

Shopper Admission Rate Increase



Aloha Stadium Swap Meet & Marketplace



Aloha Stadium Swap Meet & Marketplace Shopper Admission Rate

- CURRENT ADMISSION RATE

\$1.00 general admission for 12 years and older

Free admission for 11 years and under

- PROPOSED ADMISSION RATE

\$2.00 general admission for 12 years and older

\$1.00 admission for Kama'aina and Active Military w/ valid ID

Free admission for 11 years and under



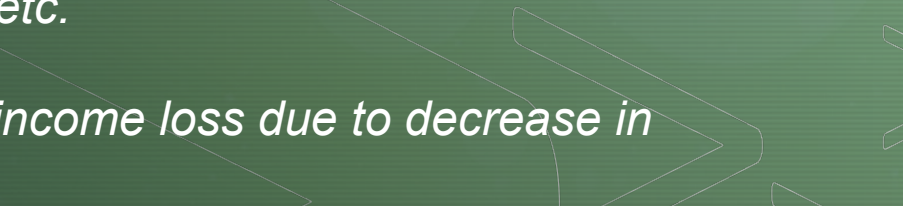


Shopper Fee History

The last shopper admission rate increase was done in 2006 (16 years ago)

- *Increased from \$.50 to \$1.00*



We reviewed attendance data from before and after the fee increase to determine impact.

- *Results showed a 5-8% decline in attendance which began in late 2005 (prior to fee increase) and continued over the next few years.*
 - *Combination of factors leading to decrease: decline in tourism, economic downturn, etc.*
 - *Rate increase offset income loss due to decrease in attendance.*
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▲ Aloha Stadium Swap Meet & Marketplace Market Rate Adjustment

Why now?

- *For the last 16 years the fee has not increased.*
 - *Operational costs (labor and supplies) have increased.*
 - *Prices of goods/services have increased by over 40% since 2006 (Bureau of Labor Statistics 2022)*
 - *PTI wages have increased by 49% since 2006.*
 - *Currently fall below market rates in comparison to other major attractions and swap meets across the West Coast.*
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Aloha Stadium Swap Meet & Marketplace Shopper Admission Rate Market Study

- Mile High Swap Meet - Denver, CO
 - Friday: \$2.00 per person
 - Saturday & Sunday: \$3.00 per person
 - 3-day pass: \$5 per person
 - Children under 12: FREE
 - Annual Buyer's Pass: \$89
- Santa Cruz Swap Meet - CA
 - Friday: \$1.00 per person
 - Saturday \$2.00 per person
 - Sunday: \$2.50 per person
 - Children under 11: FREE
- Santa Fe Swap Meet - CA
 - Friday: \$3.50 per person
 - Saturday \$2.00 per person
 - Sunday: \$2.50 per person
 - Children under 54": FREE
- Kobey's Swap Meet – San Diego, CA
 - Friday: \$1.00 per person
 - Saturday \$2.00 per person
 - Sunday: \$2.00 per person
 - Children under 12: FREE

Aloha Stadium Swap Meet & Marketplace Shopper Admission Rate Market Study

Rate Comparison from Hawaii's Top Tourist Attractions

- Hanauma Bay
General Admission:
\$25.00
FREE children 12 years and under
FREE Kamaaina/Military Admission:
- Pacific Aviation
General Admission:
\$25.00 adult (13 years and older)
\$12.00 children (4-12 years)
Kamaaina/Military Admission:
\$15.00 adult (13 years and older)
\$10.00 child 4-12 years)
- Honolulu Zoo
General Admission:
\$19.00 adult (13 years and older)
\$11.00 children(3-12 years)
Kamaaina/Military Admission:
\$8.00 adult (13 years and older)
\$4.00 child (3-12 years)
- Diamond Head National Park
Entrance Fee:
Hawaii Residents w/ID FREE
Non-Hawaii. Residents \$5.00
Parking Fee:
Hawaii Residents w/ID FREE
Non-Hawaii Residents \$10.00

