

2026

STATE OF TOUHOU UNIVERSITY CLUBS

The Touhou University Network was founded in 2025 and is dedicated to bringing Touhou fans together at universities across the West. We conducted this first-ever annual survey to record the state of Touhou university clubs in the West for all Touhou fans to know.

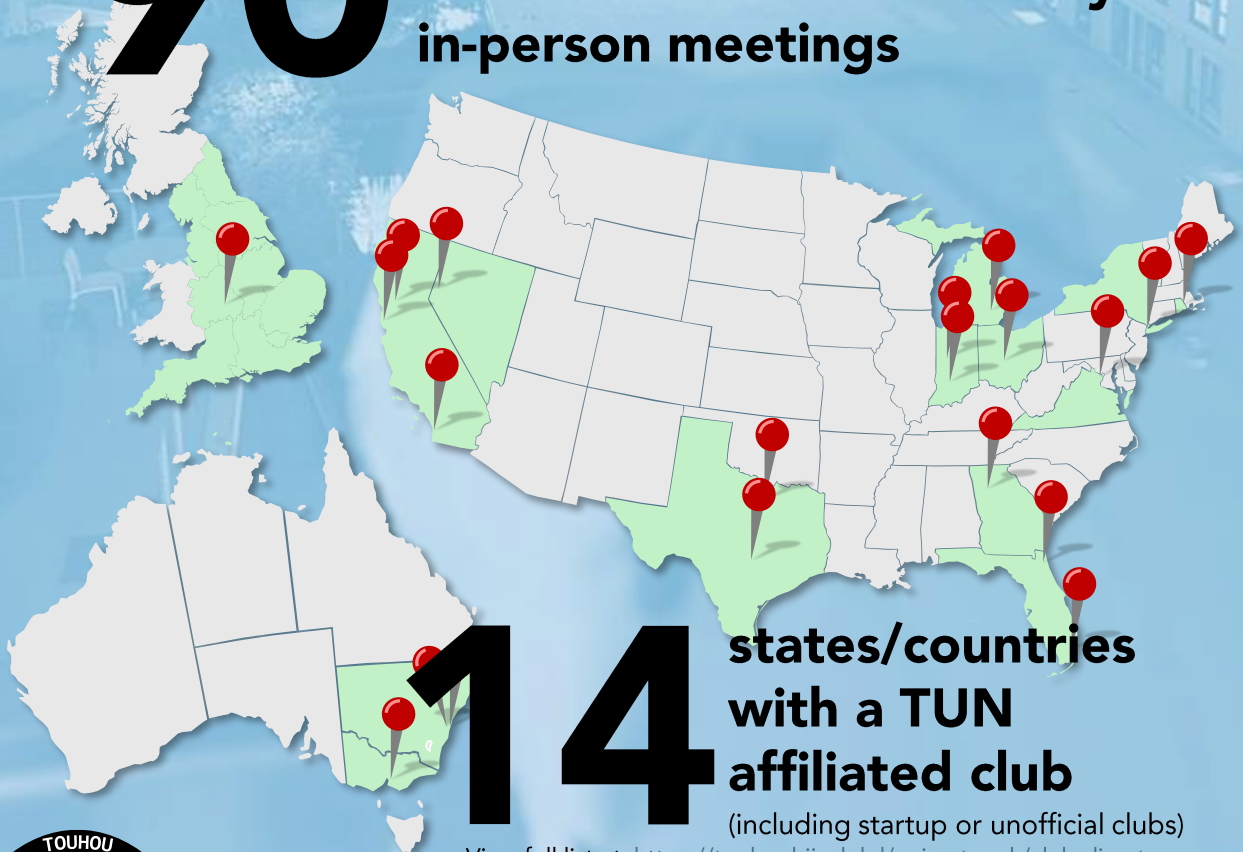
11

active university Touhou clubs meeting in-person

7 officially recognized/registered with the school

90

average participants across all Touhou clubs at weekly in-person meetings



View full list at: <https://touhouhijack.lol/uni-network/club-directory>

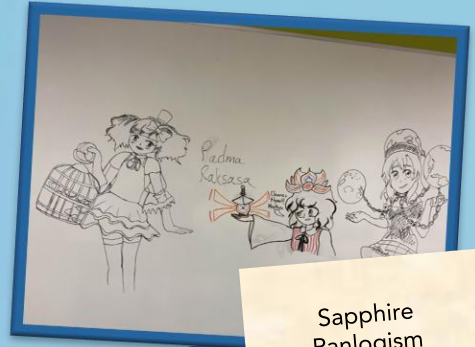


Prepared and published by the Touhou University Network.

