

## Profile of 2006 Dragon Festival Attendees



Prepared for:  
The Dragon Festival Executive Board &  
The St. Paul Festival Association

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## EXECUTIVE SUMMARY

In 2006, the University of Minnesota Tourism Center (UMTC) and Center for Urban and Regional Affairs (CURA) were contracted to profile visitors to Dragon Festival, organized by the Dragon Festival Executive Board. Several visitor characteristics were of interest beyond demographics, including information sources, spending habits, and experience at Dragon Festival. To that end, a visitor questionnaire was developed and administered to Dragon Festival visitors.

### *Methods*

An on-site questionnaire was administered to attendees. A systematic sample with sampling throughout the event and across the event activities was implemented. Throughout the event, a total of 387 parties were contacted and 321 questionnaires completed which resulted in an 82.9% completion rate. Completed questionnaires were entered, cleaned and checked in SPSS version 12.0.

### *Results*

#### **Demographics**

Most often respondents were female, non-Hispanic Whites, and reported an average age of 39.9 years. Nearly 30% were Asian, however. The most frequently cited income was between \$50,000-74,999 (28.2%).

#### **2006 Dragon Festival experience**

On average, respondents spent more than four hours at Dragon Festival, predominately with family (38.3%) or family and friends (25.1%) and reported spending the most on souvenirs ( $M=\$18.22$ ). Respondents indicated they enjoyed many aspects of the Dragon Festival. Among the options presented, respondents most frequently cited they enjoyed the dragon boat race (40.2%) and cultural performances (22.9%).

A majority of respondents had not previously attended Dragon Festival and heard about it through friends. Among those who had previously attended, they came an average of two visits ( $M=2.4$ ), most often (64.4%) as recent as 2005. More than half (57.0%) of new visitors to the Dragon Festival stated an intention to return to Phalen Park in the next twelve months.

Overall, Dragon Festival appears to meet its objectives as an event that showcases Pan Asian culture. Dragon Festival draws a diverse crowd and contributes to enhanced cultural awareness. Opportunities to enhance Dragon Festival include expansion and enhancement of product offerings, while maintaining the authenticity of the event.

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## **Profile of 2006 Dragon Festival Attendees**

### **INTRODUCTION**

Festivals and special events benefit both local communities and visitors. Community festivals of short duration contribute to the celebration of culture, identity, and place. Festivals also enhance exposure, awareness, profitability and image of the host community, as well as serve as a vehicle for other development (Felsenstein & Fleischer, 2003; Getz, 1991; Hall, 1992; Nicholson & Pearce, 2001). To maximize benefit and enhance events, organizers need to continually assess and evaluate their event and its market.

In 2006, the University of Minnesota Tourism Center (UMTC) and Center for Urban and Regional Affairs (CURA) were contracted to profile visitors to the Dragon Festival. Visitor demographics, information sources for the festival, experience, and expenditures at Dragon Festival, as well as familiarity with community were of specific interest. The study methods and results are presented below and followed by a discussion.

### **METHODS**

An on-site questionnaire was administered to visitors during the 2006 Dragon Festival. The methods for the questionnaire administration are presented in the following sections: study setting, questionnaire, approach, response rate, and analysis.

#### ***Study Setting***

Organized by the Dragon Festival Executive Board, the 2006 Dragon Festival was held July 8-9. The Dragon Festival attracts an estimated 10,000 visitors and is held at Phalen Park, located in St. Paul, Minnesota. The culturally themed festival seeks to share Asian Pacific cultural heritage with the greater Minnesota community. The event included dragon boat races, cultural performances, craft and martial arts demonstrations, children's activities, health resources, food and merchandise vendors, and many other activities.

#### ***Questionnaire***

An on-site questionnaire was developed with the assistance of the Dragon Festival organizing committee. Questionnaire sections included event participation, enjoyable attributes, information sources, expenditures, group composition, community familiarity, and demographics (Appendix A).

#### ***Approach***

A sampling plan was created to reach the range of Dragon Festival attendees. A systematic intercept sampling approach was implemented where every third visitor was approached and asked to complete the questionnaire. Sample schedules incorporated both time and spatial considerations to ensure coverage across festival activities and grounds.

Based on estimated attendance from preceding years, a sampling quota target was set at 265 visitor contacts (90% confidence interval;  $\pm$  5% sampling error rate). Trained volunteers and University of Minnesota Tourism Center staff administered the questionnaire.

### ***Response Rate***

Throughout the event, a total of 387 parties were contacted and 321 questionnaires attained. Thus, this resulted in an 82.9% compliance rate (Appendix B; Table 1). A total of 9 questionnaires were unusable, and thus, 312 questionnaires were used for analysis. More than one third (38.7%) were contacted on Saturday, while the remainder were contacted on Sunday (Appendix B, Figure 1). Among those who did not agree to participate, the most frequently specified reasons were lack of interest or time. More than a tenth (12.1%) of non respondents indicated they had already completed a questionnaire.

### ***Analysis***

Completed questionnaires were entered, cleaned and checked in SPSS version 12.0. Extreme outliers were winsorized to bring highly skewed variables into usable ranges. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest. Chi-square analysis identified differences among groups when appropriate.

