

SAKURA AND SWEETS PARADISE in Nikko

MARCH 28 - APRIL 30, 2025

We introduce gourmet foods featuring sakura and strawberries, sakura spots, and festivals that can only be enjoyed in spring!

In addition, we have prepared special offers for visitors at sightseeing facilities and restaurants. With this pamphlet in hand, let's take a stroll in Nikko in spring!

Please be sure to present this brochure before using the special offer at participating stores.

The information is subject to change. Please be sure to check in advance.



WEB



Instagram



YouTube

Nikko City Tourism Association

OKU NIKKO AREA



"Shaved Ice with Tochigi Strawberries" made with Natural Nikko Ice

1,000yen

* Until April 25th

Shaved ice made with natural ice from Mitsuboshi Ice House in Nikko City. Enjoy its fluffy texture.

* Maximum 4 persons per group (not available for large groups).

* No regular closing days, but may sell out.

Kyukamura Nikko Yumoto

11:00 a.m. - 5:00 p.m.

CLOSED : None

BENEFITS

200 yen discount for one-day onsen bathing
1,200 yen ▶ 1,000 yen
* With face towel

NIKKO AREA



Strawberry Crepe

880yen

A limited time crepe with plenty of strawberries from Tochigi Prefecture.



Spring-colored Soba Soft serve

650yen

Proudly presented Spring Special Soft-serve ice cream with homemade buckwheat flour mixed in.

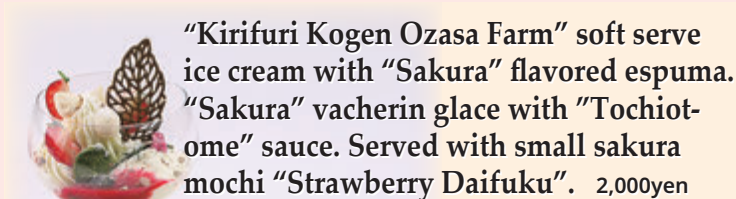
Café Chamabiko

10:00 a.m. - 5:00 p.m. (L.O. 4:30 p.m.)

Irregular closing days

BENEFITS

Receive handmade monkey cookies when you present this campaign pamphlet or an SNS picture.



"Kirifuri Kogen Ozasa Farm" soft serve ice cream with "Sakura" flavored espuma. "Sakura" vacherin glaze with "Tochiotome" sauce. Served with small sakura mochi "Strawberry Daifuku". 2,000yen

Yuzu Tonic with Cherry Blossom Scent 2025

1,500yen

Enjoy the seasonal menu at Nikko Kanaya Hotel, which has been in business since the Meiji era.



Nikko Kanaya Hotel Main Dining Room

11:30 a.m. - 3:00 p.m. L.O. CLOSED : None



Sakura Mont Blanc Tarte

This luxurious cherry blossom paste squeezed on top of our signature egg tart is a must-try for cherry blossom lovers.

NIKKO TART-YA

10:00 a.m. - 5:00 p.m.
Irregular closing days

Limited availability while supplies last.



Lightly made "Sakura" Blancmange with "Sakura" Jelly and Ice Cream. Served with a long and thin "Strawberry" Tart. 2,000yen

Chuzenji Kanaya Hotel Dining Room "Mizunara"

12:00 p.m. - 3:00 p.m. (L.O. 2:00)
CLOSED : None



YAYOI 1,500yen

The Yayoi Festival has a history of approximately 1,200 years. This non-alcoholic cocktail is inspired by the "Hanayatai" carried out in the city.

Chuzenji Kanaya Hotel Dining Room "Mizunara" & British Embassy Villa Memorial Park 2F Tea Room "Minami 4-ban Classic"

April 1st - OPEN

10:00 a.m. - 3:30 p.m.

(L.O. 14 : 30)

CLOSED : Monday



Nikko Strawberry Milk

Anmitsu

500yen

This Japanese sweet is a collaboration between three long-established stores in Nikko and is made with Nikko's famous water. It features Tochiotome filling and fresh agar made from domestic amagusa.



