

FOR IMMEDIATE RELEASE...



February 9, 2026

## PANDA FEST CHARLOTTE RETURNS WITH A NEW VENUE & MORE PANDA-FILLED FUN APRIL 17-19

*Tickets Go on Sale Friday, February 13, 2026 at 10 a.m. EST*



*Photos from the 2025 Panda Fest Charlotte Event.*

<b>WHAT:</b>	<b>Panda Fest</b>
<b>WHEN:</b>	Friday, April 17: 4 p.m. – 10 p.m. Saturday, April 18: 10 a.m. – 10 p.m. Sunday, April 19: 10 a.m. – 8 p.m.
<b>WHERE:</b>	Route 29 Pavilion   5650 Sandusky Blvd., Concord, NC 28027
<b>TICKETS:</b>	Tickets go on sale Friday, February 13 at 10 a.m. EST at <a href="http://www.pandafests.com">www.pandafests.com</a> . <b>Early Bird</b> (\$10 + limited to 1,000 tickets), <b>General Admission</b> (\$14), and <b>VIP</b> (\$35). Saturday tickets are \$2 more. Children ages 6 and up require an adult ticket. Guests select a day and time slot when purchasing.

**CHARLOTTE, NC:** [Panda Fest](#), the most popular outdoor Asian food and cultural festival in the U.S., returns to Queen City this spring at [Route 29 Pavilion](#). Panda Fest first debuted in Charlotte in September of 2025, welcoming thousands of attendees. Taking place April 17-19, the three-day celebration highlights the incredible food, art, and traditions of Asian American and Pacific Islander (AAPI) communities through immersive experiences, live performances, and hundreds of crave-worthy culinary delights from Charlotte and across the country.

[Route 29 Pavilion](#) supports the festival's continued evolution and is known for hosting signature local events, including the Queen Charlotte Fair and the Charlotte Spring Fair. The expanded site offers a **larger check-in area, more room to explore, easier parking, and an enhanced layout** designed to improve guest flow throughout the weekend. In addition to the enhancements the new venue provides, the Panda Fest team will also implement upgraded security gates, which it successfully utilized in events at the end of last year. Rather than security checks being handled manually by staff, the gates process guests at a much quicker pace, significantly reducing long entry lines and providing for a smoother check-in experience.

"Charlotte showed up for Panda Fest in such a meaningful way during our 2025 visit," said BiuBiu Xu, Founder of Panda Fest. "The enthusiasm inspired us to evolve the event—from a new location and how guests arrive to how they move through the festival – so that we can deliver an even more seamless, joyful experience. Whether you're returning or joining us for the first time, this year's Panda Fest will be a delicious experience that is educational and fun."

Panda Fest takes attendees on a delicious culinary journey through Asia with more than 80 food stalls serving 200+ dishes from countries like China, Japan, Korea, Thailand, Vietnam, Malaysia, the Philippines, and more. The festival showcases a **dynamic mix of vendors**, including **beloved Charlotte favorites** alongside standout concepts from cities like New York and Los Angeles that travel with Panda Fest nationwide, creating rare opportunities to experience flavors from across the U.S. in one place. Most dishes are prepared fresh on-site, creating a sensory experience that enhances the festival's energy and delivers an abundance of Instagram-worthy moments. To keep lines moving as food is prepared, select high-demand vendors will operate multiple booths throughout the grounds.

The three-day experience offers a wide variety of food options, priced from \$7 to \$25. Guests can sample multiple vendors or indulge in generous shareable dishes and specialty drinks served in collectible cups. While pricing is set independently by each vendor, Panda Fest ensures that every participant offers at least one item priced under \$10. All food sales go directly to the vendors, reinforcing Panda Fest's mission to support both local and national businesses while delivering a diverse, high-quality food experience for guests.

Beyond the food, guests can browse a **curated marketplace of 20+ artisan vendors** featuring clothing, accessories, artwork, and gifts inspired by Asian culture and craftsmanship as well as Panda Fest merchandise. Live performances and interactive demonstrations animate the festival grounds throughout the weekend, spanning traditional dances and cultural arts. While final programming will be announced closer to the event, previous editions of Panda Fest have showcased traditional lion dances, cultural arts such as sugar painting, paper cutting, and calligraphy, alongside contemporary performances including K-pop dance and theatrical showcases. Oversized Charlotte-themed panda installations, fan-favorite attractions like the panda bounce ring, and playful photo moments further define Panda Fest's signature sense of fun and discovery.

#### **TICKETS ON SALE | FEBRUARY 13 AT 10 A.M. EST**

Tickets go on sale Friday, February 13, with a limited number of Early Bird tickets available while supplies last. General Admission includes entry to the festival and two complimentary gifts: a NEW customized 2026 collector's Charlotte festival pin and inflatable panda headband. VIP tickets include elevated perks such as access to VIP restrooms, exclusive experiences, and an additional Panda Fest tote bag. Limited gate tickets will also be available for \$20 per person. Entry is subject to venue capacity, with ticket holders receiving priority access.

Visit [www.pandafests.com](http://www.pandafests.com) for ticket information, vendor applications, and more. Follow along at [@pandafestcharlotte](https://www.instagram.com/pandafestcharlotte) on Instagram for festival updates, vendor spotlights, and sneak peeks. Panda Fest is a rain-or-shine event unless severe weather conditions require cancellation. Interviews with festival founder BiuBiu Xu, media passes, and high-resolution images are available upon request.

**ABOUT PANDA FEST:** Launched in 2024, Panda Fest is one of the largest outdoor Asian food and culture festivals in the United States. In its first year alone, the festival produced 13 events across 11 cities, welcoming over 500,000 attendees, with attendance continuing to grow. Featuring experiential activities, tastings, market fairs, and live performances, Panda Fest brings communities together to celebrate the richness of Asian American and Pacific Islander cultures.

Pandas serve as a playful central theme, appearing throughout the event in inflatables, games and activities, merchandise, and food offerings. Originally created as a one-day event called Panda Day by founder BiuBiu Xu, Panda Fest has since expanded into a multi-day, multi-city experience with events held in Atlanta, Boston, Philadelphia, Phoenix, Dallas, Seattle, Austin, the Twin Cities, Connecticut, Charlotte, Nashville, and Orlando.

For more information on Panda Fest, visit [www.pandafests.com](http://www.pandafests.com), and follow along on [Instagram](https://www.instagram.com/pandafestcharlotte).

**Media Contacts:** Tara Murphy, Abby Watkins + De'Andra Gaston | 360 Media, Inc. | 404-577-8686 or [abby@360media.net](mailto:abby@360media.net)

# # #