

桜を長く楽しめる街、神戸でお花見を楽しもう！

訪日外国人観光客に、神戸の桜情報を発信

一般財団法人神戸観光局は、訪日外国人旅行者の増加が期待される桜シーズンに併せて、神戸市内の桜の魅力を伝える特集ページを、訪日外国人観光客向けの公式観光サイト「OFFICIAL TRAVEL GUIDE OF KOBE」にて公開しました。

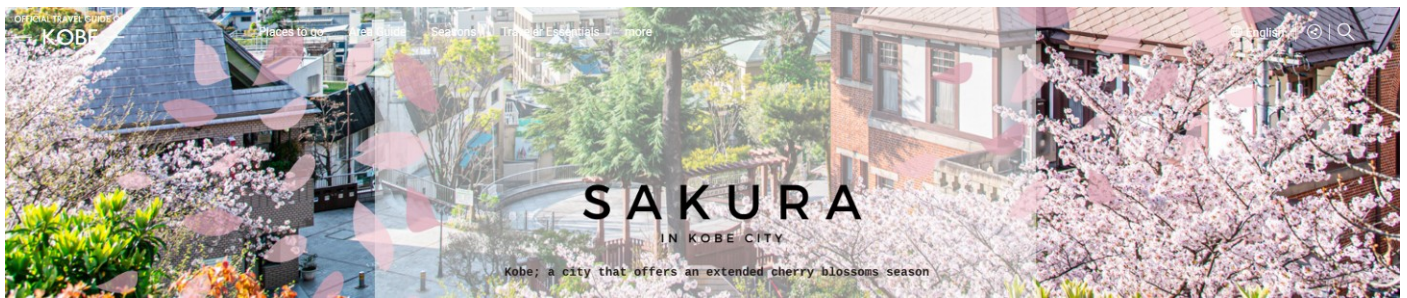
また、多くの観光客が集うKITTE大阪にてお花見関連のイベントを開催し、神戸の桜情報をまとめたパンフレットの配布を行います。

神戸は、市街地から標高の高い北部まで多様な地形を有する地理的な特徴により、桜の開花時期が長期間にわたります。さらにお花見に合わせて、都会的な景観や自然豊かな風景など、市内の様々な魅力を同時に感じることができます。こうした神戸ならではの桜シーズンの楽しみ方を発信することで、訪日外国人観光客のさらなる誘客に努めます。

1. 桜特集ページ「SAKURA IN KOBE CITY」の公開

神戸の観光情報を発信している「OFFICIAL TRAVEL GUIDE OF KOBE」の英語版では、桜の開花に合わせて神戸の桜のスポットを掲載した桜特集ページ「SAKURA IN KOBE CITY」を3月中旬に公開しました。ページには市内を4つのエリアに分けて、桜スポット10カ所を掲載。外国人観光客の関心が高いお寺や神社、川沿いなどの自然と一緒に桜を楽しめるスポットを選定しています。また、過去3年間の開花状況を基にした各スポットの開花時期も掲載し、長期間にわたって市内の様々な場所で桜を楽しむことを発信しています。

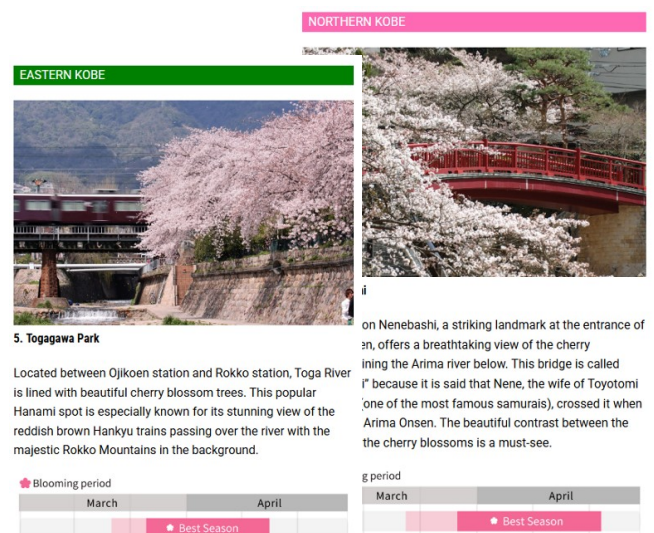
■ SAKURA IN KOBE CITY : <https://www.feel-kobe.jp/en/sakura/>



【桜特集のトップページ】

【掲載スポット】

- | | |
|----------------|-----------------|
| ■ CENTRAL KOBE | ■ NORTHERN KOBE |
| ・北野天満神社 | ・温泉寺 |
| ・生田川公園 | ・ねね橋 |
| ■ EASTERN KOBE | ■ WESTERN KOBE |
| ・都賀川公園 | ・須磨浦山上遊園 |
| ・神戸市立王子動物園 | ・須磨浦公園 |
| ・摩耶ケーブル駅 | ・須磨寺 |



EASTERN KOBE

5. Togogawa Park

Located between Ojikoen station and Rokko station, Toga River is lined with beautiful cherry blossom trees. This popular Hanami spot is especially known for its stunning view of the reddish brown Hankyu trains passing over the river with the majestic Rokko Mountains in the background.

