

# MEDIA RELEASE

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**For Immediate Release**

Contact: Hanim Shukor  
Tel: 603 8318 4979 ext 122  
Fax: 603 8319 6101  
Email: [hanim@holidaycity.com](mailto:hanim@holidaycity.com)

## **Catch the Cherry Blossom Fever with HolidayCity.com in Japan**

Make your way to Japan this spring to marvel at the breathtaking cherry blossoms' covered landscape and partake in the traditional festivals held in honour of this natural wonder.

[HolidayCity.com](http://HolidayCity.com) – Every year, from January to June, Japan's landscape comes alive when thousands of flowers of the cherry trees bloom in earnest. Also known as 'sakura', the cherry blossom is believed to symbolize good fortune and signals the oncoming spring season. During these months, the local people and tourists would take the opportunity to visit many popular cherry blossoms viewing spots to partake in 'hanami' which literally means 'flower viewing'. It is an important custom for the Japanese people that involve picnicking under the cherry trees and enjoying home-cooked or take-out meals with families and friends. Tokyo hotels are expected to enjoy healthy occupancy rates as they welcome visitors far and wide who come solely for the purpose of viewing the beautiful cherry blossoms.

Cherry blossom festivals are held mainly between March and May and they offer a fantastic opportunity to not only view the flowers but also enjoy a variety of traditional Japanese performing arts, sample the local food, purchase specialty crafts and souvenirs, and participate in tea ceremonies held under the cherry trees. A major attraction at these festivals can be seen at night when the trees are lit-up, making the landscape appear almost ethereal and magical. In Tokyo, the estimated best viewing time this year is from 27<sup>th</sup> March to 5<sup>th</sup> April where the cherry blossoms are in full bloom. Some of the best places to view the cherry blossoms in Tokyo include the Ueno Park, that has more than 1000 trees lined up leading to the National Museum, the Shinjuku Gyoen that offers a more serene environment for 'hanami' and the Inokashira Park that has a pond where boats can be rented to view the blossoms from the water.

Lee Lai Huat, CEO of HolidayCity.com, who acknowledges the attraction of the cherry blossoms said, "Anybody who's planning to go to Japan for a visit should try to arrange it so that the trip coincides with the cherry blossoms festivals. The beauty of the flowers that bloom in the thousands would truly take your breath away. You'll find yourself taking hundreds of pictures of every possible angle!" He went on further to remark, "Do the 'hanami' if you can. Just pick a spot under the cherry trees and lay out your blanket and food. But you need to be there early to reserve it. As homage to this natural wonder, HolidayCity.com offers great savings and discounts for Tokyo accommodation to enable more visitors to enjoy the festivals."

HolidayCity.com offers attractive rates at the following Tokyo hotels and many others:

Comfort Hotel Tokyo Higashi Nihombashi (3 star)  
Starting rate from JPY10800

Hotel Sunroute Shinagawa Seaside Tokyo (3 star)  
Starting rate from JPY11200

Hotel Monterey Hanzomon Tokyo (3.5 star)  
Starting rate from JPY11900

Grand Prince Hotel Akasaka Tokyo (5 star)  
Starting rate from JPY20173

Royal Park Shiodome Tower Tokyo (4 star)  
Starting rate from JPY21000

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