Many events were held across all the Touhou clubs. Here are some highlights...

Most popular event types:

- SHMUP games (single and multiplayer)
- Fighting games
- Touhou music events
- Anime watchparties
- Fumo activities



Sapphire Panlogism
George Mason University



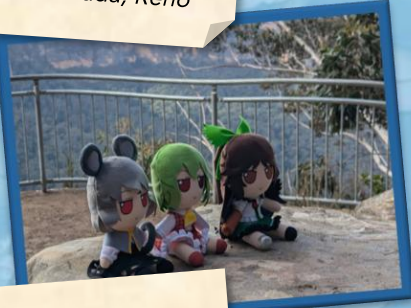
Fumo Photography Scavenger Hunt
University of Nevada, Reno



Meiling Hall Hijack
The Ohio State University



Touhou Fumo Racing
University of California, Davis

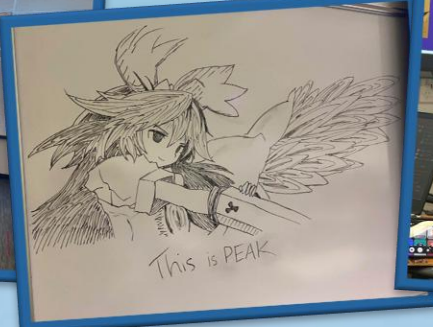
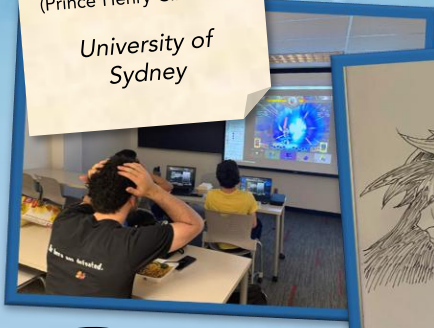


Katoomba Bushwalking (Prince Henry Cliff Walk)
University of Sydney

30%
25%

collaborated with their local anime / Japanese culture club

collaborated with a local anime convention

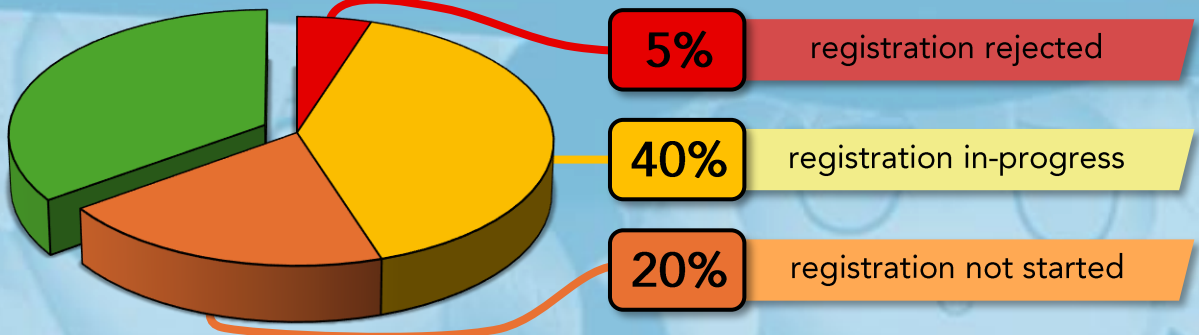


Touhou University Network Tournament
Many Clubs!

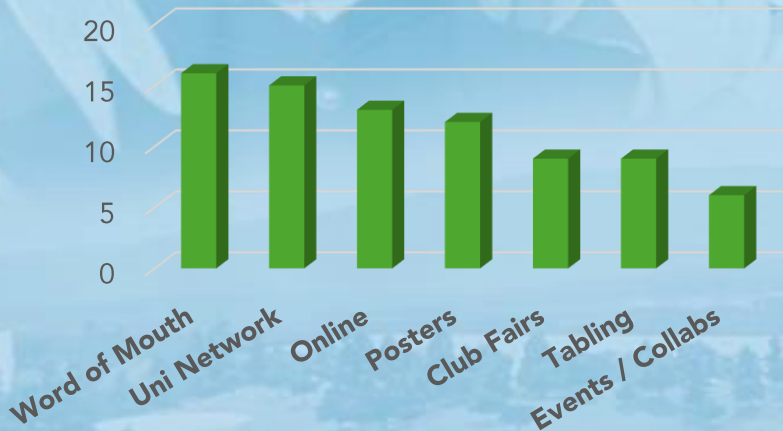


35%

of clubs are officially registered with their university



Many recruitment strategies were employed...



