

Cleveland Asian Festival - Big Numbers, Big Success

Cleveland, OH - The record-breaking crowd of 48,800 at the 7th annual Cleveland Asian Festival (CAF) broke another record: They spent over \$3 million in Cleveland's AsiaTown neighborhood that weekend.

Survey results from attendees of the popular Cleveland Asian Festival indicate continued and growing satisfaction for the attendees and financial and other benefits to the AsiaTown neighborhood and city of Cleveland.

31% of those who answered the surveys attended both days (Saturday and Sunday) of the Festival. 32% spent over 3 hours at the Festival and 70% attended with 2 or more people. 30% of the attendees attended the Cleveland Asian Festival for the first time. Wayne Wong, who served as Master of Ceremonies on the JACK Casino stage, asked the audience how many were making their first trip to AsiaTown and about one third raised their hand.

The residual benefit to the AsiaTown neighborhood are dramatic as seen by the responses indicating that 75% of those surveyed said they are very likely to shop at an AsiaTown business in the next year. A whopping 96% plan on returning to

AsiaTown within the next year to at least visit. The satisfaction of the record crowds can be related to the experience (7 years!) and hard work of the all-volunteer board and staff. CAF co-founder Johnny Wu says "It is the little improvements that can make a big difference to attendees. For example, we worked hard on parking and the satisfaction level of those surveyed about parking rose to 82%."

The K-Pop dance completion was a huge success and seating filled up quickly with many hundreds standing outside the tent to watch. The other entertainment, varied food choices, family activities, shopping area and health pavilion were also cited as favorites.

Perhaps the most impressive survey result is that 97% believe that the Cleveland Asian Festival benefits Greater Cleveland and 97% also plan on returning for the 2017 Cleveland Asian Festival which will be held May 20 and 21, 2017.

About the Cleveland Asian Festival
The Cleveland Asian Festival is an annual celebration of Asian Pacific American Heritage month in May in Cleveland's Asiatown neighborhood.

The Cleveland Asian Festival is a landmark undertaking to unite the community through collaboration and recognition of its culture, diversity, and people.

The 2017 Cleveland Asian festival will be held May 20 and 21, 2017 on Payne Ave. between E. 30th St & E. 27th S.

http://clevelandasianfestival.org
The 2016 Cleveland Asian Festival was made possible from these major supporting sponsors: JACK Cleveland Casino, Asia Plaza, Cuyahoga Arts &

Culture, Cleveland Public Power, ImageLab Media, Cuyahoga Community College, InHealth Ohio Nonprofit Mutual Insurer, KeyBank, Nationwide HealthCare, Northeast Ohio Regional Sewer District, Third Federal Bank, University Hospitals and many others.


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