

## Celebrate Cherry Blossom Season with JNTO KL and Stand a Chance to Win Flights to Japan

KUALA LUMPUR, 24 April 2024 - This cherry blossom season, Japan National Tourism Organization Kuala Lumpur Office (JNTO KL) is supporting Mitsui Shopping Park LaLaport's Sakura Festival. This festival takes place from 20th April to 19th May 2024 at Mitsui Shopping Park LaLaport Bukit Bintang and many activities will be held as part of a month-long celebration meant to echo the celebration of spring that brings Japanese culture to Malaysian shores.



To promote Japan as a destination among Malaysian travellers, LaLaport BBCC has launched a social media campaign where participants can stand a chance to win a pair of tickets to travel to Japan as one of the prizes. Those who wish to participate have to record a dance routine set to YOASOBI's song "Idol" at the LaLaport Sakura Festival and share it on social media with the hashtag #LaLaportSakuraDance from now until 19th May 2024. Check out their [Instagram](#) account for more information. Additionally, JNTO had a booth at the LaLaport Sakura Festival for all visitors who are planning their next trip to Japan to drop by to get brochures and help with planning their trip.

While this event will be a wonderful opportunity to experience "cherry blossom season" in the heart of Kuala Lumpur, those who are heading to Japan soon can still catch a glimpse of sakura in bloom in the northern regions of Tohoku and Hokkaido from now till early May.



Hirosaki Castle, Aomori

Each spring, [Hirosaki in Aomori Prefecture](#) becomes a picturesque wonderland as cherry blossoms blanket the city in ethereal hues. The Hirosaki Cherry Blossom Festival draws visitors from far and wide to revel in the beauty of over 2,600 cherry trees surrounding the

iconic Hirosaki Castle. Strolling along the castle moat or partaking in *hanami* (flower viewing) picnics under the delicate pink blooms offers a serene escape, while nighttime illuminations enhance the enchanting atmosphere, creating unforgettable memories for all who visit.



Goryokaku Park, Hokkaido

[Goryokaku Park in Hakodate, Hokkaido](#), hosts a stunning display of cherry blossoms each spring, attracting visitors from across Japan and beyond. The park's iconic star-shaped layout, combined with over 1,600 cherry trees, creates a picturesque scene of pink and white blooms. Visitors can enjoy leisurely strolls along the fort's moat or rent rowboats for a unique view from the water. Nighttime illuminations further enhance the beauty, making Goryokaku a captivating destination for hanami and scenic appreciation.

### About JNTO Kuala Lumpur Office

JNTO is a non-profit governmental organization of Japan and JNTO Kuala Lumpur's office is involved in a variety of activities in Malaysia to promote and encourage tourists from Malaysia to consider Japan as a top destination in their travel plans. For more information, visit <https://www.japan.travel/en/my/>

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