## **RESULTS**

### ***Respondents***

#### **Demographics**

More than half (57.8%) of respondents were female and reported an average age of 39.9 years (Appendix B, Table 2). Predominately, respondents were either white (60.3%) or Asian (29.2%) and of non-Hispanic or non-Latino background (91.9%). The highest percentage (28.2%) of respondent's annual household income was between \$50,000-74,999 (Appendix B, Figure 2), with the remainder evenly distributed across all income categories.

#### **Primary Residence**

Respondents' predominately resided in the Metropolitan area, as indicated by their stated zipcode. A majority of respondents (62%) primary residence was zero to fifteen miles from the Lake Phalen area (Appendix B, Figure 3). An additional (30%) resided sixteen to 30 miles from the Lake Phalen area. Very few respondents (3%) indicated they resided more than 100 miles from the Lake Phalen area. Less than one tenth (5.8%) of respondents indicated their zipcode was 55106, the zipcode of the Park.

#### ***Dragon Festival Experience***

A majority of respondents had not previously attended the Dragon Festival (70.4%; Appendix B, Figure 4). However, among those who previously attended, respondents averaged two ( $\underline{M}$ =2.4) previous visits, most often (64.4%) as recent as 2005. On average, respondents spent more than four hours ( $\underline{M}$ =4.5) at the Dragon Festival, with a range of one to sixteen hours.

### ***Sources Informing about Dragon Festival***

Respondents heard about the Dragon Festival most frequently from friends (50.3%; Appendix B, Table 3). Less than two tenths (17.9%) heard about the event from newspaper, while even fewer respondents specified 'other' sources (15.1%), Internet (12.8%), or TV (3.2%), brochure (1.6%), or radio (1.3%). Among those new to the Dragon Festival in 2006, friends (51.9%) and newspapers (21.0%) were the most frequently cited information sources.

### ***Attributes of Enjoyable Experience***

The most frequently identified enjoyable attributes of the Dragon Festival were the dragon boat races (40.2%), cultural performances (22.9%), and food and beverages (9.6%; Appendix B, Figure 5). Less cited attributes included people watching (8.3%), martial arts (5.3%), craft demonstrations (4.0%), children's activities (3.3%), art fair (3.3%), 'other' (2.7%), and health resources (0.3%). The most enjoyable attribute of Dragon Festival significantly differed among the day of completion ( $\chi^2=34.93$ ,  $p<.001$ ; Appendix B, Table 4).

### ***Group Composition***

Most frequently respondents attended the Dragon Festival with family (38.3%; Appendix B, Figure 6). Slightly fewer respondents attended with family and friends (25.1%) or friends (22.5%). Fewer than a tenth of respondents attended the Dragon Festival with an organized group (7.7%) or alone (4.5%), while even fewer cited their group was composed of 'other' (1.9%). Group composition significantly differed among the day of completion ( $\chi^2=17.83$ ,  $p<.05$ ; Appendix B, Figure 7).

A majority (91.3%) of respondents indicated their group was comprised of other adults (18 or over; Appendix B, Table 5). Almost half of the groups (42.3%) comprised of children twelve and under and fewer (9.6%) included individuals between the ages of thirteen and seventeen. Among respondents who specified the actual number of people in each category, groups averaged five adults ( $\underline{M}$ =5.0), two children ( $\underline{M}$ =2.4) and three teenagers ( $\underline{M}$ =2.8; Appendix B, Figure 8).

### ***Dragon Festival Expenditures***

On average, respondents spent the most on souvenirs ( $\underline{M}$ =\$18.22; Appendix B, Table 6). Respondents spent slightly less on food and beverages, with an average of \$15.27. The least amount was spent on 'other' items ( $\underline{M}$ =8.65).

### ***Phalen Park Experience***



More than one half (53.7%) of respondents had not previously visited Phalen Park for reasons other than the Dragon Festival. However, a greater percentage of respondents (65.0%) intend to return to Phalen Park in the next twelve months (Appendix B, Figure 9). Similarly, among respondents who indicated no previous exposure to Phalen Park, over half (57.0%) indicated an intention to return.

### *Comments and Suggestions*

Respondents were asked to provide comments and suggestions, as well as recommendations for improvement offerings for the following year. Qualitative analysis of written suggestions revealed several themes (Appendix D). Predominately, written comments and suggestions focused on respondent's favorable experience. Example statements included "Fun! I've had a great time!" and "Thank you! It was wonderful!" Several themes emerged among respondents whom suggested improvement opportunities. The most common suggestions focused on specific attributes or amenities, increased promotion, and further offerings. Specific attributes or amenity themes included suggestions to provide seating, increase parking opportunities or parking directions, and facilitate faster boat races. Increased advertisement efforts in the region, as well as within the park, were suggested to improve promotion of the event. With regard to further offerings, the most common theme was to simply expand the event.

Suggestions for expansion were specified in respondent's recommendations for improvement offerings the following year. It should be noted that one common theme was the request that event stay the same. However, several thematic recommendations did emerge which included increased focus on culture, art, and vendor options. With regards to increased focus on culture, suggestions included increased cultural performances, entertainment, demonstrations, and information. Several respondents recommended an increased emphasis on art, specifically traditional Asian arts and crafts. Vendor options included enhanced opportunities for purchasable merchandise, food and beverages, and informational booths.

