# ARIZONA INDIAN FESTIVAL
## February 4-5, 2023
### Scottsdale Civic Center  - Scottsdale, AZ



## Festival Post Event Report

## FESTIVAL OVERVIEW

The 2023 Arizona Indian Festival was held at the Scottsdale Civic Center and provided a platform for tribal tourism and awareness of Arizona's indigenous communities by creating an inclusive inter-tribal event. The festival included traditional dwellings, songs and dances, native foods, and demonstrations of arts and crafts. The Arizona Native Edible Experience held in November provided a cocktail format setting including tasting stations featuring traditional foods and cocktails by indigenous chefs and foragers.

## FESTIVAL RESULTS

The Arizona Indian Festival attendance was in excess of 14,000 attendees. Over 30,000 attended all of the Western Week activities.

- Over 14,000 attendees attended the festival of which over 9,000 attendees where visitors to Arizona allowing new introductions to Arizona communities.

- The top five attendee visitor markets where: 1) California, 2) Illinois, 3) Minnesota, 4) Chicago, 5) New York.

## Marketing Value

The Arizona Indian Festival partnership with Western Week generated a sponsorship marketing value of over $300 thousand in partner media value and 4.9 million impressions. Over 350 media spots were generated through print, web, television and social media.

During and prior to the festival, sponsorship brand recognition was made available through the following specialty branding areas:

- Entertainment Main Stage Sign
- Western Week Promotion
- Parada Parade
- Main Stage Mentions
- Tourism Area Signs and Product Placement
- Arizona Indian Festival Website
- AAITA Marketing Partnerships
- Arizona Native Edible Experience

## Arizona State Community Impact

Arizona local communities worked in unison and brought multiple resources to allow each community to tell their story.

Over 1,800 Arizona Official State Travel Guides and 2,000 maps were distributed during the event.