



11th Annual Ukulele Picnic in Hawaii 2019 EVENT REPORT



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🌿 Visitors & Spectators

■ February 9th, 2019 (Sat)

7th Annual International Ukulele Contest & Hula Show

Venue : International Market Place Queen's Court Stage

Spectators : 500

■ February 10th, 2018 (Sun)

Ukulele Picnic in Hawaii 2019 – 11th Anniversary –

Venue : Victoria Ward Park

Visitors/Spectators : 5,000

■ Other events (Welcome and After Parties)

Venue : Various (Welcome: Haleiwa, After: Herringbone)

Visitors/Guests : 300

2 Days Total Visitors : 6,500

🌿 Press and Media

- Feb 10th, 2018 : 8 press & media
- Feb 11th, 2018 : 35 press & media

🌿 Official tour visitors from Japan

HIS : 132

Departing Port / Date	Feb 6th	Feb 7th	Feb 8th	Feb 9th		
TYO		7	65	49	1	122
OSA		0	1	5	4	10
Total		7	66	54	5	132

🌿 Supporter/Sponsors Total: 30+ shops

🌿 Food, Craft and Others : 16+ sops



Event layout



WARD VILLAGE.

HONOLULU, HI

With our new venue, Victoria Ward Park, We were able to provide Easier transportation to the event area and a larger parking area. We had great feedback from local and musicians about the event layout as well

Ukulele Picnic in Hawaii 2019 became a smaller space, size-wise, compared to previous years (at Kakaako Gateway Park). However, this made it easier for vendors to load/unload, and it also brought the smoother operation and more intimate atmosphere throughout the event. We appreciate the cooperation from Ward Village for providing us such a beautiful venue. Previous Location : Kakaako Gateway Park

New Location : Victoria Ward Park
(inside of Ward Village, next to Ward Entertainment Center. Newly renovated open space, close to Waikiki)



List of Sponsors, Supporters and Vendors

Total Supporters: 30 companies 19 from Hawaii, 11 from Japan

Total Vendors : 30 vendors including 16 food, drinks and craft booths



Booth Vendors & Food & Crafts	
1	HONUUA UKULELE
2	MITSUBA
3	UKULELE LAB
4	KOALOHA
5	UKULELE SITE
6	KALA
7	Hano Naka Inc
8	Byodo-In Temple
9	VH07V
10	T-mobile
11	LOKAHI
12	LEILANI HAWAII
13	Aloha Tuners
14	KUPULAU
15	Linda Molona
16	Happy Haleiwa
17	Te'Mari Designs & Haku Ai Designs
18	I.A.M Jewelry
19	HIS
20	Sun Noodle
21	ITOEN
22	JP CAFÉ
23	Brug
24	Takebayashi (Move4 Japan)
25	Iyasume
26	Aloha Table
27	Brick Oven Pizza
28	Hangry'z
29	Yacchaba
30	Punchbowl Café

OFFICIAL PARTNER

- 1 HOWARD HUGHES (Ward Village)
- 2 SUMMIT Radio
- 3 KZOO
- 4 Star-Advertiser/Hawaii.com

BARITONE Supporter

- 1 HAWAIIAN AIRLINES
- 2 PELE GRACE
- 3 Moana Surfrider
- 4 88-Tees
- 5 ITOEN USA

TENOR Supporter

- 1 SUN NOODLE
- 2 BIG ISLAND CANDIES
- 3 Kurosawa/KAMAKA
- 4 Kanilea
- 5 YAMASA
- 6 JP CAFÉ

CONCERT Supporter

- 1 BE BRAVE
- 2 パウスカートショップ
- 3 BURG

SOPRANO Supporter

- 1 Central Pacific Bank
- 2 Ukulele Store
- 3 Nakaso International
- 4 KIWAYA
- 5 MAHALO Networks
- 6 HERTZ

CONTEST Sponsors

- 1 Kanilea
- 2 KZOO
- 3 INTERNATIONAL MARKET PLACE
- 4 GINGA SOFTWARE
- 5 Hyatt Regency Waikiki