## **DISCUSSION**

The 2006 Dragon Festival attracted a range of visitors from the local area who found a variety of the events enjoyable. Results indicate the Dragon Festival provides an enjoyable experience among visitors, as evidenced by open-ended comments. The enthusiasm expressed in open-ended comments illustrates the degree of satisfaction among respondents. A majority of respondents expressed favorable, and often exclamatory, sentiments about the Dragon Festival. Although slightly less than three quarters of respondents had not previously attended the Dragon Festival, the degree of satisfaction suggests that visitors will continue to be drawn to the event and the level of attendance can be expected to continue, barring major weather events, competition or major political events.

The cultural activities and offerings serve as an important draw. The dragon boat races, cultural performances, and food and beverages all played a major role in attracting visitors. Given the dragon boat race occurs on the second day of the festival, it is not surprising that a significantly greater percentage of respondents found it the most enjoyable attribute that day. Possibilities to expand product offerings on the first day of the festival, beyond those recommended by

respondents, could include activities on the water. For instance, opportunities for dragon boat rides, informational sessions on the history of dragon boat racing, or provide racing demonstrations.

Word of mouth was an important vehicle for event marketing and mirrors previous state and national findings (Getz, 1991; Salk & Schneider, 2006; Salk, Schneider, & Monson, 2005). Half of new visitors heard about the Dragon Festival through friends. Early planning is key to maximize the effects of word of mouth, as it increases the likelihood of event dates, scheduled programmatic information, and new additions to circulate. Newspapers were also frequently cited information source. To attract visitors outside of the St. Paul Metro area, newspaper announcements placed throughout the region would be beneficial.

With regard to visitor spending, respondents reported moderate spending in all categories provided. Souvenirs accounted for the highest expenditures. To maximize visitor spending, efforts to increase visitor length of stay and product offerings are suggested. On average, visitors spent four hours at the event. Providing for enhanced visitor comfort would potentially extend their stay. This could be achieved through expanded seating opportunities and shade structures.

A common emergent theme among respondent's recommended product offerings focused on cultural performances, demonstrations, and merchandise. Respondent's recommendations in this vein either focused on a desire to learn or be entertained. While the Dragon Festival played a role in increased cultural awareness and exposure, this suggests a focus on authenticity is called for.

While visitor surveys have the ability to better understand the festival market, they do not capture other information of potential use to event organizers such as actual visitation, the overall economic impact of the Dragon Festival and how the event compares to other festivals in the region. Future research to capture this useful information is advised.

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## APPENDIX

APPENDIX A



*2006 Dragon Festival Survey*

Have you been to Dragon Festival before (check ONE)?  YES  NO

If yes, how many years have you attended Dragon Festival?  YEARS

What was the last year you attended Dragon Festival?

Where did you hear about this event? (check all that apply)

NEWSPAPER  FRIENDS  INTERNET  BROCHURE  PREVIOUS VISIT  RADIO  TV  OTHER

About how long do you intend to be at the event?  HOURS

Have you ever been to Phalen Park for any reason other than Dragon Festival?  YES  NO

Do you intend to return to Phalen Park in the next 12 months (check ONE)?  YES  NO

What do you enjoy most about the Dragon Festival (check ONE)?

CULTURAL PERFORMANCES  DRAGON BOAT RACE  FOOD & BEVERAGES  HEALTH RESOURCES  
 CRAFT DEMONSTRATIONS  MARTIAL ARTS  PEOPLE WATCHING  SILENT AUCTION  
 CHILDREN'S ACTIVITIES  ART FAIR  STORYTELLING  OTHER

Who are you with (check ONE)?

ALONE  FRIENDS  FAMILY  FAMILY & FRIENDS  ORGANIZED GROUP  OTHER (SPECIFY: )

How many in your group are of the following ages (specify NUMBER):

0-12 YEARS  13-17 YEARS  18+ YEARS OLD

How much did YOU spend during your time at the Festival?

\$  SOUVENIRS/MERCHANDISE \$  FOOD & BEVERAGES \$  OTHER

What year were you born? 19  What is your zip code?

What is your gender?  FEMALE  MALE

What is your annual household income (before taxes)?

LESS THAN \$5,000  \$5,000-9,999  \$10,000-14,999  \$15,000-24,999  
 \$25,000-34,999  \$35,000-49,999  \$50,000-74,999  \$75,000-99,999  
 \$100,000-124,999  \$125,000-149,999  \$150,000 or more

What is your ethnic origin (check one)?

HISPANIC/LATINO  NON-HISPANIC/NON-LATINO

What is your race? (check all that apply)

AMERICAN INDIAN OR ALASKA NATIVE  ASIAN  BLACK OR AFRICAN AMERICAN  WHITE  
 NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER  OTHER (Explain: )

What would you like to see offered next year?

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Comments/Suggestions \_\_\_\_\_

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**THANK YOU**

## APPENDIX B

### Tables and Figures

Table 1. Response rate among visitors to Dragon Festival, 2006.