BENEFITS

Take a commemorative photo with the actors holding a sakura branch and receive an autograph card.



If you would like an autograph card or a commemorative photo, please ask a staff member or an actor.



Nikko Momijiza

11:30 a.m. - 4:00 p.m.

8:00 p.m. - 9:00 p.m.

CLOSED : Wednesday



Spring in full bloom "Sakura Mochi"

"Yuba-Gozen" 3,520 yen -

Sakura Mochi served for dessert with lunch "Yuba-Gozen". (set meal)

* Single servings of Sakura Mochi are not available.

Nikko Hoshinoyado

11:30 a.m. - 1:30 p.m. L.O.

Please check the closing days in advance.

Sakura Soft-serve Ice Cream

400 yen

Sakura flavored soft-serve ice cream only available for a limited time



Asaya Rest House

10:00 a.m. - 4:30 p.m.

Irregular closing days

Sakura Latte

500yen

Spring-only
Sakura-flavored latte

Mobile Cafe NIKKO Coffee CoCom

12:00 p.m. - 5:00 p.m.

CLOSED : Monday, Thursday, Friday

* Check social media for more details



BENEFITS

50 yen discount for those who bring this pamphlet (WEB version is acceptable)





Sakura Pudding

Take-out 470 yen In-store 479 yen

Pudding inspired by spring, with the aroma of sakura, topped with matcha sauce.

Nikko Pudding Tei Nikko Honten

10:00 a.m. - 5:00 p.m. Irregular closing days

FOR HERE TO GO



Seasonal Imperial Villa Parfait Sakura

Available until April 8th 850yen

Seasonal Sakura Cheesecake topped with cheese cookies, only available this time of year.

Fromage Drink Strawberry

850yen

Enjoy the flavor of rare cheesecake and strawberries in jelly made with Tochiotome strawberries from Tochigi Prefecture.

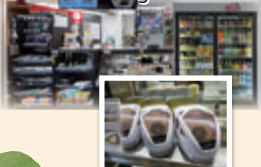
Cheese Garden THE NIKKO

9:00 a.m. - 6:00 p.m. (L.O. 5:00 p.m.)

CLOSED: None

FOR HERE TO GO

We have a large selection of boxed lunches using Nikko ingredients. Food and beverages and railroad goods are also available.



Tobu Shoji

Shimo-Imaichi Station In-bound Platform Shop
Weekdays 10:00 a.m. - 5:30 p.m.
Saturdays, Sundays, and national holidays 9:20 a.m. - 5:50 p.m.
Tobu-Nikko Station Shop 8:00 a.m. - 6:10 p.m.
Kinugawa-Onsen Station Shop
8:10 a.m. - 5:30 p.m.

BENEFITS

* Limited to the first 100 customers in total across all three stores.

KINUGAWA AREA



Operating since 1897, this store has been brewing miso and soy sauce while producing and selling Nikko's specialty "Tamarizuke" pickles.

Nikko Soy Sauce Robatazuke Kinugawa Branch

8:00 a.m. - 5:00 p.m.

BENEFITS

Free mini cup of soy-sauce and soybean flour soft-serve ice cream for all customers. Only during soft-serve ice cream sales hours
9:00 a.m. - 4:00 p.m.



Beautiful begonias can be enjoyed all year round. Strawberry picking is available from December to early June.

Nikko Hanaichimonme

9:00 a.m. - 4:30 p.m.
(Reception closes at 4:00 p.m.)
CLOSED: None

BENEFITS

Discount on admission fee to Begonia Garden
Adults (13 years and older) 1,200 yen → 1,000 yen
Children (4 years and older) 600 yen → 500 yen



A kimono rental store offering a selection of 300 kimonos, allowing you to coordinate your outfit based on the concept of "Cute and Happy Hour". Enjoy dressing up in a kimono for sightseeing at shrines and temples.