Press Release Event : Beach Bar at Moana Moana Surfrider

After great demand by the audience from previous year, we created a special mini-Live Concert at the outside bar & restaurant by the seaside located in The Moana Surfrider. We had 5 guest performers : Boo Takagi, Seiji Katz, Tomotaka Matsui, Jazzoom Cafe, and Kazuyuki Sekiguchi. We appreciate the continuing support for Ukulele Picnic in Hawaii from The Moana Surfrider. We had 5 guest performers : Boo Takagi, Seiji Katz, Tomotaka Matsui, Jazzoom Cafe, and Kazuyuki Sekiguchi. We appreciate the continuing support for Ukulele Picnic in Hawaii from The Moana Surfrider.



MOANA SURFRIDER
A WESTIN RESORT & SPA
WAIKIKI BEACH



Post Event : Ukulele Picnic in Blue Note Hawaii



To celebrate our 11th anniversary of Ukulele Picnic in Hawaii, we produced a special event. Hawaii's supergroup and Japan's superstars got together - Kapena and Boo Takagi - for this festive night at Blue Note Hawaii, featuring Tomotaka Matsui.



Artist Line Up from 2019 Ukulele Picnic in Hawaii

From Hawai'i



Kapena
カペナ



Josh Tatofi
ジョシュ・タトフィ



Natalie Ai Kamauu
ナタリー・アイ・カマウウ



Ku'ulpo Kumsakahi
クワイポ・クムカヒ



Herb Ohta Jr.
ハーブ・オータ・ジュニア



Bryan Tolentino
ブライアン・トレンティノ



Iron Mango
アイアン・マンゴ



Kamakakihau
Fernandez
カマカ・フェルナンデス



Jody Kamisato
ジョディ・カミサト



Honoka
ホノカ



Tegan & Kaylen
ティガン&ケイレン



Bryan Kessler
ブライアン・ケスラー



Sam & Sumo Ninjaz
サム&スモウニンジャズ



Benny Chong
ベニー・チャン



Byron Yasui
バイロン・ヤスイ



Dr. Trey
ドクター・トレイ



Kawena Mechler
カウェナ・メクラ

Mauna Stage / Moana Stage
Professional Musicians : 25
Amateur Groups : 10
Total Musicians & Performers : 35

From Japan



関口 和之 (主宰)



高木ブー



谷 誠二



Keiko



Lina Lina



松井 朝敬



EbiAk



わかぬいづみ



JazzoomCafe



Honuppi appeared again to support the friendship between Hawaii and Japan

Special Artist for Ukulele Picnic In Hawaii

"Live Painting" by Hilo Kume — popular Hawaiian art painter and photographer

Hilo Kume, a very famous and talented artist performed "Live Painting" on site at Ukulele Picnic in Hawaii, then donated the final product as a silent auction item (worth \$4000).



Hilo Kume

Hilo Kume started taking photos of beautiful Hawaii beginning in the 1980s. After being mesmerized by the beautiful moon in Lahaina, Maui in 1991, Hilo Kume started to paint and illustrate "his own version of paradise" called Hawaii.