Total parties contacted	387
Respondents	321
Refusals	66
Compliance rate	82.9%
Unusable Questionnaires	9
Usable Questionnaires	312

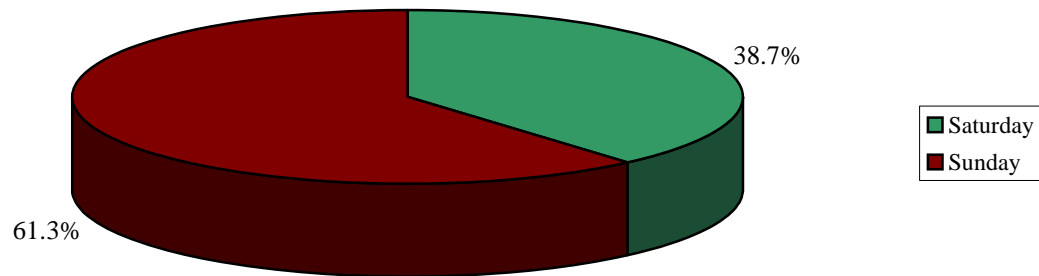


Figure 1. Day when respondents completed questionnaires regarding Dragon Festival, 2006.

Table 2. Demographic characteristics among visitors to Dragon Festival, 2006.

	Frequency	Percent
<b>Gender</b>		
Male	125	42.2
Female	171	57.8
Total	296	100.0
<b>Ethnicity</b>		
Hispanic/Latino	21	7.8
Non-Hispanic/Non-Latino	249	92.2
Total	270	100.0
<b>Race</b>		
White	188	60.3
Asian	91	29.2
Other	13	4.2
Black or African American	11	3.5
American Indian/Alaska Native	7	2.2
Native Hawaiian or Pacific Islander	5	1.6
Total	N/A <sup>1</sup>	N/A <sup>1</sup>
<b>Age (M=39.9; S.D.=13.4)</b>		
18-30	76	26.9
31-40	78	27.5
41-50	68	24.0
51-60	42	14.9
61-70	13	4.6
71 or older	6	2.1
Total	283	100.0

<sup>1</sup> Due to possible selection of multiple categorical responses.

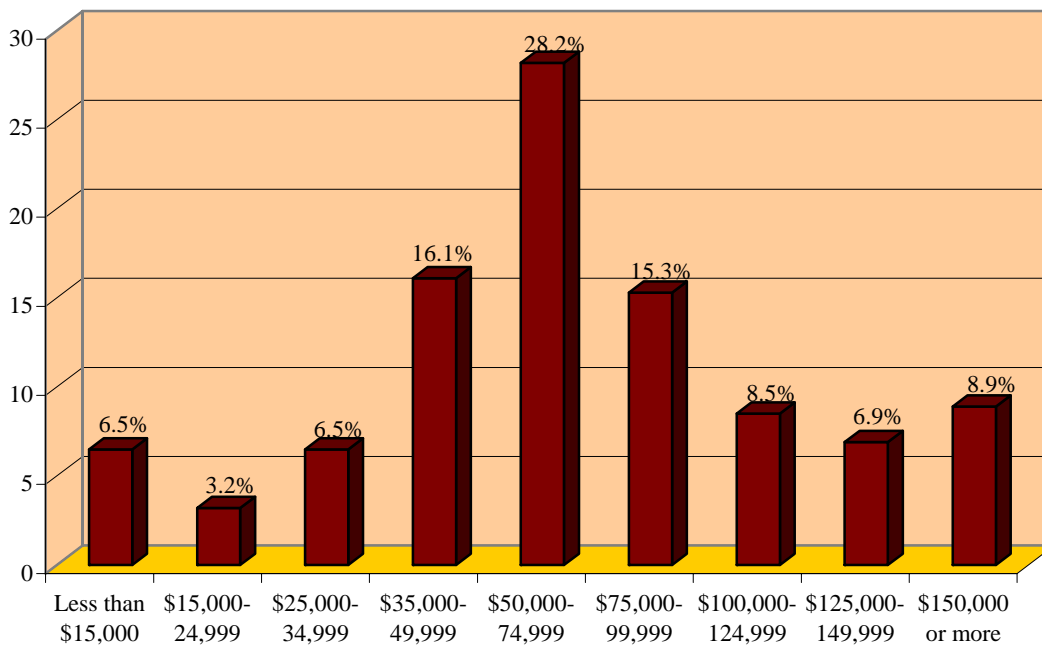


Figure 2. Percentage of annual household income among visitors to Dragon Festival, 2006.



