

Spring 2020: A New Tokyo Destination Opens

1-Night 2-Day Tour includes Sumida River Cherry Trees and the Shitamachi Sights

Tobu Railway Co., Ltd.

In this edition, we introduce ‘TOKYO mizumachi’ and ‘Footbridge connecting Tokyo Skytree SUMIDA RIVER WALK, a future highlight of the shitamachi district opening this spring, and a spot by the Sumida River recognized as a great location for cherry-blossom viewing since Japan’s Edo period. Why not enjoy the food, shopping and accommodation options in addition to the blossoms along the riverbanks?

■ TOKYO mizumachi is a new destination offering delicious foods, shopping options and accommodation too.

TOKYO mizumachi is a multi-purpose facility under the railway tracks designed as a neighborhood by the water. With 14 tenants, including cafes and a hostel, set to open sequentially from April onwards, TOKYO mizumachi will no doubt enhance the appeal of the district as a tourist destination.

Guests staying at the WISE OWL HOSTELS RIVER TOKYO inside TOKYO mizumachi can enjoy a space designed to provide a feeling of living in the community, meeting with not only other hostel guests but also local people. We recommend visiting TOKYO mizumachi to see for yourself the appeal of the Shitamachi Area.

■ SUMIDA RIVER WALK now open: relax as you stroll between TOKYO SKYTREE and Asakusa

A new pedestrian bridge across the river is making life easier for visitors wishing to enjoy a stroll between the Asakusa and TOKYO SKYTREE areas. The new bridge improves access, convenience and comfort.

Midway between the two areas is the Sumida Park which will include a plaza and waterside terrace. A slow walk on the riverbank provides not only great views of the river itself but also of TOKYO SKYTREE, a leading symbol of the city.



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■ Sumida River: cherry-blossom viewing from riverside and on the water

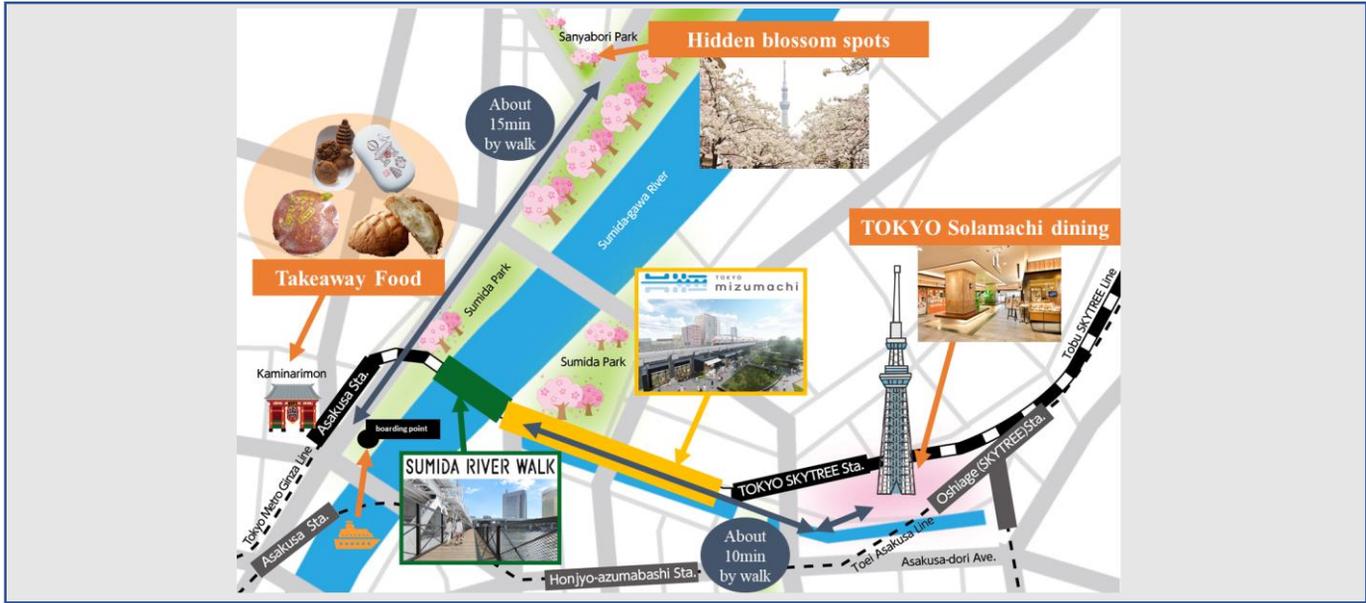
Cherry blossoms are a symbol of the Japanese spring. More than one thousand cherry trees are planted along the banks of the Sumida River. Each spring, various cherry blossom festivals in the district attract large visitor numbers.

