



SAKURA MATSURI  
JAPANESE STREET FESTIVAL

# 2026 REPORT

**2 DAYS**  
40+ PERFORMANCES  
160+ VENDORS  
& EXHIBITORS  
AND  
**38,000**  
**ATTENDEES**

JAPAN-AMERICA SOCIETY OF WASHINGTON DC'S  
SAKURA MATSURI - JAPANESE STREET FESTIVAL  
**IS THE LARGEST CELEBRATION OF  
JAPANESE CULTURE IN THE UNITED STATES.**

The Sakura Matsuri - Japanese Street Festival celebrated its 64th Anniversary on April 11 & 12, 2026. The event, located in the heart of Washington, DC between 3rd-7th Streets along Pennsylvania Avenue, attracted 39,000 attendees across two days for an average stay time of over 4 hours. The Matsuri highlighted Japanese culture with performances, technology, cocktail, and cooking demonstrations, sake tasting, shopping, and more!

## THIS YEAR, AT THE FESTIVAL:

Platinum selling J-Pop star **Crystal Kay** electrified the Matsuri with her performance and audience meet & greets.

**Sumo** returned to the Matsuri! In partnership with USA Sumo and ANA, former Ichinojo squared off with Zorig in front of a packed Matsuri audience.

**Kagoshima Prefecture** starred at the Matsuri, presenting exhibitions on Matcha, Tourism, Shochu, and a visit from **Governor Kōichi Shiota**.



# SAKURA MATSURI MEDIA COVERAGE

The Washington Post

AXIOS

tv asahi america, inc.



ElTiempoLatino



WASHINGTONIAN

NorthernVirginia  
MAGAZINE

**1 MILLION+**  
impressions

from social media posts and advertising campaigns via partner organizations

**Plus over 360K impressions from direct outreach**

**SINGLE-SEND  
EMAIL CAMPAIGNS**

49% Open Rate  
16% Click Rate  
Mailing list: 55K

**INSTAGRAM  
POSTS**

Reach: 135K  
Interactions: 10K

**NEWSLETTER  
TARGETING**

Reach: 53.8K  
Views: 23.1K  
Open Rate: 43%

**FACEBOOK  
ADVERTISING**

Views: 200K



SAVE THE DATE FOR THE  
NEXT SAKURA MATSURI

**APRIL**  
2027

# 2026 SPONSORS

## Presenting Sponsor



**KIRIN ICHIBAN**

## Anchor Sponsor



Inspiration of JAPAN

## Exhibiting Sponsors



**JAPAN AIRLINES**



TREASURE OF THE SOUTH,  
KAGOSHIMA



**NEC**



TAKARA SAKE USA INC.

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MUFG Bank, Ltd. Tokyo Electron U.S. Holdings, Inc.

## Sakura Supporters



## Special Supporters





**SAKURA MATSURI**  
JAPANESE STREET FESTIVAL

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2026 Sakura Matsuri Survey Report!**



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