



ANIME EXPO®

JULY 2-5, 2026
LOS ANGELES CONVENTION CENTER

The Largest Japanese Culture Event in North America!

Anime Expo (AX) is the largest celebration of Japanese pop culture in North America, bringing together fans from around the world for an unforgettable, fully immersive experience. From anime and manga to gaming, music, cosplay, fashion, and beyond, AX offers attendees a dynamic gateway into the heart of Japanese creative culture.

Each year, AX transforms downtown Los Angeles into a vibrant, festival-like destination where passionate fans connect directly with the creators, studios, and stories they love. It's more than a convention—it's a pop culture festival that fuels discovery, creativity, and community.



422K+ ATTENDEE
TURNSTILES



Our 2026 attendees traveled from
65 COUNTRIES



400+ INDUSTRY
APPEARANCES

Artists, Voice Actors, Panelists, Educators and more!

70+ OFFICIAL
GUESTS

Cosplayers, Industry Professionals, Musical Guests

TOP 5 REASONS FANS ATTEND ANIME EXPO

Shopping Panels
Interactive Events
Guests & Concerts
Community

+ 61% Discovered new brands
at Anime Expo 2026



1400+ HOURS
OF PROGRAMMING



41 PREMIERES

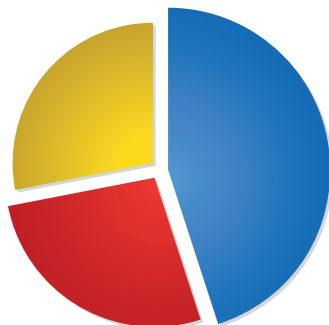


3 CONCERTS

\$115M+
ECONOMIC IMPACT
TO THE CITY OF
LOS ANGELES

DEMOGRAPHICS

GENDER

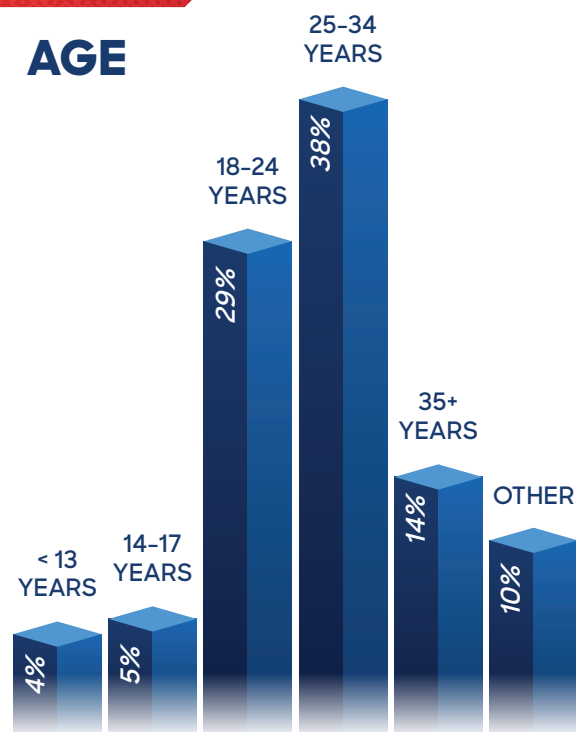


45% MALE

27% FEMALE

28% OTHER

AGE



MEDIA REACH



Los Angeles Times



Forbes CBS VARIETY and more!

12.3K NEWS POSTS

59B POTENTIAL REACH

ANIME EXPO CAMPUS VENUES

Los Angeles
Convention Center

Crypto.com Arena

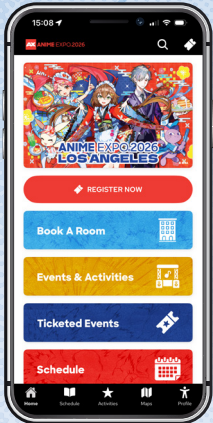
Peacock Theater

Peacock Place
at L.A. Live

Event Deck
at L.A. Live

The Novo

J.W. Marriott Hotel



34.8M+ MOBILE APP
IMPRESSIONS

73.6K MOBILE APP
USERS

300+ EXHIBITORS

420+ ARTISTS



231K Total Views



44 Hours Streamed



**2.5M Total Minutes
Watched**



1.3M+ Website Users



4.5M+ Web Page Views



47.3M+

Instagram Impressions



7.7M+

Facebook Impressions



23.2M+

X Impressions

See you at Anime Expo 2027!
July 2 - 5, 2027 in Los Angeles