

2015 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 immerse themselves in the cultures of the islands. Three stages are filled with music and dance. Hale Mana'o features arts, crafts, and cultural practices sessions.

Aunty Aloha's Ukulele Corner teaches anyone to play, complete with loaner ukuleles, and encourages them to jam together in another. Keiki (kids) of all ages make crafts and play games.

When the Marketplaces (filled with island arts and goods) and Food Courts (the smells of island cooking waft over the entire event) are included in the experience, going to Festival is truly like a whirlwind trip to the islands.

Arizona Aloha Festival introduces people to the wide variety that is the South Pacific in a fun, all-ages-welcome experience.

This experience is more than a tourist brochure scene of a beach and a tropical sunset and brings depth to the knowledge about the people who live in these islands. From this, learning and understanding begins.

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:

- 24% were under 18
- 52% were 19 – 55
- 24% were 56 or older
- 10% were first time attendees
- 90% had attended in a previous year
- 33% Pacific Islander
- 12% Asian
- 30% Caucasian
- 10% Native American
- 10% Hispanic/Latino
- 3% African American
- 5% “Other” or mixed race

Attending the festival has become a tradition for me and my family. I will always be there (sick or not, lol). (Facebook comment)



“My favorite festival of all! I wait for this every year and it’s practically a holiday for me.” (survey response)

What did they say about us?

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

- | | | | |
|-------------------------|-----|---------------------------|-----|
| • Overall Experience | 4.6 | • Food | 4.7 |
| • Aloha Atmosphere | 4.6 | • Shopping | 4.5 |
| • Cultural Performances | 4.8 | • Discovery Areas | 4.7 |
| • Ukulele Program Area | 4.6 | • Keiki (kids) Activities | 4.7 |

“This is my all time favorite festival. The music, hula, food, and Polynesian atmosphere is absolutely wonderful.” (survey response)

“We really appreciated that it was free. The whole vibe was excellent and energizing. Thanks for a fun day!” (survey response)



“As always the festival is gets better every year and more and more people attend. Great job!” (survey response)

Where are they from?

Attendees

62% Metro Phoenix

28% Other Arizona City

10% Out of state:

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



Vendors

80% of vendors were
from out of state

11% of vendors were
from Hawaii

How did they hear about us?

"It's always a must to attend the festival. As I wait all year I tell and invite everyone! It's always a great time!" (survey response)

Person to Person 64%	Recommendations from friends, coworkers, performers, volunteers through conversations, emails, phone calls, texts and more.....
Media 23%	Newspaper articles, television, magazines, newsletters, calendar listings, and posters or flyers at businesses, workplaces and schools.
Internet 26%	<p>www.azalohafest.org promotes the Festival's activities and programming year-round.</p> <p>We had 46,994 hits the week before Festival alone with an average view time on our pages of 2 minutes.</p> <p>The number of our 'Facebook Friends' continues to grow each year. Our peak impressions' hit a new high of 65,229 with 12,736 people engaged in the two weeks before the event.</p> <p>Facebook updates and informs our fans about new updates and keeps two-way communication flowing.</p>

Tasting Island Foods



Photo: Bryson Montierth, Facebook



Photo: Francis Farrelly, Facebook

Eating at the ‘Local Grinds’ Food Courts meant choosing from 27 food vendors offering delightful island specialties



Photo: Gay N Kani Kauahi, Facebook

**“So much good food!
Not enough time! Lol”
(Facebook comment)**



Photo: Maile Ferro, Facebook



Photo: OniSon Tuiolosega, Facebook
‘Get your ono grinds early!’



Photo: Lisa Williams Strecker, Facebook

Stages were filled with the joy of music and dance



Photo: Arizona Aloha Festival



Photo: Aloha Yoga & Hula, Facebook



Photo: Thani Dupont Fillimaui, Facebook



Photo: Arizona Aloha Festival

Love everything about
festival!!! No
complaints... I have
gone and will go rain
or shine!
(survey response)

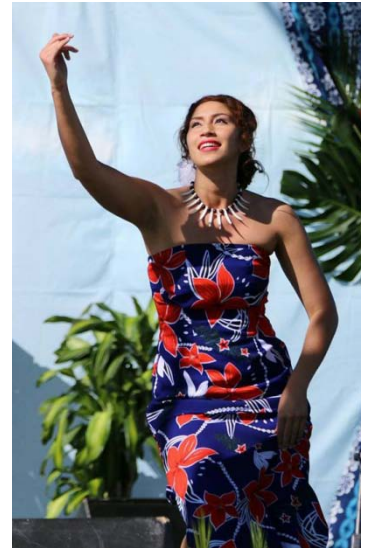


Photo: Aimee Kissling Moea'i, Facebook



Photo Kimberly Ann Prudhomme, Facebook



Photo Nalani Francisco, Facebook

Thousands of kids and family members enjoyed free cultural crafts and activities



Learning in Hale Mana'o



Learning to dance



Pickin' up tips at Auntie Aloha's



Storytelling in Hale Mana'o



Learning a hula



Stringing a paper flower lei or maybe a real one

Shopping at the 'Island Marketplace'

Featuring 80 vendors with merchandise targeted to Pacific Island cultures & "Island lifestyles"



"Every year is a great and wonderful event. Thank you for everything!"
(survey response)

What was happening? FUN!