Stage Scedule

11th Ukulele Picnic in Hawai'i		Sunday, Feb 10th 2019 at Victoria Ward Park	
Mauna Stage		Moana Stage	
WELCOME TIME			
9:00	Kazuyuki Sekiguchi & Tomo (MC)		9:00
	Kulipo KumuKahi Oii (Aloha Chant Zsongs) (09:40 - 09:55)		
	Change Over (5min)		
10:00	1 Kei Nishizato Ukulele School (10min)		10:00
	2 Poe Poe Japan (10min)		
	3 Lina Lina & Ukulele Lesson LeLeLe (10min)		
	4 EbAk (10min)		
	Change Over (5min)		
11:00	5 Jody Kamisato & Ukulele Hale & Honoka (10:45 - 11:15)	Dragon Beat (10:30 - 11:00)	11:00
	Give Away / Change Over (11:15-11:30)		
11:30	6 Keiko & Bryan Tolentino (11:30 - 11:40)	1.Ota Lanai Club Sanae Ukulele Band (11:05-11:20)	11:30
	7 aquamare (11:40 - 11:50)	2.JazzoomCafe (11:20-11:35)	
	8 PUA LOKELANI E 100 Hula (Kulipo&Keiko&Jimbo&Bryan Tolentino) (11:50 - 12:00)	3. Sweet Strings Ukulele Orchestra (11:35-11:50)	
	Change Over (5min)	4.Izumi Wakana (11:50-12:05)	
12:00	9 Okinawa Ukulele 「Itoshii no Ellie」 Team (12:05 - 12:15)	5.EbAk (12:05-12:20)	12:00
	10 Tegan & Kaylen (12:15 - 12:25)	6.Lina Lina (12:20-12:35)	
	Change Over (5min)	7.PoePoe Hawaii (12:35-13:20)	
13:00	11 Josh Tatofi (12:30 - 13:10)	8.Sam &Sumo Ninjaz (13:20-13:35)	13:00
	100 Ukulele Presentation Ceremony (13:10 - 13:25)		
	12 8th International Uke Confest MVP(13:25- 13:35)		
	Change Over (5min)		
14:00	13 KATZ. Seiji (13:40 - 14:00)	Give Away (13:35-13:50)	14:00
	14 Boo Takagi (14:00 - 14:20)	The Salvation Army Divisional Ukulele Band (13:50 - 14:00)	
	Change Over (5min)	100 Ukulele Workshop for 100Kids (14:00 - 14:35)	
14:30	15 Kamakakehau Fernandez & Kawena (14:25 - 14:40)		14:30
	Change Over (5min)		
15:00	16 Bryan Kessler & Kazuyuki Sekiguchi & Yanagiman (14:45 - 15:00)	Free Ukulele Workshop by Dr.Trey (14:35-15:20)	15:00
	Change Over (5min)		
15:30	17 Natalie Ai Kamauu (15:05 - 15:45)	Free Hula Workshop by Kawena (15:20-16:05)	15:30
	Give Away / Change Over (15:45-16:00)		
16:00	18 Kapena (16:00 - 16:40)	Workshop LIVE (16:05-16:15)	16:00
	Change Over (5min)	Bryan Tolentino (16:15-16:25) Benny Chong & Byron Yasui (16:25-16:45)	
17:00	19 Herb Ohta Jr. & Jon Yamasato (16:45 - 17:00)	Sekiguchi & Yanagiman (16:45-17:00)	17:00
	Change Over (5min)	PAU	
17:30	20 Iron Mango (17:05 - 17:25)		17:30
	21 Finale (17:25 - 17:35)		17:30
18:00	PAU		18:00

Mauna Stage

9:00AM 開場

9:30AM **START**

9:45AM オリジナルウイボ・クムカヒ

9:55AM クウイボ・クムカヒ

12:00PM

3:00PM

5:30PM

6:00PM

Moana Stage

10:00AM 開始

Dragon Beat

Ota Lanai Club Sanae Ukulele Band

Jazzoomcafe

Sweet Strings Ukulele Orchestra

わかないずみ

EbAk

Lina Lina

ポエポエ ハワイ

サム&スモウニンジズ

100人ウクレレワークショップ
(事前登録制)

ウクレレ ワークショップ (ドクター・トレイ)

フラ ワークショップ (カヴェナ・メクラ)

ワークショップ発表会

ベニー・チャン & バイロン・ヤサイ

関口和之 & ヤナギマン

5:00PM FINALE!