Blooming period

March	April
	● Best Season

NORTHERN KOBE

on Nenebashi, a striking landmark at the entrance of Arima Onsen, offers a breathtaking view of the cherry blossoms lining the Arima river below. This bridge is called "Nene" because it is said that Nene, the wife of Toyotomi Hideyoshi (one of the most famous samurais), crossed it when she visited Arima Onsen. The beautiful contrast between the cherry blossoms and the bridge is a must-see.

Blooming period

March	April
	● Best Season

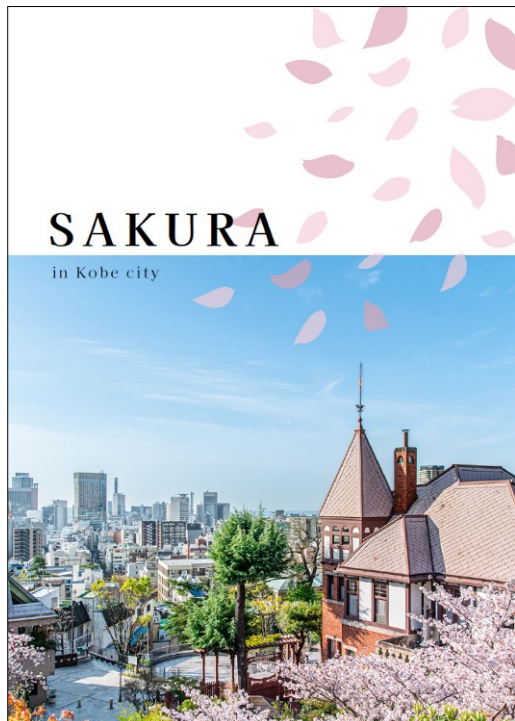
【掲載スポットの一例】

2. 英語版の桜特集パンフレット「SAKURA in Kobe City」の制作

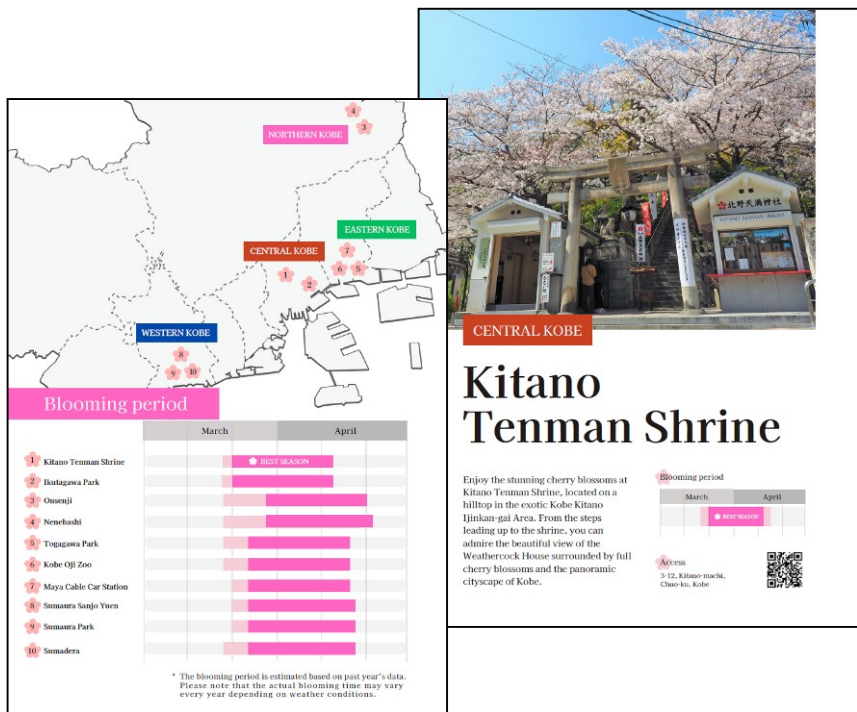
特集ページの公開に併せて、桜の情報をまとめた英語版パンフレット「SAKURA in Kobe City」を制作しました。各スポットの開花時期を一覧にし、各スポットの写真を大きくすることで、視覚的に伝わるように掲載。パンフレットはKITTE大阪での「神戸お花見観光PRイベント」などのイベント限定で配布します。また、旅行前の情報収集にも活用いただけるように、デジタル版を特集ページ内に掲載しています。

■ デジタルパンフレット掲載ページ

: <https://www.feel-kobe.jp/app/wp-content/uploads/SAKURA-in-kobe-city.pdf>



【パンフレット表紙】



【パンフレットのイメージ】

3. 「神戸お花見観光PRイベント」の開催

2024年7月の開業以来、多くの観光客が訪れる商業施設 KITTE 大阪にて「神戸でのお花見」に焦点をあてたPRイベントを開催します。大阪駅直結で神戸へのアクセスもしやすい当施設でのイベントを通じ、滞在中に神戸でお花見を楽しんでもらえるように神戸の魅力を発信します。