Nikko Kimono Rental Shop COCON NIKKO

9:30 a.m. - 5:30 p.m. CLOSED: Wednesday

BENEFITS

"Hair ornament service" for customers who spend 5,500 yen or more for rentals at the store.



We sell "Hanko" made from apple branches, which are processed over a period of about two years. How about a one-of-a-kind personalized stamp as a souvenir?

Nikko Yuuin Shino

10:00 a.m. - 4:00 p.m. L.O.
Irregular closing days

BENEFITS

Free handmade stamp bag with purchase of 3,800 yen or more



Sakura Soft-serve Ice Cream

400yen

Sakura flavored soft-serve ice cream.

Asahiya

10:00 a.m. - 6:00 p.m.
Irregular closing days

FOR HERE TO GO



A pension in Kirifuri Kogen known for its cuisine, also operating the "Come Come NIKKO Channel" on YouTube.

Nikko Pension L'escal

BENEFITS

Free Sakura cookies for staying guests.



Strawberry Fresh Cream Crepe

700yen

Seasonal crepe with plenty of seasonal strawberries. You can also choose custard cream.
* Ends when the Strawberry run out.



FOR HERE TO GO

BENEFITS

200 yen discount for admission to Trick Art Museum
1,900 yen → 1,700 yen
Please check the opening days in advance.

Trick Art Pia Nikko TrickY's

11:00 a.m. - 4:00 p.m.
* Subject to change
Irregular closing days



Strawberry & Sakura (Mellow) Milk

500yen

The sweet and sour flavor of strawberries and the subtle aroma of sakura, combined with a generous amount of Senbonmatsu milk, creating a spring-inspired drink.

Tokyu Harvest Club VIALA Kinugawa Keisui

12:00 p.m. - 5:00 p.m.
CLOSED: None

TO GO



Strawberry Galette

1,300yen

A delicious strawberry and buckwheat flour galette from Tochigi Prefecture.

BENEFITS

Free set drink (coffee or tea) for those who order the galette.

Mizube no Café Terrace

11:00 a.m. - 3:00 p.m.
Will end as soon as ingredients run out. Please inquire.
CLOSED: Thursdays and other temporary closures

FOR HERE TO GO



Sakura Pudding

In-store 479 yen Take-out 470 yen

Pudding inspired by spring, with the aroma of sakura, topped with matcha sauce.
* Limited availability while supplies last.

Nikko Pudding Tei Kinugawa Branch

9:00 a.m. - 4:00 p.m. In-store 3:30 p.m.
Irregular closing days



Seasonal Soft-serve Ice Cream "Tochiotome from Nikko"

800 yen

Hachiya Cafe's original milk soft serve is combined with Tochiotome from Nikko.

Hachiya Café

9:00 a.m. - 4:45 p.m.
Irregular closing days

* Ends when the strawberries run out.



Strawberry Parfait

880 yen

Original handmade parfait using plenty of strawberries from Tochigi Prefecture.

Kinugawa Grand Hotel YUME no TOKI

9:00 a.m. - 6:00 p.m.
Please check the closing days in advance.



Onsen manju (hot spring buns) are made every morning using homemade sweet bean paste without any preservatives.

Daikokuya Seikaten

8:30 a.m. - 5:00 p.m.
Irregular closing days

BENEFITS

One free manju for every box of manju purchased.



1 minute walk from Kinugawa-Onsen Station. We have a wide variety of souvenirs from Nikko and Kinugawa Onsen, including bread from Yubaya Kanaya Hotel.

Omiyage Ichiraku

8:30 a.m. - 4:30 p.m.
Irregular closing days

BENEFITS

10% off at checkout
Please be sure to present the brochure before checkout.



Coffee & Strawberry Sweets Set

550 yen

A set of coffee and Asaya's original "Otome no Koigokoro"

Asaya Tea Lounge "Mizuki"

7:30 a.m. - 11:30 a.m. (L.O. 11:00 a.m.)
1:30 p.m. - 9:30 p.m. (L.O. 9:00 p.m.)
CLOSED: None



Strawberry Rare Cheese Cake

700yen

Loaded with lots of sweet strawberries. Enjoy the aroma of strawberries and the fragrance of spring.

