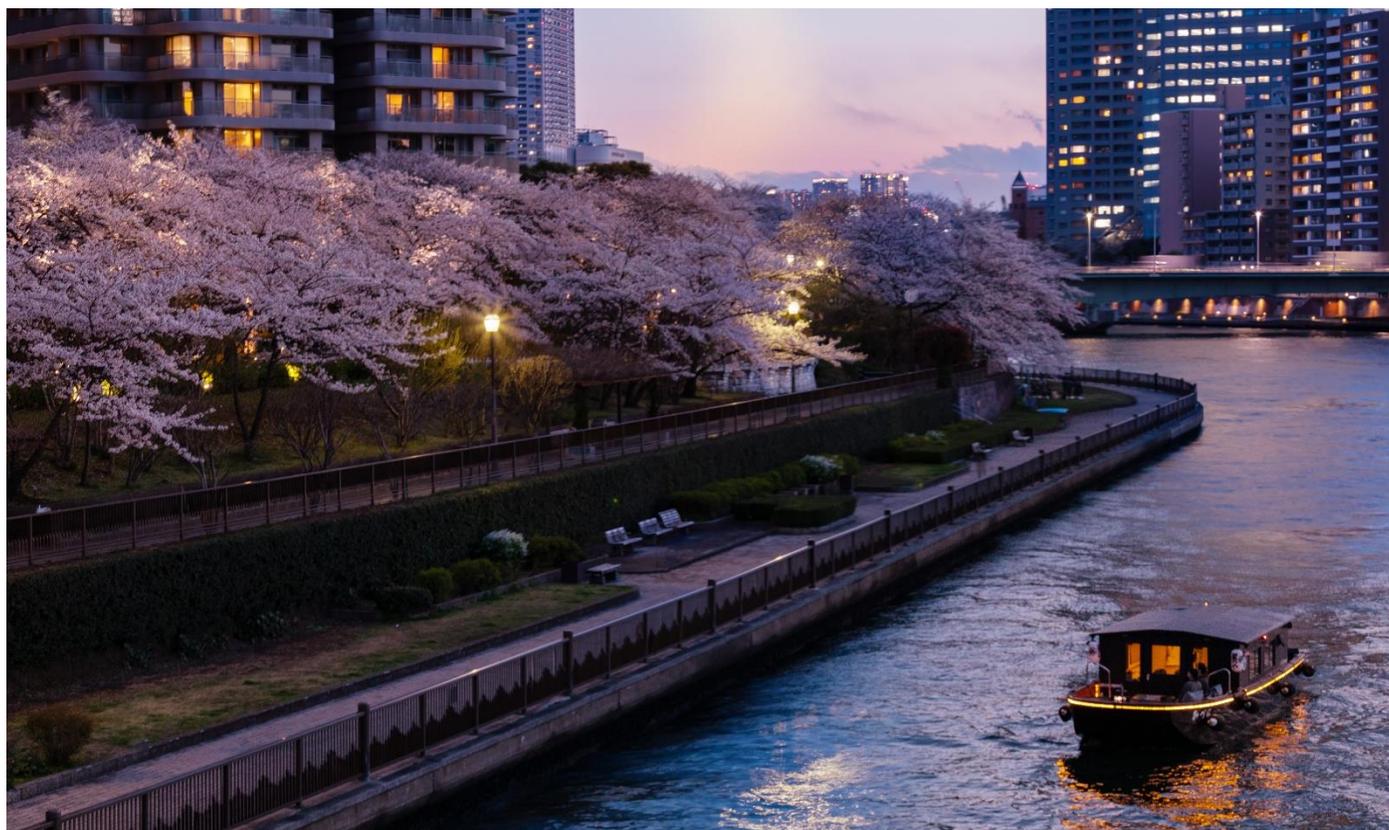


HOSHINOYA Tokyo (Otemachi, Tokyo)

Enjoy Cherry Blossoms at Night on Rickshaw and Private Boat: “Sakura River Cruise”

HOSHINOYA Tokyo, the city’s first luxury ryokan, will hold the Sakura River Cruise, where guests can enjoy the cherry blossoms at night on a rickshaw and private boat, from March 25th to April 10th, 2020. On this activity, visitors will travel by rickshaw to Nihonbashi Pier where they will board a boat, and then ride the boat down the Sumida River while experiencing the best nighttime scenic locations and cherry blossoms. To help guests enjoy this spring adventure even more, a hanami (cherry blossom viewing) bento meal and sparkling sake will be served while on the boat. Guests can also rent out a kimono for a separate fee.



