

Trends in Japan

Food & Travel

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Japan's Beloved Symbol of Spring

The Fleeting Beauty of Cherry Blossoms

Blossoming cherry trees (*sakura*) have held a special place in Japanese people's hearts for centuries. Famous cherry-blossom spots around the country include mountain spots where cherry trees grow wild, historic temples and castles, and parks.



Around 30,000 cherry trees come into bloom every spring at Mt. Yoshino in Nara Prefecture, which has been inscribed on the UNESCO World Heritage Site.



The Usuzumi-zakura in Neodani, Gifu Prefecture. The petals are light pink when the buds appear, white when the flowers are in full bloom, and a light inky color as the petals fall.



A boat trip down Sumida River is a great way to enjoy the cherry trees that were first planted along its banks back in the Edo Period.



Hirosaki Castle in the northeast of Japan is surrounded by some 2,600 cherry trees.

Glittering Ginza

Japan's Shopping and Gourmet Paradise



The Wako Building at the 4-chome intersection is a symbol of Ginza that houses luxury retail stores.

Lined with exclusive department stores and boutiques, and restaurants, Tokyo's Ginza district is Japan's number-one destination for luxury shopping and gourmet dining. Many of the famous shops and restaurants here have been in business since the early years of the last century or even longer.



On Saturdays and holidays Chuo Dori avenue is shut off to traffic, becoming a pedestrian paradise thronged with shoppers.



Ginza is a place where people can enjoy delectable desserts from long-established shops.



Ginza is known as a gourmet spot and its sushi chefs are unsurpassed.

The Best Snow in the World—and Abundant Hot Springs



Skiers can enjoy some of the best powder snow in the world. (C) Skier in Niseko Grand Hirafu Resort

Niseko in western Hokkaido is one of the world's finest ski resorts. Some 700,000 skiers and snowboarders visit each year, drawn by the superlative powder snow and numerous onsen hot springs.



Outdoor hot springs are the perfect place for skiers to unwind after a day on the slopes. (C) Niseko Yugokoro-tei Onsen



There are a variety of shops and restaurants for visitors to enjoy after a day of skiing. (C) Abucha - local Japanese restaurant



Abundant hot springs at Niseko are another one of its charms. (C) Hilton Niseko Village

Haneda Airport: Gateway to Tokyo from the World **Web** **Japan**

Highlighting Japanese Culture in Tokyo's Latest International Hub

In October 2010, Haneda Airport in Tokyo was reborn as a full-fledged international airport. Haneda's facilities have been given a major upgrade in line with the changes, so that it now serves as a global showcase for Japanese culture.



The New International Passenger Terminal is the latest gateway linking Japan to the rest of the world. (C) Tokyo International Airport Terminal



The newly opened fourth runway.
(C) Haneda Airport Expansion Project JV



The new station joins the airport to Shinagawa station and the Shinkansen bullet train in 13 minutes. (C) Keikyu Corporation



It is just 13 minutes to Hamamatsucho station via the Tokyo monorail.
(C) Tokyo Monorail Co., Ltd.



One part of the Tokyo Pop Town area, the Hot Zone contains a variety of shops specializing in pop culture items.



Shops in the Edo Koji zone give visitors a sense of the traditions and culture of old Japan. (C) Tokyo International Airport Terminal