BENEFITS

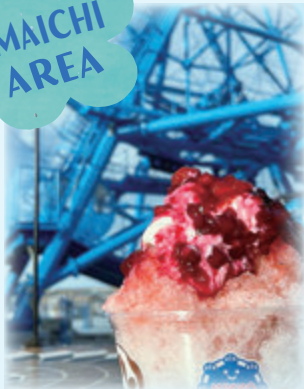
Free coffee or tea for customers who order strawberry rare cheese cake



Nara-Irisawa Mountain Stream Fishing Campsite

10:00 a.m. - 4:00 p.m. CLOSED: None
* Openings may not be possible from March 28th due to heavy snowfall.

IMAICHI AREA



Nikko Natural Ice (Strawberry)

700yen-

Shaved ice with a fluffy texture that melts in your mouth in no time.

BENEFITS

1 free soft drink upon purchase of any meal

Nikko Landmark Location

11:00 a.m. - 8:00 p.m.
CLOSED: Monday



◀ Scan this QR code to check the location of each shop.

Sakura Happiness Gourmet in Kinugawa Onsen

Explore the limited spring happiness menu in Kinugawa Onsen!
Friday, March 28, 2025 - Wednesday, April 30, 2025

*Details here:
Information on 22 participating restaurants (Japanese Language)



Nikko Sakura Hopping



Enjoy a stroll around town while visiting cherry trees that are over 200 years old, along with gourmet foods only available at this time of the year from long-established and well-known stores. Let's explore Nikko with cherry blossom sweets and gourmet foods.



[Period] March 22nd to April 27th
[Place] Nikko Station - World Heritage Site "Shrines and Temples of Nikko" area

Participating stores are marked with these flags.



Nikko's Classic Cuisine



Yuba

Nikko Yuba, made with soymilk and quality water, has a history dating back to the Nara period as a protein source for monks. While Kyoto's yuba is also famous, both the characters used to write it and its texture differ from Nikko's. Nikko Yuba is used as the main ingredient in dishes such as nimono (simmered dishes) and sashimi yuba, and is characterized by its volume as it is lifted twice. Besides being used in kaiseki cuisine, it is enjoyed in various ways including manjū and croquettes.



Sake

High-quality groundwater nurtured by the Nikko mountain range flows in the area, and sake brewing utilizing this water has been practiced since the Edo period. At sake breweries, you can find your favorite sake through tastings and learn about the depth of sake brewing through tours (tours require advance reservation).



Pickles

Pickles, with a history dating back to the Edo period, are one of Nikko's representative specialties. The city is home to a number of long-established pickle shops. Each has its own unique focus on ingredients and time-honored methods. Sample the various offerings to find your favorite. A pickle shop also offer traditional Japanese breakfasts.



Nikko's natural ice shaved ice

Nikko is home to 3 of the 5 ice houses or "Himuro" that currently exist in all of Japan. Nikko's natural water is frozen for 2 weeks outdoors and preserved in an ice room year round. Here's the good news: the shaved ice is soft as shown and won't give you a headache even if you eat it quickly! Each shop in Nikko has its own shaved ice specialty.



Strawberry

Nikko city is located in Tochigi prefecture in No.1 production of strawberry in Japan, there have been Japan's top harvester in volume of strawberries for 57 years running, 1968-2024. Tochigi produced strawberries distinguished for its bright red color, large size, and perfect taste balance between sweetness and sourness. We highly recommend strawberry sweets such as sandwiches and parfaits.



