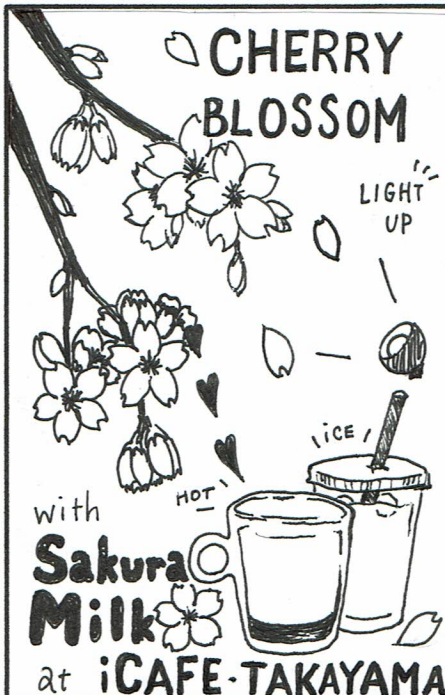


FESTIVALS IN HIDA gives you a sense of spring arrival! We have two special festivals in Hida held every April. You can enjoy Takayama Spring Festival on April 14th and 15th celebrating it with 12 festival floats and 3 kinds of marionette shows. Preparation for the festival is conducted in a half district of downtown Takayama and the other half is responsible for Autumn festival. Each district owns different floats, costumes, locations and performances, which have been taken over generations. In Hida Furukawa, Furukawa Festival is on fire on April 19th and 20th! You can also enjoy 9 gorgeous festival floats, kids Kabuki, and 2 kinds of marionette shows. Both festivals are SO FABULOUS!

However, these festivals become even more exciting towards the night! The festival floats in Takayama will be decorated with 100 lanterns and move around the area. It is nothing short of simply breathtaking. Hida Furukawa Town is divided into some groups and huge Okoshi Daiko drum is followed by small drums of each group. They march around the town and fight each other. It is quite powerful. Join them and feel the beat!



SAKURA ENTHUSIASM IN JAPAN could be a bit overwhelming to some foreigners yet it clearly tells how much we embrace the beauty! Sakura is deeply associated with the fragility of life. We wish to make our once and short life most beautiful just like cherry blossom. Additionally, when cherry blossom bloom in March/April, which is the end/beginning of a fiscal year and we often refer it is a season of goodbye and new beginning. Cherry blossom is emotionally attached with Japanese' hearts. The best time you can enjoy the beautiful Sakura in Hida is from the mid to the late April, which is normally late among other areas in Japan due to the long winter. After the snow melts away, we can go outside and enjoy beautiful cherry blossom. There is even an illumination at night along the iconic Nakabashi Bridge and Enako River after 7pm. Ask us the best Sakura viewing spots at Tour Desk. And of course, your best accompany will be Sakura Milk Tea (Hot/Cold) at iCafe-TAKAYAMA! Enjoy this special season with your five senses!

Let's make the most of your Hida trip!



Find out more at
SATOYAMA EXPERIENCE
iCafe Takayama Tour Desk
(Opening Hours from 9:00 am to 6:00 pm)