

Press Release

January 31, 2024

HOTEL THE MITSUI KYOTO Presents Exclusive Sakura Season Programming

Kyoto, Japan – As Sakura – or cherry blossom – season sweeps across the country this spring, [HOTEL THE MITSUI KYOTO](#) introduces exclusive experiences for guests to connect with nature. The fleeting bloom symbolizes the transient nature of life and is celebrated with private tours of the Buddhist Temple Kiyomizu-dera Temple, to Cherry Blossom YOGA and a special Afternoon Tea.



Image is provided by Kiyomizu-dera Temple

Throughout history, samurai and poets have found inspiration in the delicate pink blooms and the tradition of "hanami," or flower viewing. At HOTEL THE MITSUI KYOTO, this cultural reverence is brought to life through the following programming:

Private Tour of Kiyomizu-dera Temple (March 26, March 30; April 3 | ¥400,000): Led by temple priest Shouin Onishi, guests will step into the 1,200-year-old temple and typically restricted areas, including Hozoden Hall and the Treasury, housing some of the most significant temple artifacts and artwork. With a view of the Koudaiji-Mountains, Moon Garden and the surrounding pond framed by cherry blossoms, this tour promises to cleanse the soul.

Afternoon Tea (March 15-April 26 | ¥7,100): A limited-time Afternoon Tea features exquisite pastries in stunning pink hues inspired by cherry blossoms. The Afternoon Tea encompasses a variety of sweet and savory delights crafted with precision, like Sushi with Sea Bream and Cherry Jelly, Vanilla Strawberry Mousse, and local Strawberry Jam and Whipped Soy Cream.

YOGA (April 1-5 | ¥8,000): Tailored to peak cherry blossom season in Kyoto, guests will be immersed in the beauty of spring with a serene YOGA experience in the cherry blossom-dotted Garden courtyard. Each 45-minute session offers a connection with nature, with poses often emulating natural elements like trees and mountains.



Sakura programming is subject to availability. To book a stay or make a reservation, visit www.hotelthemitsui.com or call +75 468 3100.

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ABOUT HOTEL THE MITSUI KYOTO:

HOTEL THE MITSUI KYOTO, recently recognized in *Condé Nast Traveler's* 2024 Gold List of "The Best Hotels and Resorts in the World," is the first of the HOTEL THE MITSUI brand of iconic, ultra-luxury properties, designed to embody and reflect the harmony between the natural environment, the four seasons and the five senses. Located in the heart of Kyoto, adjacent to the legendary Nijo-jo Castle, a UNESCO world heritage site, the hotel is an idyllic sanctuary honoring ancient Japanese traditions and embodying the legacy and spirit of Kyoto. The hotel is built on a 250-year-old historic site that was once the home of the executive branch of the Mitsui Family, carefully designed to reflect a luxurious ambiance of refined sophistication. The first hotel in Japan to receive a Forbes Travel Guide Five-Star rating in the first year of operation, HOTEL THE MITSUI KYOTO is an awe-inspiring feast for the spirit and the senses and a cultural gateway to discover everything Kyoto has to offer.