

To the distinguished members of the press

Special English-guided tour for cherry blossom season!
Immerse in Kyoto's magical nighttime beauty on the KYOTO YOZAKURA Tour
HOTEL THE CELESTINE KYOTO GION hosts its first ever Kyoto Stroll Tour to enjoy the cherry blossoms at night

HOTEL THE CELESTINE KYOTO GION (located in Higashiyama-ku, Kyoto City, Kyoto Prefecture), operated by Mitsui Fudosan Hotel Management Co., Ltd. (Headquarters: Chuo-ku, Tokyo; President and CEO: Masaru Sasabe), will introduce its first KYOTO YOZAKURA tour for the spring cherry blossom season, in response to the popularity of its "Kyoto Stroll Tour" sightseeing guide service for hotel guests, which is provided by the concierge.

On this tour, participants will explore Miyagawa-cho, a geisha district within walking distance of the hotel, and head towards the Takase River while enjoying the cherry blossoms along the Kamo River. With an English-speaking guide, participants can enjoy the fantastic night cherry blossoms along the illuminated Takase River while learning about the area.

This tour introduces fascinating spots that are unique to the local area, and provides a special experience of Kyoto. Paired with the warm hospitality of HOTEL THE CELESTINE KYOTO GION



■KYOTO YOZAKURA tour Overview

The hotel staff, who know the streets of Kyoto's Gion district inside out, will guide you to the best places to see not only the cherry blossoms but also the quaint townscape.

Guide language: English only

R o u t e :

Stroll through Miyagawa-cho, a geisha district with a typical Kyoto atmosphere, and along the Kamo and Takase rivers, which are lined with cherry trees. The highlight of the tour is the cherry blossoms at night along the Takase River, which are illuminated only during this



season.

Dates: March 28 (Fri) and 29 (Sat), and April 1 (Tue), 2 (Wed), 3 (Thu), 4 (Fri), 5 (Sat) (7 days in total)

Time: 18:00-19:00 (Approx. 60 min.)

Maximum participants: 6

Fee: Free of charge

Eligibility: Hotel guests only *Children under 12 years of age must be accompanied by a parent or guardian.

Application deadline: By 21:00 on the day before

How to apply: Hotel reception

Important Information:

* The tour will proceed in light rain, but it may be canceled depending on the weather and temperature, regardless of official warnings.

* This is a walking tour.

* The photos are for illustrative purposes only.

■ HOTEL THE CELESTINE KYOTO GION

The hotel is located in Yasaka-dori, Gion, Kyoto, in a quiet area where you can catch a glimpse of everyday life in Kyoto, with Kennin-ji Temple nearby. The hotel offers a range of experiences that blend in with Kyoto culture, including guest rooms designed with a modern twist on Kyoto history, a lounge for guests only with origami and letter paper, and a breakfast menu featuring Yasaka Endo's famous Kyoto-style dishes. There is also a large bathing area for guests only, where you can relax in a modern Japanese-style space while enjoying the view of the traditional garden.



■ Official website of HOTEL THE CELESTINE KYOTO GION

<https://www.celestinehotels.jp/kyoto-gion/>

Address:

572 Komatsu-cho, Yasaka-dori Higashi-oji Nishiiru, Higashiyama-ku, Kyoto City, Kyoto Prefecture

Access:

- JR, Kintetsu, Subway: 10 minutes by taxi from Kyoto Station
- Hankyu Railway Kyoto Line: 12 minutes on foot from Kyoto Kawaramachi Station
- Keihan Railway Keihan Main Line: 10 minutes on foot from Gion Shijo Station
- JR: 10 minutes by free shuttle bus from the Hachijo exit of Kyoto Station



■ Hotels operated by Mitsui Fudosan Hotel Management



Mitsui Garden Hotels established “Stay in the Garden” as its brand tagline based on a wish to provide rich and luxurious lodging experiences similar to staying in a garden, and offers 34 facilities both in Japan and overseas. While valuing the characteristics of each region across the country, it has arranged a richly unique design and “a breakfast guests can look forward to” that can be enjoyed by guests in various situations not limited to business use but also leisure trips, retreats, refreshment, and long -term accommodation, etc.

We also operate three THE CELESTINE HOTELS, which offer “destination-type hotels where the stay itself is the main attraction” and three “sequence” hotels, which are next-generation lifestyle hotels where you can enjoy “free time and your own way of spending it” in your own style. Mitsui Fudosan Hotel Management operates a range of brands that cater to diverse needs, based on the philosophy and concept of “hotels that leave a lasting impression” and “hotels that satisfy all the senses of our guests, who enjoy the finer things in life”.

— Inquiries regarding this matter —

Inquiries from the media

Mitsui Fudosan Hotel Management Co., Ltd. Brand Promotion Department, Attn: Narimiya TEL 03-3548-0337

Inquiries about reservations and stays

HOTEL THE CELESTINE KYOTO GION TEL 075-532-3111