

ARIZONA INDIAN FESTIVAL

February 3-4, 2024

Scottsdale Civic Center - Scottsdale, AZ



Festival Post Event Report



Discovernavajo.com





FESTIVAL OVERVIEW

The 2024 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 Indigenous Culinary 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 16,000 attendees. Over 44,000 attended all of the Western Week activities.

- Over 16,000 attendees attended the festival of which over 3,394 attendees were visitors to Arizona allowing new introductions to Arizona communities.
- The top five attendee visitor markets were: 1) New Mexico, 2) Ohio, 3) Minnesota, 4) Texas, 5) Colorado.

Marketing Value

The Arizona Indian Festival partnership with Western Week generated a sponsorship marketing value of over \$3.3 thousand in partner media value and 6.0 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.

