



FOR IMMEDIATE RELEASE

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## Enjoy the Early Spring with Kawazu Sakura Cherry Blossoms

### “Kawazu Sakura Viewing with Special Lunch Box Plan”

February 1<sup>st</sup>, 2017 – March 31<sup>st</sup>, 2017

～ Luxury Accommodation Plans are Now Available ～

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**SHIZUOKA, January 2016** – The AGORA Hotel Alliance hotel, IMAISO (Address: 127 Mitaka, Kawazu-cho, Kamo-gun, Shizuoka – General Manager: Keisuke Nishio, Rooms: 45) is accepting reservations for a new Spring accommodation plan “Kawazu Sakura Viewing with Special Lunch Box Plan”, through March 31<sup>st</sup>, 2017.

#### - “Kawazu Sakura Viewing with Special Lunch Box Plan” -

Including a Special Lunch Box (Bento) filled with the bounty of the land and sea from Izu, this one night accommodation plan with three meals is a perfect way to enjoy the splendor of Izu and the Kawazu Sakura cherry blossoms. Dinner is served with a small stew pot (‘konabe’) containing fresh early spring radish greens along with a multitude of fresh early spring delicacies. Relish the special hospitality delivered by a traditional Japanese inn as you take in the view of the vast Imaiama coast in all its splendor and don’t miss our grand on-site natural hot spring and private indoor bath.

Date: February 1<sup>st</sup>, 2017 – March 31<sup>st</sup>, 2017

Rate: JPY From 18,360 /per night

Incl. dinner, breakfast, lunch, consumption tax  
(The rate is per person for groups of four)

- Details: 1. IMAISO Special Sakura Lunch Box  
(Your preference: check-in or check out day)  
2. Japanese course dinner (Kaiseki)  
3. Japanese breakfast set  
4. Free transportation to/from Kawazu station  
(Advance reservation required)

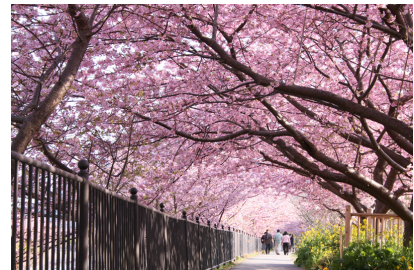


This image is for illustration purposes only

\*Sakura Lunch Box will be provided at the hotel lounge any time you like between 12:00pm – 2:00pm.

#### 《About Kawazu Sakura》

Due to the warm Izu climate and their early blooming characteristic, the Kawazu Sakura (cherry blossoms) begin blooming in early February and reach full bloom in approximately one month. The Kawazu Sakura Festival will be held in Kawazu town from February 10<sup>th</sup> and you can enjoy Yozakura, Kawazu Sakura blossoms lit up at night. This is a splendid opportunity to enjoy the early spring together with your family and friends.



Here at Imaiso, we strive to align with AGORA’s vision for a “Collection of Beautiful Japan”, to provide special hospitality in traditional Japanese Inn form, and to contribute to our local community.

#### 【For media inquiries】

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E-mail:pr@agorahospitalities.com

## Spring Activities & Events in Izu

### ■ The 27<sup>th</sup> Annual Kawazu Sakura Festival

Kawazu Sakura is one of the earliest blooming cherry blossoms on the main island of Honshu and are a delight to view as they gradually bud and bloom toward their much anticipated full bloom a month later. Every year visitors enjoy the splendor of cherry blossoms, lit up at night, along the 300-meter span, including the Imaiama coast.



Date : February 10<sup>th</sup>, 2017 – March 10<sup>th</sup>, 2017

Lighting: 6:00pm – 7:30pm

Website: <http://www.kawazu-onsen.com/sakura/>

### ■ Inatori Onsen Hina-No-Tsurushi-Kazari Festival

“Tsurushi-Kazari” (hanging decorations) is known as being originated in the Izu Inatori Onsen area. It started in the late Edo period to celebrate the Girl’s festival for daughters and granddaughters. Parents’ handmade Tsurushi-bina (a hanging doll) were displayed and the tradition has been passed down through the generations. During the festival, there will be an exhibition of three biggest Tsurushi-Kazari and a workshop for guests to create their own Tsurushi-Kazari will be held.

Date : January 20<sup>th</sup>, 2017 – March 31<sup>st</sup>, 2017

Website: [http://www.inatorionsen.or.jp/hina\\_sp/](http://www.inatorionsen.or.jp/hina_sp/)

### ◇Izu Imaiama Onsen IMAISO◇

Address : 127 Mitaka, Kawazu-cho, Kamo-gun, Shizuoka

TEL: 0558-34-1155 FAX: 0558-34-1174

Homepage: [www.imaiso.jp](http://www.imaiso.jp)

Established : 1934

Property : Property area – 4, 154.03 m<sup>2</sup>

Building total area –8,450.16 m<sup>2</sup>

Floors –10 floors above ground

Facilities : 45 guest rooms (all rooms have an ocean view)

Hot springs: outdoor bath, large indoor bathing area, private outdoor bath, sauna

Lounge –1<sup>st</sup> floor

Banquet hall –7<sup>th</sup> floor

Other –meeting room, relaxation facilities, shops, parking

Hot spring details

Natural hot spring type & quality –sodium chloride spring

Effective for: neuralgia, muscle pain, joint pain, frozen shoulder, bruises, rheumatism, chronic, consumption Coder disease, poor circulation, fatigue, general illness recovery, feminine diseases, frailty, hemorrhoids, cuts, burns, chronic skin diseases, and others

### **【For inquiries from guests】**

Izu Imaiama Onsen IMAISO

127 Mitaka, Kawazu-cho, Kamo-gun, Shizuoka 413-0503

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