

## Creation Of The “Made With Aloha Festival” Hyatt Regency Waikīkī

The annual Made With Aloha Festival was created in 1994 for the Hyatt Regency Waikīkī. The objective was to garner local and national publicity as well as to establish an event positioning the hotel as a community leader and innovator.

The event also supported the state’s efforts to promote businesses manufacturing products in Hawai`i by organizing the first exhibition ever produced to showcase these products. The exhibition was linked to the annual Aloha Festival’s festivities that drew thousands of local residents and visitors to Waikīkī.

The festival was designed as a showcase of Hawai`i-made products, with over 100 vendors displaying and selling Hawaiian foods, flowers, wood products, spa products, books, music, clothing, fabrics and more.

Positioning the Made With Aloha exhibition as an official Aloha Festivals event resulted in listings in all official programs and collateral material produced by Aloha Festivals. The event was held on the evening of the Waikīkī Ho`olaulea, a huge street festival which ensured a good crowd. This kind of strategic planning enabled us to tap into existing crowds and to secure extensive exposure for event sponsors whose logos were prominently displayed on a street-level stage.

The entire event was financed by securing corporate sponsorships in exchange for advertising, collateral and publicity exposure. The primary presenting sponsor, Long Distance-USA/Sprint, offered free telephone calls throughout the world from the Hyatt Regency Waikīkī during event hours. This resulted in increased attendance and awareness for Long Distance-USA/Sprint and for the event as a whole.

Other strategic decisions not only ensured the event’s success but set new precedents:

- For the first time in the hotel’s history a festival was supported by corporate sponsorships so that the hotel spent none of its own dollars on an enormously successful event which garnered thousands of dollars worth of publicity.
- Event participants (product vendors) were provided a two-hour private session prior to the public opening to show their products to directors of purchasing from major hotels and retail outlets. TLC organized the invitation-only showing as a bonus to participants. As a result, one small business owner made a solid impression on the WalMart buyer and placed her product on the shelves of the giant retailer.

- Hundreds of impressions were created in Hawai'i media.
- Enhanced business relationships were built with the event corporate sponsors, particularly the presenting sponsor, Long Distance/USA-Sprint.
- A positive relationship was established with the state's Aloha Festivals program, providing a new event for their program.
- An estimated 12,000 people attended the festival and viewed, tasted, sampled and purchased products made in Hawai'i, resulting in a new awareness for these businesses and for the hotel as an exciting event venue.
- Over 100 vendors were secured and given public visibility as well as access to major purchasers.
- Hyatt Regency Waikiki was positioned as a hotel with a broad view of community commitment and of the wider economy surrounding the tourism industry.