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PRESS RELEASE

CHASING THE CHERRY BLOSSOMS



Cherry Blossoms near Kintaikyo Bridge © JNTO

Website tells travelers where and when

New York - March 1, 2024: One of the most tantalizing features of a visit to Japan is seeing *sakura* - cherry blossoms - which paint the landscape in cities and countryside a magnificent pale pink from March through May.

The Japan National Tourism Organization (JNTO) maintains a fascinating and useful [website](#) that each year forecasts the dates and location of cherry blossom season. And because Japan stretches a thousand miles from south to north, *sakura* bloom from mid-March through mid-May.



Cherry blossom display at Hirosaki Park in Aomori
© Hirosaki City © JNTO



Cherry Blossoms and horse cart in Kitakami ©Iwate Prefecture
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This spring, the cherry blossoms are expected to bloom first in the country's southernmost island, Kyushu, on or around March 19. They are expected to blossom in Tokyo on March 20, and in Hiroshima on March 21. About a week later, they will open in Kyoto. As spring progresses, cherry blossoms will bloom in Tohoku prefecture in northern Honshu in early April. The season will make its gorgeous way northward, with blossoms appearing in Hokkaido island's Sapporo in the last days of April, and on May 12 in Hokkaido's Kushiro.

Americans have been obsessed with Japanese blossoms for more than a century, ever since Japan gifted the USA 3,000 cherry trees to be planted along the shores of the Potomac. Every year, thousands of Americans flood to Washington, DC to see the glory of the trees that bloom for just two weeks. But on a visit to Japan, visitors have two months to enjoy nature's splendor.

2024 has been officially designated by the U.S. and Japanese governments as [US-Japan Tourism Year](#), and tourism in both directions is expected to increase significantly.

For more information on this year's cherry blossom forecast, please visit:
<https://www.japan.travel/en/see-and-do/cherry-blossom-forecast-2024/>.

ABOUT JAPAN NATIONAL TOURISM ORGANIZATION (JNTO)

As the official tourism board, JNTO seeks to inspire international travelers to visit Japan. Focusing on sustainability, diversity and preservation of its history and culture, JNTO encourages travelers to explore the country while supporting local businesses, learning about indigenous cultures, and helping conserve its natural sites.

For more information about travel to Japan, visit <https://www.japan.travel/en/us> or the JNTO pages on [Facebook](#), [Instagram](#) and [Youtube](#). To contact the New York office of the Japan National Tourism Organization (JNTO) directly, please e-mail jntonyc_press@jnto.go.jp.



U.S. - JAPAN
TOURISM YEAR 2024
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