Here, we introduce the ‘Cherry Blossom Cruise’ which gives visitors unparalleled views of the blossoms along both banks of the watercourse. It is operated only during cherry blossom season, departing once every 30 minutes, making it easy to fit into any itinerary. Tickets are only available online, so why not reserve a trip to make your visit to Asakusa even more special?



Tokyo Cruise Ship Co., Ltd. Reservations website: <https://www.suijobus.co.jp/reservation/>

■ New 1-night 2-day tour: see the heart of the shitamachi district on a spring walk



■ Suggested route for a 1-night 2-day shitamachi walking tour.

1st Day

10:00 Hinode Pier → Asakusa

Board the cherry blossom cruise for Asakusa and enjoy the profusion of blossoms blooming on both riverbanks.



11:30 Senso-ji Temple area

Stores offering a diverse range of takeaway food line the path to Senso-ji Temple. Come and see what is available!



The popular **Kameju Dorayaki** always has a queue



Kimuraya Ningyoyaki Hongo is where ningyo yaki began



Kagetsudo Melonpan is only available in Japan

After enjoying your eats, follow Nakamise Street all the way to the end to reach the temple.



14:00 Asakusa Walks / Hidden blossom spots

Since the Edo period, this area has been home to many craftspeople. It's also a great place to find cherry trees off the beaten path such as in the Sanyabori Park, 15 minutes from the river. Walk through the cherry tree tunnel to enjoy a view of the TOKYO SKYTREE framed by the blossoms.



©TOKYO-SKYTREE

17:00 The newly-opened TOKYO mizumachi

Follow the Sumida River Walk to TOKYO mizumachi. Stop by Ichiya, a purveyor of Japanese confectionary popular with the local people in Hikifune. We recommend trying the spectacular Shiratama Parfait dessert.

https://www.tobu.co.jp/foreign/en/news/pdf/20200317_en.pdf

18:00 Check-in at the hostel

WISE OWL HOSTELS RIVER TOKYO is a community-style hostel inside TOKYO mizumachi.

The cafe, bar and relaxation lounge at the hostel are a great place to meet both fellow travellers and locals.

2nd Day

8:00 An early start to see the best view in Tokyo!

TOKYO SKYTREE offers uninterrupted views over the whole city. The 360 view is best enjoyed with clear morning air. If the weather cooperates, you can even see Mt. Fuji in the distance.



©TOKYO-SKYTREE

※As of March 19, TOKYO SKY TREE is currently closed to prevent the spread of the new coronavirus infection and to prevent the spread of the disease. For more information, see the official website of TOKYO SKY TREE.

<http://www.tokyo-skytree.jp/>

11:00 Souvenirs and lunch

After enjoying the view, TOKYO Solamachi is the best place for a Japanese-style meal and fine shopping options.



©TOKYO-SKYTREETOWN

Choices at TOKYO Solamachi dining (6th and 7th floor) include ramen, sushi and soba noodles.



©「Ganso Shokuhin Sample-ya」 TOKYO Solamachi

Ganso Shokuhin Sample-ya (4th floor) makes replicas so realistic they can be mistaken for real food.

<Information about recommended sightseeing areas along the Tobu Railways>

The Tobu Railway Group is a major Japanese corporate group consisting of approximately 80 companies. The Tobu Railways cover the longest operating distance in the Greater Tokyo area, and lead to many tourist attractions including Asakusa and TOKYO SKYTREE in Tokyo, Nikko and Kinugawa Onsen, famous as a world heritage and hot spring location, the Tatebayashi and Ashikaga area known for its beautiful blooming flower fields, and Kawagoe, where the atmosphere of the Edo era still live on.

Explore destinations around Tobu Railway Group at TOBU JAPAN TRIP: <http://www.tobujapantrip.com/en/>