



SAKURA MATSURI
JAPANESE STREET FESTIVAL

2026 REPORT

2 DAYS

**40+ PERFORMANCES
160+ VENDORS
& EXHIBITORS**

AND

**150,000
ATTENDEE HOURS**

**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 38,000 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.



DISCOVERDCNOW



El Tiempo Latino



WASHINGTONIAN

Northern Virginia
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

**OVERWHELMING
POSITIVE
FEEDBACK FROM
4 OUT OF 5 ATTENDEES***

*BASED ON A SURVEY OF 870 ACTIVE RESPONDENTS



**SAVE THE DATE FOR THE
NEXT SAKURA MATSURI**

**APRIL
2027**

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KIRIN ICHIBAN

Anchor Sponsor



Inspiration of JAPAN

Exhibiting Sponsors



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SAKURA MATSURI
JAPANESE STREET FESTIVAL

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