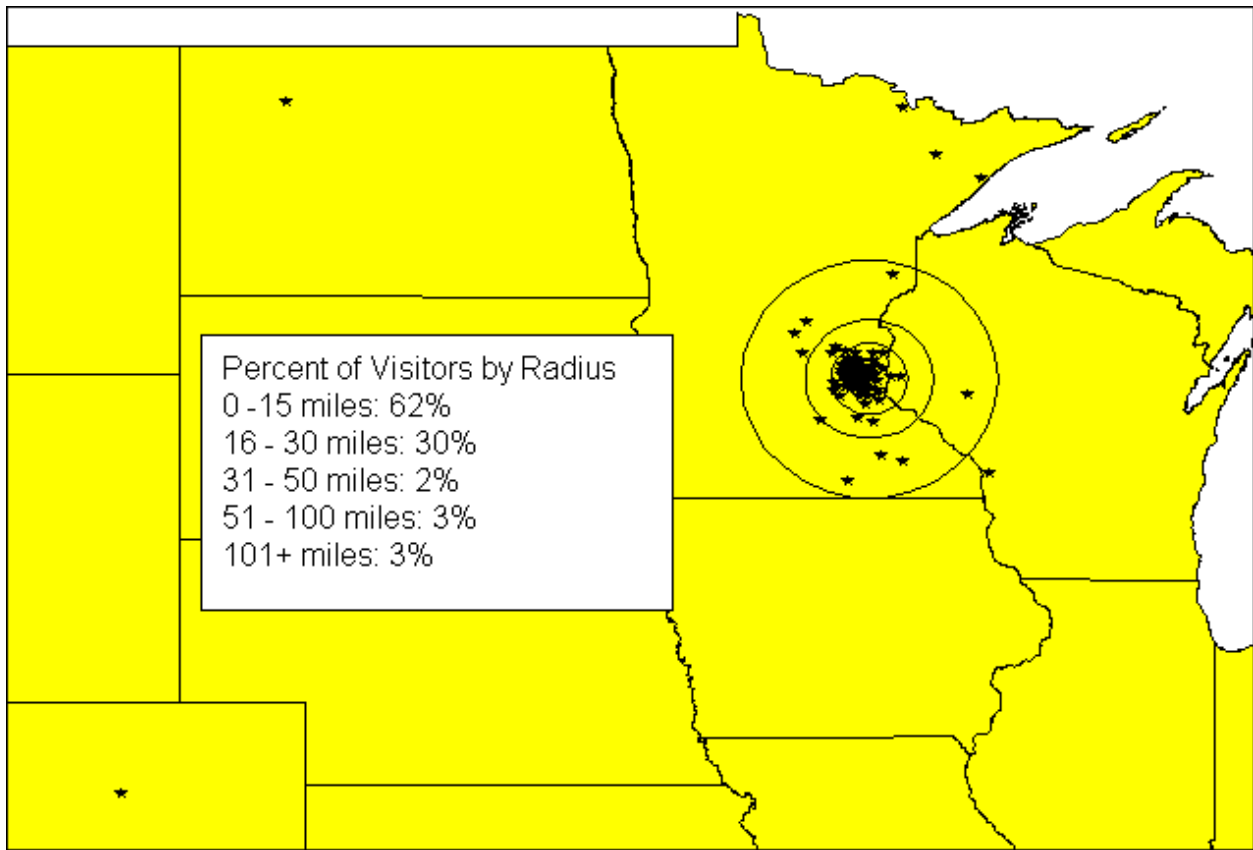


Figure 3. Radius map of respondents to Dragon Festival, 2006 (n=269).

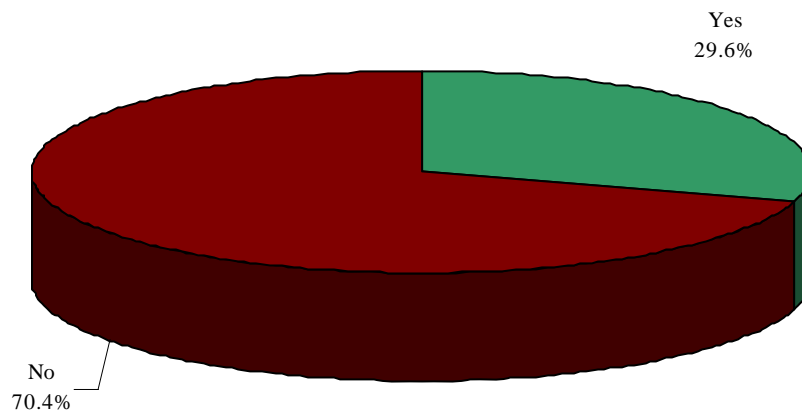


Figure 4. Previous Dragon Festival attendance among visitors to Dragon Festival, 2006 (n=304).

Table 3. Information sources among visitors to Dragon Festival, 2006.

	<b>Frequency</b>	<b>Percent<sup>1</sup></b>
Friends	157	50.3
Newspaper	56	17.9
Other	47	15.1
Internet	40	12.8
Previous visit	31	9.9
TV	10	3.2
Brochure	5	1.6
Radio	4	1.3

<sup>1</sup> Does not total 100 percent due to possible multiple selections.

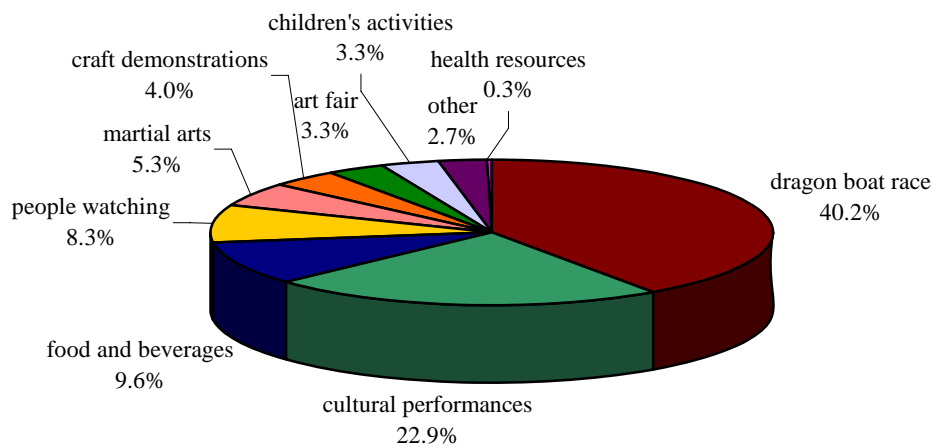


Figure 5. Most enjoyable attribute of Dragon Festival among questionnaire respondents, 2006 (n =301).

