying the wonderful performances.” (survey response)



What was happening?

... the spirit lasted all weekend long...



Photo: Na Leo Kuponon website



Photo: Dwayne Conn, Facebook



Photo: Danielle Gregory, Arizona Republic



Photo: John Telleria, Facebook



Photo: John Telleria, Facebook

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



Making a tapa design stamped card, stringing a paper flower lei or making a poi ball



Hearing a story in Pidgin...



What was Happening?



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



Trying uli uli for the first time...

What was happening?

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



Photo: Adrian Lesoing, College Times



Photo: Melissa Fossum, New Times

Eating at the 'Local Grinds' Food Court meant choosing from 30 food vendors offering delightful island specialties



Photo: Sara Dalton, New Times



Photo: Adrian Lesoing, College Times

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

(survey response)

What was happening?

Learning Samoan customs



Trying a new dance move!



Picking up new ukulele tips



Exploring tools to carve and create before metal came to the islands



Former Gov. Waihee explained importance of the Native Hawaiian Roll Commission and Kana'iolowalu



Memory help for Kahurangi Maori Dance Theatre's presentation

What was happening? FUN!



Facebook photo: John Teleria



Kokua Awardee Sione Fa and family



Facebook photo: Carrie Fllimaui



Facebook photo: Mac Fam

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

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



Hawaiian Air brought tropical beauty..and the flowers too!



Native Hawaiian Roll Commission/ Kana'iowalu made their goal of 700 new signees for the petition.



T-Mobile got into the spirit!

And everyone wanted their picture with the Gecko!



Our raffle donors Brian (left) of Aston and Eddie and Ren of Starwood (right) showed their best 'shakas' with pride!



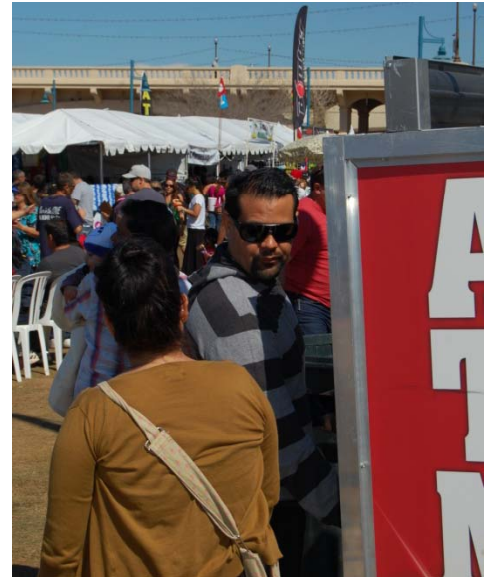
Jason of Sam Ash Glendale braved a cold Saturday morning with shorts and a smile.

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 \$63.00 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:
\$70,000 to \$75,000 as 88% of attendees said they drove and parked) (Higher this year, probably due to rainy weather.)

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

Intangible Community Financial Impact

Survey Results

- **Vendor impacts**

- 70% of 105 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**

- 31% 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 the stages



Setting up on Friday

Thank you to all the
volunteers that make
it happen!!

Babysitting the supply truck



Teaching at Hale Mana'o

Training for the future...



Working our Soda booths – sales
help keep our Festival free!

2013 Sponsors & Supporters



Lakeside Stage Sponsor



Volunteers Sponsor



Hotels & Resorts

Mahana at Ka'anapali
Maui Hotel donor



Ohana Village Sponsor



Sheraton Waikiki Hotel donor



Auntie Aloha's Ukulele
Corner Sponsor



Keiki Activities Sponsor

And our Supporters:





**Help us celebrate
20 years!**

**March 8 & 9, 2014
Tempe Beach Park at
Tempe Town Lake!**