Photo Cathy Turley, Facebook



Photo Arizona Aloha Festival

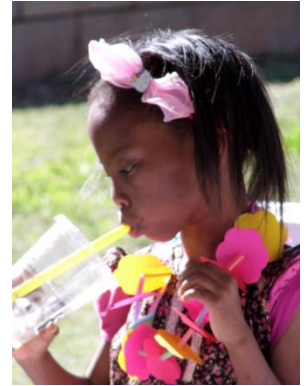


Photo Arizona Aloha Festival



Photo AA DC De Vera, Facebook

"I just loved and enjoyed feeling and seeing all the sounds, smell, and Ohana of back home. It truly was a fun-filled weekend. God Bless You All!" (survey comment)



Photo JoAnne Totten, Facebook



Photo Kelli Sedillo Villicano, Facebook



Photo DC de Vera, Facebook

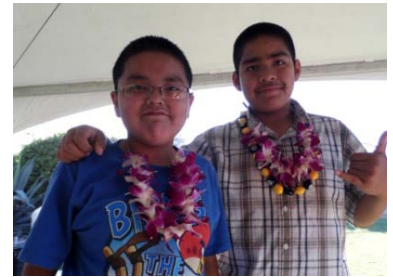


Photo Arizona Aloha Festival



Photo UH Alumni Association



Photo Arizona Aloha Festival



Photo Josh Sauer, Facebook

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

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



Hawaiian Air sponsored the Lakeside stage



Mountain Stage by Hawaii Flower Lei



Discovery Stage by iAloha Radio



Volunteers sponsored by GEICO



Sam Ash Music at Aunty Aloha's Ukulele Corner



Ohana Village by Office of Hawaiian Affairs



Condo Donor helped create two great prizes



Grants support our programming



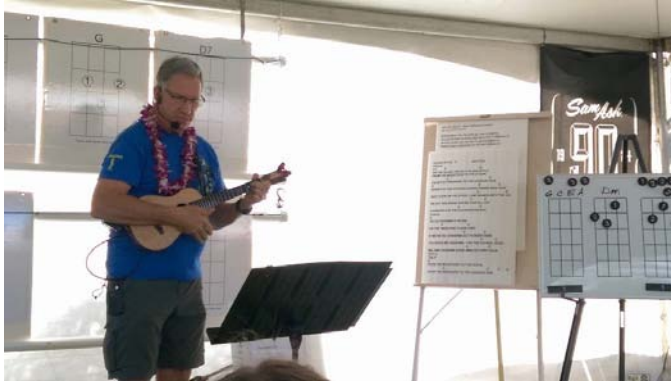
Lowe's helps beautify our stages

Volunteers

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

Over 3000 hours are given by approximately 250 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..



Teaching at Auntie Aloha's



Selling Raffle Tickets and Tees to help keep the Festival free



Greeting everyone with smiles



Chairing a Committee

Volunteers
make it
happen!!



Helping with activities



AT&T's Employee Resource Group
APCA - Mountain States Chapter
Ready to work!

2015 Sponsors & Supporters



Discovery Stage Sponsor



Mountain Stage Sponsor



Hotels & Resorts

Mahana at Ka'anapali
Maui Hotel donor



Auntie Aloha's Ukulele
Corner Sponsor



Ohana Village Sponsor

And our Supporters:



Direct Community Financial Effects



Survey responses reported an average of \$66.71 per person spent at the event, supporting the ATM figures and indicating the impact of local tax collections from event sales.

ATM Machine Cash

- 2,710 transactions
- Over \$177,380 withdrawn
 - Average \$65.45 per transaction

Parking in Tempe

Estimated revenue to area garages and lots:
\$80,000 to \$85,000 as 92% of attendees said they drove and parked. (estimating \$10.00 per car fee)

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

Intangible Community Financial Impact Survey Results

- **Vendor impacts**

- 44% of 150 vendors were from out of state
- 64% of vendors reported a hotel stay
- 33% 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**

- 38% of attendees came from outside the Phoenix metro area
- 27% of attendees reported a hotel stay
- 10% of attendees came from outside Arizona
- 11% of those flew into Sky Harbor and/or rented a car
- 62% of ALL respondents ate at an area restaurant over the weekend
- 5% used light rail to get to the event!

Attendee spending helps the local economy!



See you next year!
March 12 & 13, 2016
Tempe Beach Park at
Tempe Town Lake!