Table 4. Most enjoyable attribute of Dragon Festival based on day of questionnaire completion among Dragon Festival respondents, 2006.

	<b>Saturday</b>		<b>Sunday</b>	
	Frequency	Percent	Frequency	Percent
Cultural performances	29	26.4	37	20.3
Dragon boat race	24	20.5	95	51.4
Food and beverages	12	10.9	17	9.3
People watching	11	10.0	13	7.1
Martial arts	9	8.2	7	3.8
Children's activities	7	6.4	3	1.6
Craft demonstrations	6	5.5	4	2.2
Art fair	6	5.5	3	1.6
Other	6	5.5	2	1.1
Health resources	0	N/A	1	0.5
Total	110	100.0	182	100.0

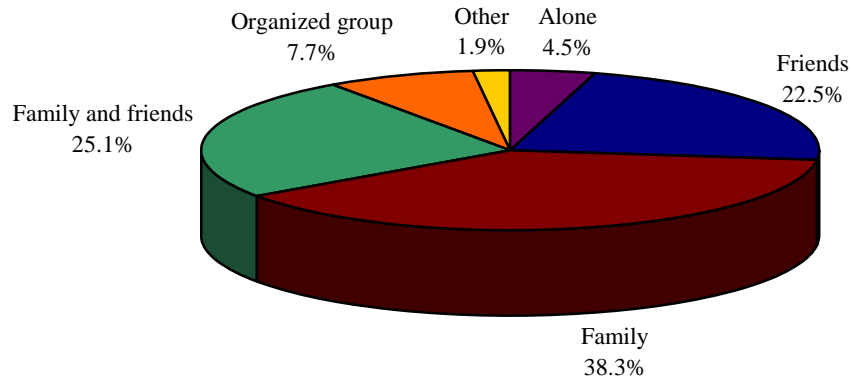


Figure 6. Group composition among visitors to Dragon Festival, 2006.

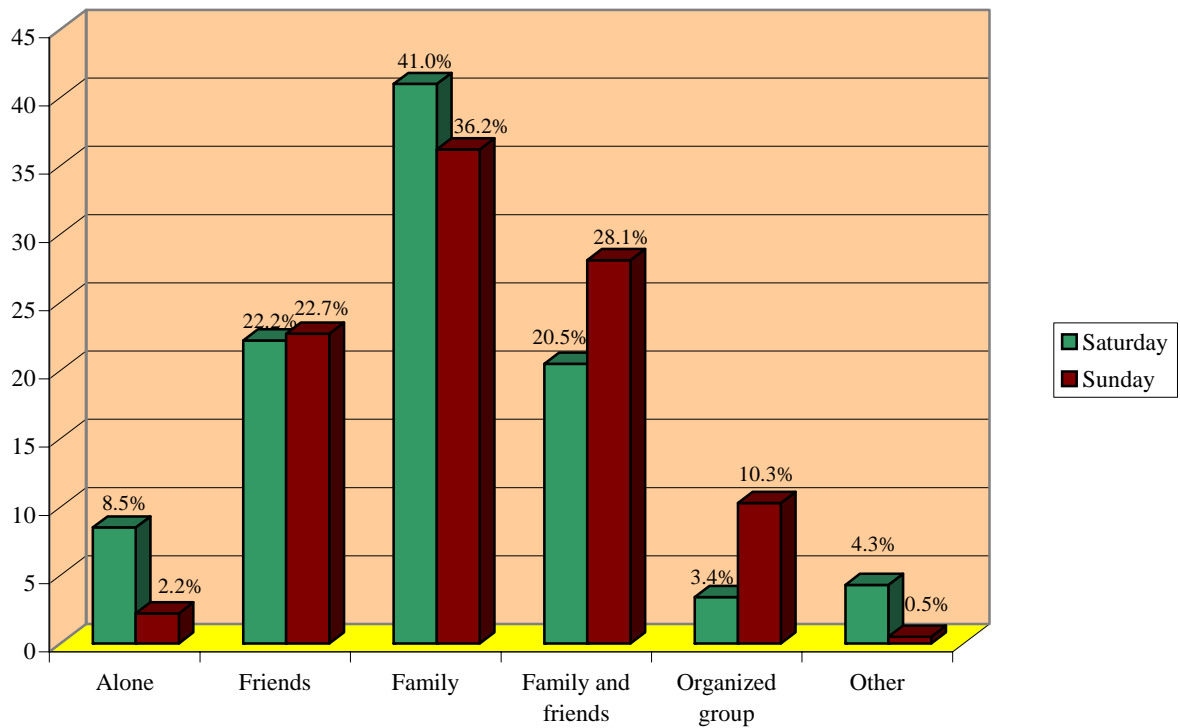


Figure 7. Group composition based on questionnaire completion time of among Dragon Festival respondents, 2006.

