

## Japan National Tourism Organization (JNTO) records increased Indian inflow during cherry blossom

National, XX April, 2019: In lieu of the world's most coveted flowering exuberance, cherry blossoms, Japan welcomed tourists from different parts of the world and recorded a remarkable increase in arrivals especially from India during the month of March.

'Sakura' or more commonly referred as 'cherry blossom' is one of the world's most attractive natural occurrences that take place in different parts of Japan during the Spring season. The landscape of the country converts into a colorful canvas due to the variety of shades of flowers that blooms on the cherry trees. The southern subtropical islands of Okinawa enjoy cherry blossoms towards the end of January, while on the northern island of Hokkaido, the flowering happens towards May. In major cities which are located centrally, such as Tokyo, Kyoto and Osaka, the season typically takes place from end of March till mid of April. It is a perfect time for tourists to enjoy this unmatched visual experience and make the most of Mother Nature's wonders.

Basis last year's statistics, over 5.5 million tourists from all over the world visited Japan in March and April of 2018. Although the tourism board is still accounting the inbound tourist inflow, the month of March recorded promising numbers wherein arrivals from India reflected a whopping 28.7% increase in comparison to last year. The number of Indian tourists who visited Japan last month is 17, 800, indicating positive rise in Indian arrivals.

Travelers who are keen on experiencing the cherry blossoms this year may visit Hokkaido to witness the last flowering till mid of May, 2019.

### About Japan National Tourism Organization (JNTO):

The Japan National Tourism Organization (JNTO) was founded in 1964 with the mission of enticing foreign travelers to Japan. Affiliated with the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism, JNTO has effectively functioned as the Japanese government bureau of tourism. It has a total of 22 tourism-promotion-oriented offices across the world, and a large network of suppliers for tourism and event services in Japan.

Website: <https://www.japan.travel/en/in/>

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