Deep-Fried Yuba Manju

SOCIAL MEDIA SHARING PROMOTION

Post pictures of wonderful Nikko on Instagram or Facebook (with hashtag # visit_nikko , # nikko) and you will get a free gift (cotton bag) from us.
Duration March 28th to April 30th

How to get a gift

step1	step2	step3	step4
Follow our Instagram (visit_nikko) or Facebook	Post your photos taken in Nikko city on your account.	Show your posted screen to tourism information staff to verify.	We will check your post, and you'll get a gift. Exchange place: TIC offices in Nikko City

Note

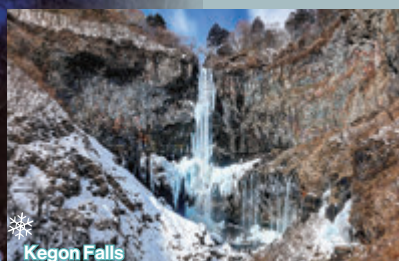
- Only available for publicly available accounts.
- Valid only for one post a day per person.
- Just one post will be counted for multiple social media posts in a day.
- We may use your posted pictures of promotion after annual term.
- This promotion will end when all of the gifts has been given.

VISITOR QUESTIONNAIRE

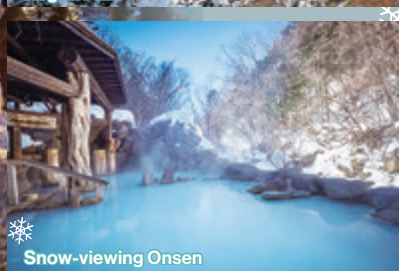
A small gift (original post cards) for a visitor filled out questionnaire will be given.
Scan this QR code and fill out the questionnaire.
*The time required will be 4 minutes.



Please show the questionnaire completion screen to the staff at the tourist information center.
Thank you for your cooperation.



Kegon Falls



Snow-viewing Onsen



Winter Activities

Events and festivals where you can enjoy Sakura



Kinugawa Onsen Night Sakura Light-up

[Period] March 28th to April 6th 6:00 p.m. - 8:30 p.m.

[Place] Kinugawa Onsen Shrine, Gokoku Shrine

[Access] Bus service between hotels in Kinugawa Onsen and the venue, or a 10-minute walk from the Kinugawa Onsen Kurogane Bridge area.



Hanami, a traditional Japanese event, is not only about admiring flowers but also about enjoying food and drinks with friends and family. At Kinugawa Onsen, you can enjoy musical performances of Japanese instruments and food stalls under the illuminated cherry blossoms every day.

Yayoi Festival

[Period] April 13th to 17th

[Place] Nikko Futarasan Shrine and others

[Access] About 10 minutes by bus from JR Nikko Station or Tobu Nikko Station

The Yayoi Festival began more than 1,250 years ago to celebrate the beginning of the season. Eleven floats decorated with flowers, called Hanayatai (float), are paraded through the town in a gorgeous procession. Tourists can also experience Hanayatai pulling.

*Hanayatai pulling is available only on April 16 and 17.

*English-speaking volunteer guides (wearing yellow Happi coat) will be available, so please feel free to ask them for more information.



Sakura Spot

Nikko City offers a long cherry blossom season from late March to early May, with various types of cherry blossoms, thanks to the 1,000m elevation difference across its areas. For the latest cherry blossom updates, ask the staff at the tourist information center or check the Nikko City Tourism Association's social media.



Mid April

Kishino family's weeping cherry tree



Mid April

Takada family's weeping cherry tree



Mid April

Kokuzoson's weeping cherry tree



Late April

Nikko-zan Rinnoji Temple



Mid to Late April

Weeping cherry tree in Nikko Tamoza Imperial Villa Memorial Park



Early to Mid April

Sakura in Edo Wonderland



Early April

Kinugawa Onsen Sakura tree-lined street



Mid April

Good Fortune Sakura



Late April to Early May

Oyamazakura at Lake Chuzenji



Early April

Sakura at Kinugawa Onsen Gokoku Shrine and Onsen Shrine



Early to Mid April

Sakura at Nikko Daiyagawa Park



Mid April

Weeping cherry tree in Inkyo-UWASAWA



Best time to see

The best time to see the flowers is subject to change. Some Sakura trees are privately owned. Please visit with good manners.

Check the cherry blossom map here ➡