Table 5. Group composition age among visitors to Dragon Festival, 2006.

	<b>Frequency</b>	<b>Percent</b>
Adults (18+)	285	91.3
Children (0-12)	132	42.3
Teenagers (13-17)	30	9.6

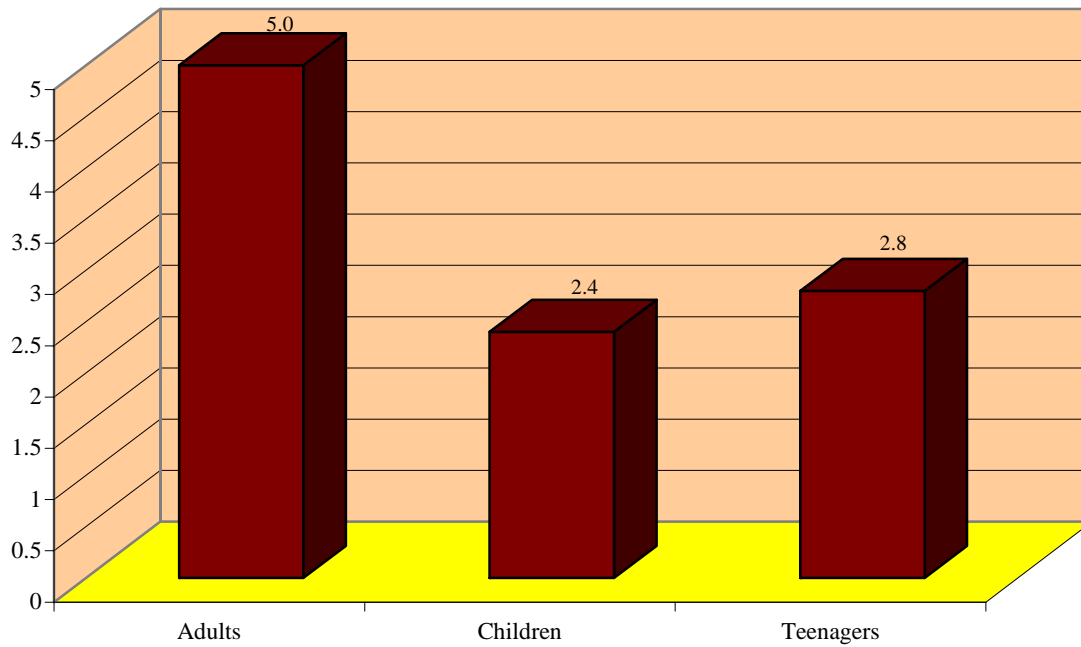


Figure 8. Average group size based on age categories among visitors to Dragon Festival, 2006.

Table 6. Average expenditures at Dragon Festival among festival attendee respondents, 2006.

	<b>M</b>	<b>S.D.</b>	<b>Range</b>
Souvenirs/merchandise (n=80)	\$18.22	\$15.37	\$0-50
Food and beverages (n=210)	\$15.27	\$12.45	\$0-50
Other (n=26)	\$8.65	\$11.04	\$0-30

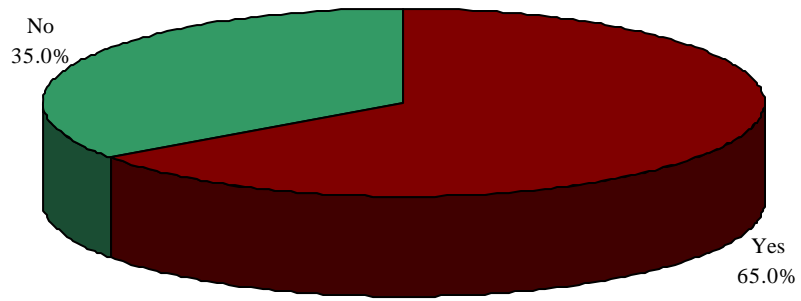


Figure 9. Intention to return to Phalen Park in the next twelve months among visitors to Dragon Festival, 2006 (n=297).

## APPENDIX C

### Respondent Comments & Suggestions

It was all good

Love it, we wish you much success in growing this event!

Faster races-have all 4 boats on the water (as it was done at the end of this year's)

Very fun-great food & performances!

Music entertainment disappointing

Fabulous, free entertainment & activities for our very diverse group to enjoy.

Fun in the sun

Please do the above

Please have more next year

No political groups-they ruin community events. As a DFLer, my party should not be here!!!!

Very interesting festival, we may come back for 2<sup>nd</sup> day. Great lake too!

Great Festival ☺

I liked it

Great event

I liked it

More henna, and some little kid items in auctions.

More kites!

It was fun and exciting. We really enjoyed the boat races! ☺

It's good as is

Face painter quit @ 2:00-disappointed daughter! Beautiful work though excellent food!

More free drinking water or Gatorade.

More parking.

Please do this again on a larger scale next year

Good

Nice festival. Will be back.

Great festival.

Keep up this free event!

Greater variety of food/snacks would be great-very nice event, overall.

Very pleasant event, was finished after a couple of hours-was hoping for more.