View the beautiful night scenery of Tokyo from the Sumida River, and enjoy the cherry blossoms on the cruise

The Sakura River Cruise is a 60-minute long night cruise in a private boat that departs from Nihonbashi Pier (approximately 5 minutes’ drive from HOSHINOYA Tokyo) and goes from the Nihonbashi River through the Sumida River, and travels around the best cherry blossom viewing spots in places, the coast of Tsukudajima or the banks of the Oyokogawa River. Participants can gaze upon the magical sight of the cherry blossoms standing out in the twilight and the views of the city at night, while enjoying a light colored hanami bento perfect for the springtime and some sparkling sake.

The Goal of “Sakura River Cruise”

The city of Edo once flourished as a city of waterways, with advanced marine transportation systems to move goods and people. Markets and manufacturers sprung up around the waterways, and restaurants and bars were opened in the surrounding areas; in the bustling city of Edo, people found many things to love about the riverside. Sakura river cruise, where people can enjoy the lush riverside scenery as it changes throughout the seasons, is one of them. Due to the cherry blossom trees planted along the Sumida River by the Tokugawa shogun clan flowering in the spring, and the shogunate encouraging peasants to go on excursions, it is said that people used to enjoy the cherry blossom viewing from boats. HOSHINOYA Tokyo developed this activity out of a desire for their guests to experience the Edo style and enjoy a comfortable, elegant springtime holiday away from their daily lives.

Three things to enjoy during the Sakura River Cruise

1. View the cherry blossoms and Tokyo scenery at night

Participants will travel from the Nihonbashi River down through the Sumida River in a private boat, and depending on the tides and which cherry blossoms are flowering, they will go to that day’s best cherry blossom spots, from a range of locations such as the coast of Tsukudajima or the banks of the Oyokogawa River. As the sun goes down, they will also be able to enjoy the nighttime cherry blossoms along the riverbank, as well as the nighttime versions of famous landmarks such as the Eitaibashi Bridge and Tokyo Sky Tree lit up at night. The Riverboat Mizuha guide operating the boat will also talk about the famous landmarks and the history of the bridge and city.



2. Cherry blossom viewing on a rickshaw

Guests will take a rickshaw from HOSHINOYA Tokyo to Nihonbashi Pier. On this 30-minute one way trip past cherry blossom sites as Edo Sakura Street, home to many historic buildings including the Bank of Japan, one can enjoy the cherry blossoms from the different perspective you get sitting on top of a rickshaw.



3. Hanami sake and hanami bento from a traditional restaurant

For dinner, participants will be able to enjoy a hanami bento made by Shinkaika, an old traditional Japanese restaurant located in Kanda Myojinshita, while viewing the cherry blossoms. Along with the light taste of the bento, containing the cherry blossom-colored sea bream with kombu seaweed and sushi rice made with black vinegar, there will be a smooth sparkling sake prepared. For the return trip, matcha and sweets will be served.



(Optional) Kimono rental to liven up the spring season

There will be a pure silk kimono rental service available for guests who want to enjoy this special time in a kimono. They can put on the kimono beforehand at HOSHINOYA Tokyo, and their hair will be set at the same time. It is also possible to dress up early to spend the daytime looking at the cherry blossoms, or walk around Tokyo.

(Booking required | From ¥50,000/person)

*Cost varies by kimono.



Example Schedule

- 17:30 Depart HOSHINOYA Tokyo
Travel by rickshaw to Nihonbashi Pier
- 18:00 Board the boat from Nihonbashi Pier
Cruise while enjoying the cherry blossoms and food
- 19:00 Disembark at Nihonbashi Pier
Travel to HOSHINOYA Tokyo by taxi
- 19:15 Arrive at HOSHINOYA Tokyo

Tokyo Night Cherry Blossom “Sakura River Cruise”

Dates: March 25th - April 10th, 2020

Time: 5:30 - 7:15 pm (60 minutes cruise)

Starting/ending location: Nihonbashi Pier

Capacity: One group per day (2 - 4 people)

Cost: ¥102,000 for 2 people, ¥132,000 for 3 people, ¥142,000 for 4 people (excl. tax + service fees, accommodation fee not included)

Included: Night cruise (private), rickshaw (one way), hanami bento, sparkling sake, matcha, and sweets

Booking: Book through the official site (<https://hoshinoya.com/tokyo/en/>) at least 14 days before

Who can participate: HOSHINOYA Tokyo guests

*Schedule/details subject to change.

*If cherry blossoms are not flowering, participants may not be able to see them.

*Travel from the pier to HOSHINOYA Tokyo is not included in the price.