Most Used: Word of Mouth
Least Used: Events/Collabs

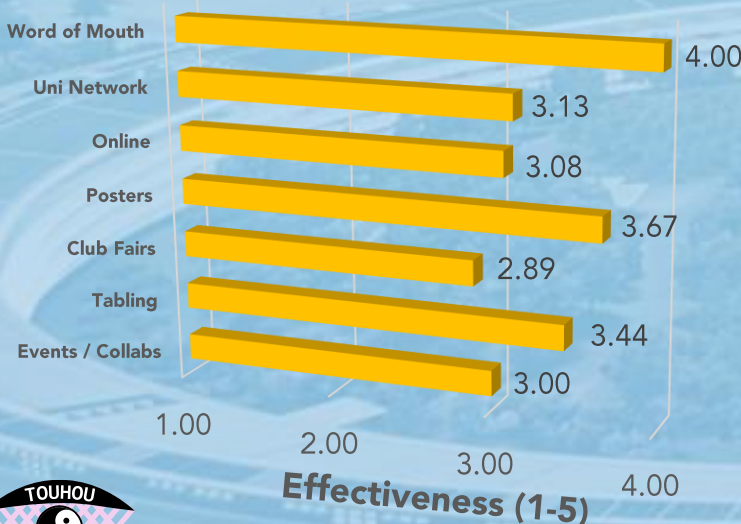


University of New South Wales



University of Texas, Austin

Some more effective than others...



University of California, San Diego



The Touhou University Network's purpose is to support and bring together Touhou clubs and societies at universities across the West. The Touhou community in the West is still young, and there are many startup clubs (40%, defined as unofficial groups that are not meeting in-person yet). The largest bottleneck faced by clubs is recruitment. There is likely to be enough people to make a Touhou club, but finding those members who can be the lifeblood of the club is difficult. Touhou clubs have been unable to use traditional recruitment methods like club fairs as effectively, especially if official approval from the university is needed. Touhou clubs strongly follow grassroots movement behavior, with word of mouth being far the most well-used and effective method of recruitment. Posters and tabling (which is similar to word of mouth in that the information is concentrated on-campus) follow in effectiveness. Effective Touhou club recruitment requires a concerted effort of organizers to get the name of the Touhou club on-campus to find people. While official registration with the university is an issue, it is not necessary to meet as a club – plenty of clubs (45%) are regularly meeting as unofficial groups.

This scenario presents a difficult situation for the Touhou University Network – there is little we can do to directly change what is happening on the ground on campuses. While the Network's social media posts have been somewhat helpful for connecting people to pre-existing clubs, it's greatest potential is connecting with new clubs and inspiring people to make their own. Therefore, the Network will continue to publicize Touhou club culture in the West by showing off the fun activities people participate in, as well as periodic updates on the state of Touhou clubs (i.e. this report). There is also room for the Network to organize collaborative works itself, as shown by the first ever inter-university Touhou Hisoutensoku tournament. The Network welcomes any ideas for more collaborations!

This year saw some of the first leadership transfers of Touhou clubs. A successful transfer is a sign of a healthy, self-sustaining club, as well as a sign of strength for the local Touhou community. The vision of the Network is to not just form solid friend groups that move upon graduation, but to help build Touhou networking and community across the West. Since Touhou is not as prevalent as it is in China or Japan, these regional Touhou groups could form the baseline of a more in-person focused western Touhou community. Indeed, some clubs are dabbling in game development and fanwork creation, sparking the creativity that has made the Touhou community so unique and growing the doujin spirit in the West. Our work this past year has discovered that there is high demand and potential for Touhou communities in the West, and the Touhou University Network will continue to work to facilitate and enhance that experience for all!

With regards,
The Board of Directors



Delta Pie



yukko (parra)



Daichungus