出演者の都合上、予定されていた出演者及び出演順が変更になる場合があります。



International Ukulele Contest and Hula Show 2019 Part1

8th Annual International Ukulele Contest 2019

Date : February 9th, 2019 Saturday Time : 10:00AM-2PM

Place : International Market Place Queen's Court Stage



Grand Champion & MVP : **Kyosuke** (from Japan)
KZOO Radio Award : **Richard Maxson** (from Missouri, USA)
Judges' Special Award : **Naoko Yabushima** (from Japan)
Solo Keiki, ages 3-11 : 1st Prize - **Hezekiah** (from Hawaii, USA)
Solo Teen, ages 12-18 : 1st Prize - **Kyosuke** (from Japan)
Solo Open, ages over 19 : 1st Prize - **Richard Maxson** (from Missouri, USA)
Group : 1st Prize - **CAR Ukulele Band** (from Taiwan)



8th Annual International Ukulele Contest and Hula Show 2019

8th Annual International Ukulele Contest

Date: February 9th, 2019 Saturday 10:00AM-2PM

Venue: International Market Place Queen's Court Stage

Sponsors for International Ukulele Contest

Kanilea Ukulele

KZOO Radio

International Market Place

Ukulele Foundation of Hawaii

GINGA Software

HYATT Regency Waikiki Beach Resort & Spa



Judges:

KU'UIPO KUMUKAHI (Hawaiian Musician/Director of Hawaiian Culture at Hyatt Regency)

KIMO HUSSEY (Ukulele Player/Instructor)

BRYAN TOLENTINO (Ukulele Player)

JAZZOOMCAFE (Ukulele Player/2011 MVP Winner)

KATZ SEIJI (Ukulele Musician)

ROBYN FURUYA (KZOO Radio/Owner)



8th Annual International Ukulele Contest and Hula Show 2019



8th Annual Hula Show 2019

Date: February 9th, 2019 Saturday 2PM-4PM

Venue: International Market Place Queen's Court Stage



Many hula halau from Japan joined this special hula show. For two hours, non-stop hula performances really brought everyone together, and had great reception from the audience.



Ukulele Picnic in Hawaii 2019 ① Mauna Stage



Ukulele Picnic in Hawaii 2019 ② Mauna Stage



Ukulele Picnic in Hawaii 2019

From legendary ukulele performers to top-class Hawaiian musicians, we had an amazing lineup throughout the day! To name a few, Natalie Ai Kamaau and Kapena, also we welcomed Josh Totofi for the first time at Ukulele Picnic in Hawaii.



Ukulele Picnic in Hawaii 2019 ③ Vender Booth



Ukulele Picnic in Hawaii 2019 ④ Moana Stage



Ukulele Picnic in Hawaii 2019

The Moana Stage occupied the ocean side of the venue. This smaller stage was used not only for workshops, but also for various musicians' performances. Because it was located near the food area, participants enjoyed the time to relax, while tasting one food with families and friends.





Ukulele picnic in Hawaii 2019 · 100 Ukes for 100 Kids

Each year our NPO, Ukulele Foundation, has been donating 100 ukuleles to 100 children, in addition to holding a free workshop on site of the Ukulele Picnic in Hawaii. This year, we have donated another 100 ukuleles to The Salvation Army and children enjoyed taking workshops right away with their brand new ukuleles.



Free Workshops at Moana Stage

We believe it is very important to promote Hawaiian culture and history in a respectful way, as well as to provide the top quality stage performance, in order to appreciate our Hawaiian community.

- Hula Workshop by Kawena Mechler
- Ukulele Workshop by Trey Terada



100 Ukes for 100 Kids

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Ukulele Picnic in Hawaii 2019 ⑥



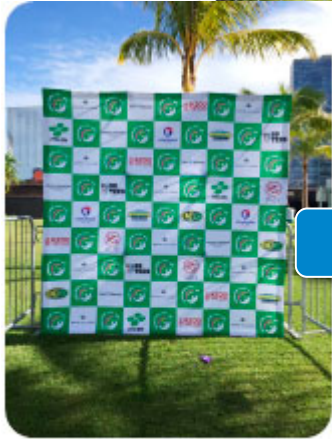
Promotional Items



Interview Panel



4-foot Banner
(for display along Ala Moana Blvd)



Standing Banners
(20 of them)



Large Guide map



4-foot Stage Banner



Entrance Banner



2nd Stage Banner



Collateral and Promotional Items



Poster

Units : 600



Event Programs

Units : 6000



Official T shirt

Units : 600 *For sale

枚数:160+
*スタッフ・ボランティア
用



Canned Badge

Units : 50



POSTCARD



Post cards

Units:4000

Ukulele Picnic in Hawaii 2019
10th Anniversary!
FREE GIFT!
BRING THIS CARD TO THE PICNIC VILLAGE
BOOTH ON SUNDAY FEB 10TH 2019
FROM 9AM-5PM ONLY!
1 FREE RAFFLE TICKET!