Aloha Stadium Swap Meet & Marketplace Projected Revenue

DAY	DAILY AVERAGE ATTENDANCE	ANNUAL TOTALS	% Visitor Attendance	Estimated Revenue Increase
Wednesdays	5,000	260,000	50%	\$130,000
Saturdays	8,000	416,000	34%	\$141,000
Sundays	10,000	520,000	28%	\$145,600
TOTAL				\$417,600

*Based upon 156 Swap Meet dates per year

Operational Notes

- Updated signage will be posted at all entries.
- Parking attendant will be posted to prep cars as they enter the gates.
- Parking attendants will ask driver for identification if driver or someone in the vehicle states they are Kama'aina / Active Military.
- If one person in vehicle shows proof of a Kama'aina or Active Military ID, the entire vehicle will be given the discounted rate.
- Forms of IDs accepted: State of Hawaii DL, State of Hawaii ID, School ID, Active Military ID

Vendor Communications / Feedback

VENDORS

Vendors were notified of a possible shopper rate increase as part of the 1st Quarter Vendor Meeting Webinar (February 2022).

The Webinar was posted on-line, and vendors were encouraged to watch on their own time. Notifications of the meeting were done through:

- email blast,
- flyer distribution at Salt Lake Blvd entrance (Wed, Sat, Sun),
- onsite poster at Box 6 (where they pay their vendor fees)

Communication Campaign

VISITOR market ads will be revised with new rates as of May 2022

- Print ads: 101 Things to Do, Drive Magazine and USA Today Hawaii (in-room hotel guests)
- Concierge will receive newly printed brochures along with a personalized letter with the new rate information.
 - Mail Date: April 25
 - Distribution to hotel guest: May 1

RESIDENTIAL market ads will be revised with new rates as of April 2022

- Print ads: Star Advertiser, Midweek/Voice tabloids (Leeward, Central, West, and Windward areas of the island)
- Digital ads: Local Business Guide listing on the Honolulu Star Advertiser and KHON2.com. Statewide Spectrum.
- Broadcast: KHON2 (new taglines will be added into the 30-second television spot)
- Social Media Campaign
- Media Release will be distributed to all Hawaii Media

Uncover Treasures

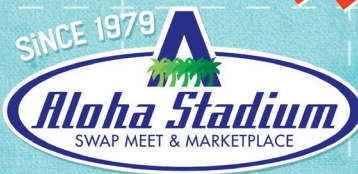
WHERE THE PRICE IS ALWAYS RIGHT!

HUNDREDS OF LOCAL ARTISANS
MADE IN HAWAII ITEMS

LOCAL
SNACKS



UNIQUE
SOUVENIRS
& More!



\$2 per buyer, 11 yrs. & under FREE
(Kama'aina / Active Military discount offered with valid ID)

MARKETPLACE HOURS: Wed, Sat, Sun: 8am - 3pm
SWAP MEET HOURS: Wed, Sat: 8am - 3pm • Sun: 6:30am - 3pm

ALOHASTADIUM.HAWAII.GOV
99-500 SALT LAKE BLVD, AIEA, HI 96701



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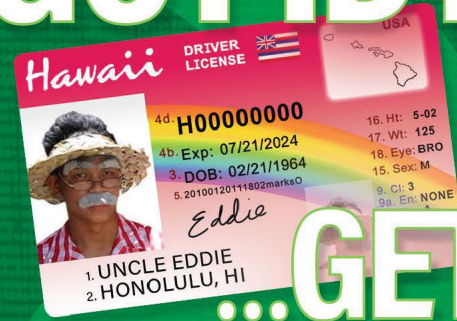


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GOT ID?



...GET \$1 ENTRY!

What you need to know before you go!

- Starting May 1, 2022, general admission will be increased to \$2 (12 years old and over)
- Free admission for 11 years & under
- Kama'aina and Active Military must show valid identification to get the discounted \$1 entry fee

Same great deals,
hundreds of vendors
& plenty of parking!



ALOHASTADIUM.HAWAII.GOV  

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