Press Release

Kinosaki Onsen, Toyooka Tourism Innovation

April 2021

Cherry Blossoms in Kinosaki Onsen Gorgeous Scenes of Sakura in a Hot Spring Town

The cherry blossoms, or sakura, have bloomed all over Japan, including Kinosaki Onsen and its surrounding areas. If you're looking for picturesque spots among canals, a chance to wear a yukata, and *onsen* (hot spring baths), **Kinosaki Onsen during the cherry blossom season is like no other**.



The trees in town have been strategically planted along the canal running through Kiyamachi Street in the backroads. This normally quiet street becomes the go-to spot for locals and visitors alike to take beautiful photos and bask in this quintessential Japanese spring atmosphere. The sakura are also present along the street leading up to the hot spring source and Kinosaki Ropeway. One can find a

plethora of hot pink lanterns adorning the sakura trees along this street, adding to the magical atmosphere. At night the pink lanterns emit a soft glow, creating a romantic atmosphere perfect for an evening stroll between dips at the *onsen* and shop visits.

At the end of the season, it is customary to watch the petals fall off the trees, dance in the air, and then float down the canal. A popular phenomenon called *hana ikada*, meaning "floral raft", occurs when the **clusters of petals resemble a raft floating down a river**.



Hana ikada in Kinosaki Onsen

For inquiries regarding this press release Toyooka Tourism Innovation Point of Contact: Mira Pomerantz (info@toyooka-tourism.com) tel. (+81) 0796-21-9002 website: visitkinosaki.com Kinosaki Onsen celebrates their cherry blossoms with **floral designs depicted on bridges, embellishing manhole covers, and decorating streetlamps**. The trees typically start to bloom anywhere from the



last week of March to the first week of April, and last for about one week.

In addition to Kinosaki Onsen, nearby towns Izushi and Takeno also have many cherry blossom trees that can be viewed at this time. They decorate the perimeter of the Izushi Castle ruins, creating an unforgettable experience to complete the perfect trip to Japan. It is a great spot for *hanami*, lit. "flower

Visitors can find sakura-themed decorations throughout town during this time of year

viewing", typically enjoyed picnic-style. Or one can travel to Takeno, a quiet fishing village and beach area. Just five minutes on the JR train from Kinosaki Onsen, walk 15 minutes from Takeno Station down to the beach to witness the pinks of the sakura mixing with the blues of the Sea of Japan. Hike up to the top of Mt. Jajayama to see a breathtaking view of the town and ocean bordered by cherry blossoms.



Cherry blossoms add to the blues of the beach in Takeno and to the historic landscapes of Izushi

Visitors to Kinosaki Onsen can **enhance their spring sakura-viewing experience by donning a yukata**, **complimentary with your stay at most ryokan in town**. For a wider variety of yukata choices in color and design, guests can also head over to the town's <u>yukata shop & rental IROHA</u>. Guests may choose from a wide selection of stylish yukata (both women's and men's) to rent for the day.

During this time, go over to **Visit Kinosaki's** <u>Instagram</u> and <u>Facebook</u> pages for updates on the cherry blossoms to enjoy them from home!

JAPAN'S BEST HOT SPRING TOWN: KINOSAKI ONSEN



<u>Toyooka</u> is a downtown area home to the Oriental White Stork, a bird that was revived from extinction in this very town. The city's efforts restored the Oriental White Stork population, and now over 200 fly the skies of Japan. Toyooka is also known for the Genbudo Caves.



<u>Kannabe</u> is a mountainous area with fun activities year-round. In the winter, one can go skiing, snowboarding, snowshoeing, and sledding. In the warm months, one can go camping, paragliding, fishing, tree climbing, and more. Kannabe is the perfect destination for adventurers.



<u>**Tanto</u>** is a quiet countryside town with magnificent nature—including a giant field of tulips in the spring and brilliant red-leaved trees in the fall.</u>







<u>Kinosaki Onsen</u> is a town of time-honored hot springs dating back 1300 years ago. It is home to seven public bathhouses, all located within walking distance of each other and the train station. Guests are encouraged to wear yukata and geta, stroll through the town, and go onsen-hopping.



<u>Izushi</u> is the resident castle town, popular for its nostalgic atmosphere of Edo-era Japan. It is home to many interesting attractions such as castle ruins, a samurai house, a kabuki theater, and a clock tower. The town's specialty is Izushi Sara Soba, buckwheat noodles served in small portions on small plates.



<u>Takeno</u> is a quaint fisherman town that is a hidden gem among the northern coast of Hyogo Prefecture. The beach has clear, blue waters while the mountains surrounding it offer great hiking opportunities. It is encouraged to stroll through the peaceful town, where one can find small shops and traditional landscapes.