Tote Bag



Bandana



Clear Stationary
Jackets



PR & Media (Before and After the Event)

Print and Online Publicity



- **44 stories** in print and online coverage valued at **\$25,978**, which reached an estimated **454,158,135** readers.
- **13 television mentions**, for coverage valued at **\$16,090**.

Reaching an estimated audience of **510,110,839** readers, listeners, and viewers across the state.

Interviews: 8th Annual International Contest with Dr. Trey December 21, 2018

KPHW: Reach: 137,800 | PR Value: \$500
 KCCN: Reach: 80,800 | PR Value: \$600
 KRTR: Reach: 136,700 | PR Value: \$650
 KINE: Reach: 115,800 | PR Value: \$350

30 Sec. PSA: 8th Annual International 'Ukulele Contest December 25 - 31, 2018

KPHW: Reach: 2,342,600 | PR Value: \$1,700
 KCCN: Reach: 1,373,600 | PR Value: \$850
 KRTR: Reach: 2,323,900 | PR Value: \$2,210
 KINE: Reach: 1,968,600 | PR Value: \$1,190
 KKNE: Reach: 178,500 | PR Value: N/A

Interview: 11th Annual 'Ukulele Picnic in Hawai'i with Jody Kamisato February 6, 2019

KPHW: Reach: 137,800 | PR Value: \$300
 KCCN: Reach: 80,800 | PR Value: \$150
 KRTR: Reach: 136,700 | PR Value: \$520
 KINE: Reach: 115,800 | PR Value: \$210

30 Sec. PSA: 11th Annual 'Ukulele Picnic in Hawai'i January 2 - February 10, 2019

KPHW: Reach: 11,713,000 | PR Value: \$8,500
 KCCN: Reach: 7,110,400 | PR Value: \$4,400
 KRTR: Reach: 12,029,600 | PR Value: \$11,440
 KINE: Reach: 10,190,400 | PR Value: \$6,160
 KKNE: Reach: 924,000 | PR Value: N/A



TV



Radio



Online PR, Website and Social Media presents

Official Website

(Google Analytics)

Oct 1, 2018 - Feb 28, 2019 (5 months)

Total Unique Visitors 12,451

Total Page View 53,406

Countries Visited from :

Japan : 6,673 (52.94%)

USA : 5,117 (40.60%)

Canada : 120 (0.95%)

Korean : 84 (0.67%)

Hong Kong: 69 (0.55%)

Australia : 58 (0.46%)

Brazil : 42 (0.33%)

Taiwan : 34 (0.27%)

China : 33 (0.26%)

Peak Month:

Jan 1, 2019- Feb 28,

Total Unique visitors 8,646

(wk avg 1,080)

Total Page View 37,311 (wk avg 4,663)



Official Website



International Ukulele Contest Website



Official Twitter

Official Instagram

Number of Followers (in Japanese) : 1526 (6.9% up from last year)

Number of Followers (in English) : 1233 (2.3% up from last year)



Official Facebook

Number of Fans (in Japanese) : 2154 (5.2% up from last year)

Number of Fans (in English) : 1910 (1.7% up from last year)

Number of Followers (in Japanese) : 1443 (8.9% up from last year)

Number of Followers (in English) : 1090 (0.4% up from last year)



Mahalo nui loa !



Contact us about the event at
THE `UKULELE FOUNDATION OF HAWAI`I / `UKULELE PICNIC IN HAWAI`I Committee
Email: info@ukulelepnicinhawaii.org **Web:** www.ukulelepnicinhawaii.org