No comment

We liked the boat races & the music. The food was excellent as well and reasonably priced.

This is a very interesting & educational event

Well organized, fun

Better seating to watch the boat races, (in the shade).

Advertise more

Great fun! Kid's park is the best

Great time will come again. Great day

Explain the rules of the race to the participants on Saturday

The festival is a great way to get diversity out there!!

Very good

Great event!

Supply some chairs

Thanks we had a great time!

Always much fun for entire family-both adults & kids.

Thank you!

Very nice Thanks!

Cool stuff!

All aspects (stage, races, food, demonstrations, beautiful location) make it worth coming.

Great event!

Fun to be a part of this event

Good job!

Overall its an alright festival, I really enjoy being here!!

This is our first time. We haven't seen much yet-we just arrived just now

Keep up the good work. Please reach out to the elders.

We have a booth this year. It will be great if the table could be assigned before the event. Thank you!

More activity on the water. Like a boat w/ speakers & dancers that drives back & forth to entertain you between heats. Maybe space the food tents through the whole park. Have more Asian festival activities like in Japan where they have tents where you try to win turtles or eels etc. Have cultural activities throughout the event.

Have the boat race events take less time

Great stuff.

Good. Fun. Culture!

Wonderful!!!

Some tents are more isolated than others

Get a bigger advertising budget & make Lake Phalen put you on the kiosk outside the park gates.

Great event. We enjoyed all aspects of it.

I love it.

Great event Keep doing a wonderful job!

We like the festival and don't have any suggestions. Thanks.



I (heart) the dragon boat designs!

Its fun

More vendors

AWESOME!!

We're having lots of fun!

No comment

Good enough

Who proofed your program? Numerous spelling errors.

Better directions for parking

Next year!

It's a lot of fun

It's fun

Good event.

Organize race to run smoothly, prepared for things that may go wrong.

Need advertising in Mpls paper

Just got here

It was fun & there is a lot to do! ☺

Very nice. Will come again

Fun! I've had a great time!

Thanks for making the festival free & having the vendors offer low-cost items and services.  
Keep the kids corner. It was awesome!

No comment ☺

Festival is beautiful. People are friendly. The food is good.

Thank you! It was wonderful!

Thanks for the shuttle service.

Longer hours-we came in the afternoon when the events were mostly over.

## APPENDIX D

### Respondent Requests for Next Year

It was all good

Volunteer to a spar with other martial artist.

More Asian medicine & childrens activities

More events, more contests, more crafts & ethnic merchandise, more martial arts demos

Hmong movies

More Kung Fu

More art

I would enjoy more art.

More organized kids place

Another wedding ceremony & boat race each day

Continue cultural events. Shuttle bus was a BIG help. Thanks.

More merchandise/some ice cream

More to by (?) on Chinese adopted children

Something for adopted children from China?

More music

Don't now yet

Alls good

A more interesting background to bring people of all ages not just children and adults

Yes

Same as this year

Map of the event

Sure

More booths offering souvenirs. \*\*\*Need more parking\*\*\*

The tents closer together in one line (more compact)

Announcements over PA in english, Chinese, Korean. Paper cutting.

It's all here.

Taekwondo

Races, more food

Kids stuff food

Another wedding

The same

Same things

Martial arts.

Same as this year would be good.

More advertisement about the event.

More variety of foods

More booths

Kites

More ethnic food (authentic)-Indonesian esp.!

Indonesian food (authentic)

Dragon boat race can be further perfected

More children activities

More racing and longer distance races

Nothing

Dragon dance

More cultural performance

More events

No lunch break or shorter one. Always have 2 boats racing

Even more traditional crafts for sale

More dragons

Great event

More merchandise vendors

Everything here is great. I wouldn't change a thing

More activities for audience to participate in

More info announced between races

Cheaper food

Free food

More hands on activities

Big variety of Asian cultural booths, performances, businesses

More resource tables.

Even more performances!

Dragon race

Parking

Same

More Asian & Pacific Islander in the boats, other than just Caucasians.

More demonstrations, more merchandise

More food selections

More vendors with ethnic products

Free food

More

More Asian art and music More culture informational sessions

More things to do

More demonstrations of crafts

Same!

We have so much fun, I don't have any idea's.

More events

More parking space

Longer hours

Events later. We came on Sunday at 3PM and everything was over

More food/longer hours

Sprinkler tents, more children music making, etc

Texas Hold Em' (just kidding!)

Lion dancers!

More art & food

More cultural entertainment

Less commercialization & marketing; more traditional music & dancing

More free stuff at booths. More festival atmosphere, like rides for kids or games.

Boat rides?

Tubing

More musical performances

Something different

More vendors with things to buy

How to participate in the event.

OK as is

More parking space

More dragon boat races like 4 racing at a time because it makes for a long day

More activities for young children

More vendors, more demos & events

More food, performances

More of the same

More of the same.

Diversity in South Eastern cultures Any Thai, Indonesian, or Filipino groups?

Same

More booth

Will not be in Minnesota next year

More crafts

More cultural dances

More art-expand to include asian artists-photograph

More people to participate

Same very interesting

Cooking demos

More cultural events w/explanations

More merchandise booths!

Same

Chinese puppets, dragons that the kids can touch.

Latte's