

Hoshino Resorts OMO5 Tokyo Otsuka (Toshima, Tokyo)
Fully Enjoy the Cherry Blossoms at the Birthplace of the Somei-
Yoshino Cherry Blossom

“OMO Everything Sakura Festival”

Dates: March 1st - April 19th, 2020

From March 1st to April 19th 2020, Hoshino Resorts OMO5 Tokyo Otsuka, an urban tourism hotel where guests can fully experience the town of Otsuka, will host the “OMO Everything Sakura Festival” for visitors to enjoy *sakura* (cherry blossoms) to their heart’s content at the birthplace of the Somei-yoshino cherry blossom. Guests can enjoy the artificial cherry blossom flowers décor in the hotel, and the cherry blossom themed desserts made in collaboration with local businesses. The tour run by the local guides of the hotel, “OMO Rangers,” will also be changed to the “Sakura Tour” for a limited time. Using their deep knowledge of Otsuka, the Sakura Rangers can show guests the best cherry blossom viewing spots. Come and enjoy viewing the cherry blossoms at OMO5 Tokyo Otsuka, located in Toshima, the birthplace of the Somei-yoshino cherry blossom.



▲ Decorations at OMO Base on the 4th floor during the OMO Everything Sakura Festival

The Goal of “OMO Everything Sakura Festival”

The ward of Toshima, where OMO5 Tokyo Otsuka is located, is actually the birthplace of the Somei-yoshino cherry blossom. It is thought by some that the Somei-yoshino was created through selective breeding by the horticulturists of Edo Castle, in a place today called Somei. Owing partially to this history, the area around OMO5 Tokyo Otsuka is home to many cherry blossom viewing spots, such as the streets lined with Somei-yoshino trees, or Asukayama, long known as a great place to view the cherry blossoms. The OMO Everything Sakura Festival was created here, out of the desire to see as many people as possible enjoy these special cherry blossoms.

Three Things to Enjoy at the OMO Everything Sakura Festival

1. Cherry blossom-themed hotel decorations

Guests at OMO Base, an open lobby lounge on the hotel's 4th floor that showcases the style of modern Otsuka, will be greeted every day by artificial Somei-yoshino flowers in full bloom for the duration of the event. At OMO Base, visitors can experience the photogenic beauty of the cherry blossoms as they change throughout the day. During the daytime, vivid flowers are shining in the sunlight. And during the night, cherry blossoms lit up by the paper lanterns create a truly magical sight.



▲ Decorations on OMO Base, the 4th floor (night)

2. “Hanami Sweets Set,” made in collaboration with local businesses

For a limited time only, the Hanami Sweets Set will be offered at the hotel's casual OMO cafe, located on the 4th floor, to help guests enjoy the hanami (cherry blossom viewing) experience even more. The Hanami Sweets Set, made up of a cherry blossom *mille-feuille* and a cherry blossom *monaka*, is an OMO cafe-exclusive menu made in collaboration with local businesses in Otsuka. From the appearance to fragrance made to resemble a cherry blossom, visitors can experience the cherry blossoms to their heart's content. This collaboration was possible because OMO is a hotel that values its relationships with local businesses and provides guests with authentic city experiences.



▲ Hanami Sweets Set

OMO cafe Original Menu Descriptions

Cherry Blossom Mille-Feuille

“Fruit Sugi, beloved Otsuka grocery store × NODOKA, tea shop developing new ways to enjoy tea”

A dessert made with fresh strawberries from Fruit Sugi, and the rich tea of NODOKA. OMO cafe took the French dish *mille-feuille*, arranged it in a distinctly Japanese style, and put it into a square box. The rich, slightly bitter taste of the tea is beautifully complemented by the bittersweet flavour of strawberries.

Cherry Blossom Monaka

“Popular historic *wagashi* store SENNARI Monaka × Fruit Sugi”

A dessert made by putting rich white bean paste from SENNARI Monaka and strawberries from Fruit Sugi into a cherry blossom-shaped *monaka*. Guests can fully enjoy the taste of the strawberries in addition to the moist, mild white sweet bean paste. The *monaka* wafers are also infused with the aroma of cherry blossoms so that guests can experience both the look and fragrance of the cherry blossom inspired dessert.

“Hanami Sweets Set” at a glance

Price: ¥818 (excl. tax)

Available: 12 pm - 5 pm (last order) every day from March 1st - April 19th, 2020

Location: OMO cafe (4th floor of the hotel) *Open to non-guests as well

Local Business Descriptions

Grocery store “Fruit Sugi”

A fruit and vegetables store that has been loved by the people of Otsuka for over half a century. Recently they've become the talk of the town in Otsuka, with their parfaits made from seasonal fruit going viral on social media.

■ Address: 1F, 2-11-4 Kita-otsuka, Toshima-ku, Tokyo | 3 minutes' walk from OMO5 Tokyo Otsuka

Tea store “NODOKA”

A tea store based in Otsuka that offers high quality Japanese tea straight from the best Japanese organic tea plantations. Their goal is to “create a new set of values for traditional Japanese tea, and share the many ways of enjoying it with the world.”

■ Official site: <https://www.nodokatea.com/>

Japanese sweets shop “SENNARI Monaka”

A historic wagashi store founded in 1937 that has been operating for 82 years. Visitors of this store can enjoy the nostalgic atmosphere, with the mothers of Otsuka dressed in aprons greeting guests with a smile.

■ Address: 3-54-4 Minami-otsuka, Toshima-ku, Tokyo | 4 minutes' walk from OMO5 Tokyo Otsuka

3. For a limited time only, the morning Tokyo tram tour with OMO Rangers transforms into the Sakura Tour!

For the duration of the event, the regular Tokyo tram tour with the OMO Rangers will transform into the Sakura Tour, where participants can fully enjoy the beauty of Otsuka's cherry blossoms! Clothed in happi coats adorned with cherry blossom flowers, the Sakura Rangers will show guests around Otsuka, and mainly introduce the cherry blossoms lining the streets. The rangers are incredibly knowledgeable about cherry blossoms, and participants on this tour will be able to see the flowers from a new perspective. Otsuka also has a vibrant music scene, and the rangers' cheerful guitar playing will lift the spirits of anyone.



▲ Sakura Tour

“Sakura Tour” at a glance

Booking: Book by 10 pm the day before on the OMO5 Tokyo Otsuka website. *Same-day booking at reception possible if there are spaces available

Hours: 9 - 10 am

Fee: Free

Included: Guidance from the Sakura Rangers

Capacity: 1 - 10 people

Who can participate: OMO5 Tokyo Otsuka guests only

Notes: 1) The tour may be modified or canceled depending on the weather.

2) Depending on whether the cherry blossoms are fully blooming, the Sakura Tour may be replaced by the regular Tokyo tram tour.

*The schedule for the Sakura Tour during OMO Everything Sakura Festival is available at the hotel.

“OMO Everything Sakura Festival” at a glance

Dates: March 1st – April 19th, 2020

Details: Hotel decorations, Hanami Sweets Set made in collaboration with local businesses, Sakura Tour

Who can join: Open to everyone (only the Sakura Tour is restricted to hotel guests)



For inquiries about this press release,
contact Hoshino Resorts PR at:
E-mail: global@hoshinoresort.com