【テーマ】 いまから、桜色の神戸へ。

【日時】 2025年3月29日（土曜）11時から20時

【会場】 KITTE 大阪 2階イベントスペースB（大阪府大阪市北区梅田3丁目2番2号）

【主催】 一般財団法人神戸観光局

【企画・運営】 株式会社エムズブランディング（兵庫県おみあげ発掘屋大阪出張店）

【内容】 ・神戸市内のお花見スポットをパネルで紹介

・桜特集パンフレット「SAKURA in Kobe City」の配布

・お花見で楽しむ「灘の酒」の有料試飲・販売 など

4. 添付資料

・英語版パンフレット「SAKURA in Kobe City」

5. お問い合わせ先

一般財団法人神戸観光局 観光部 河上・羽東

TEL : 078-262-1905 E-mail : tourism_promotion@kcva.or.jp

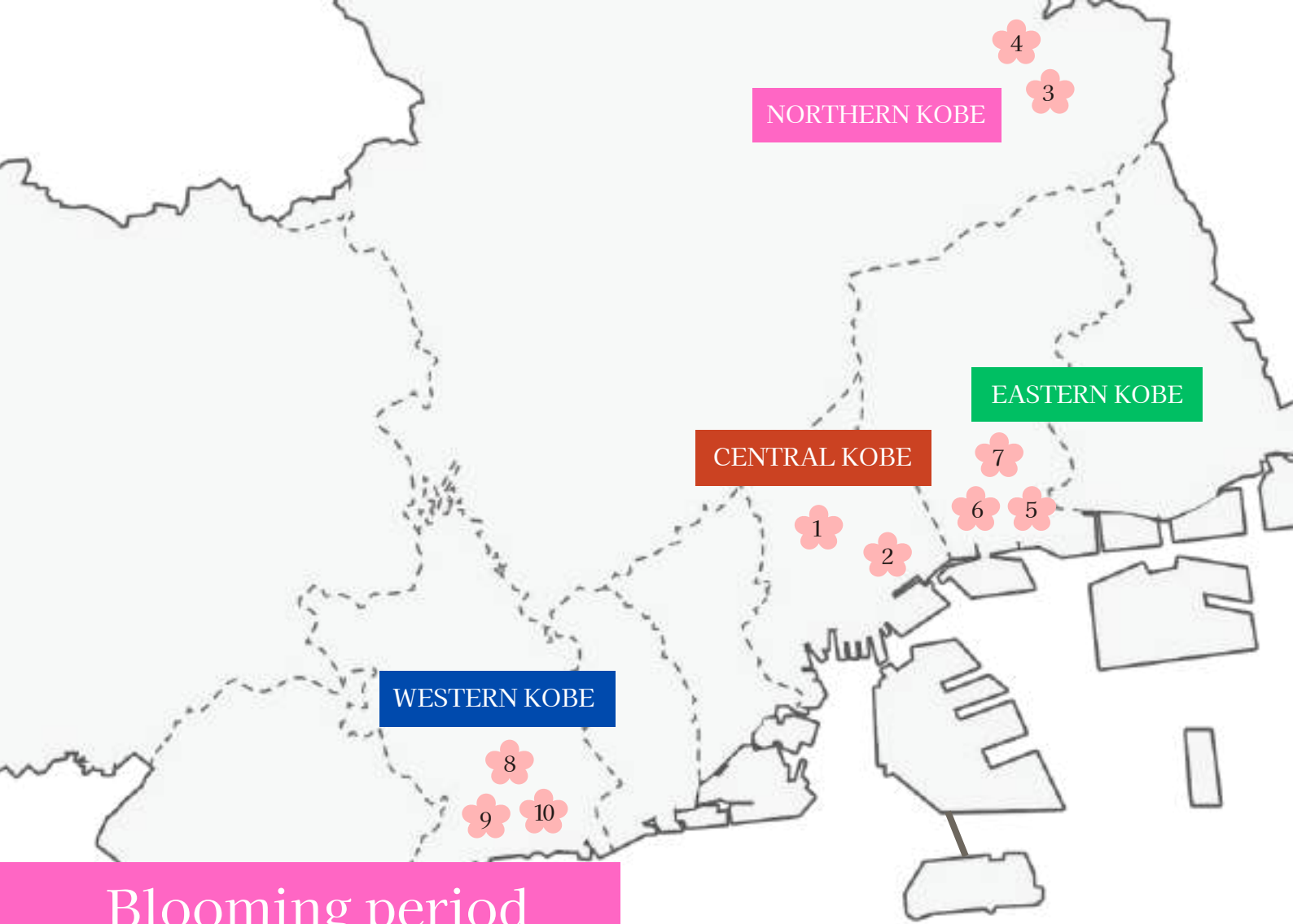
SAKURA

in Kobe city

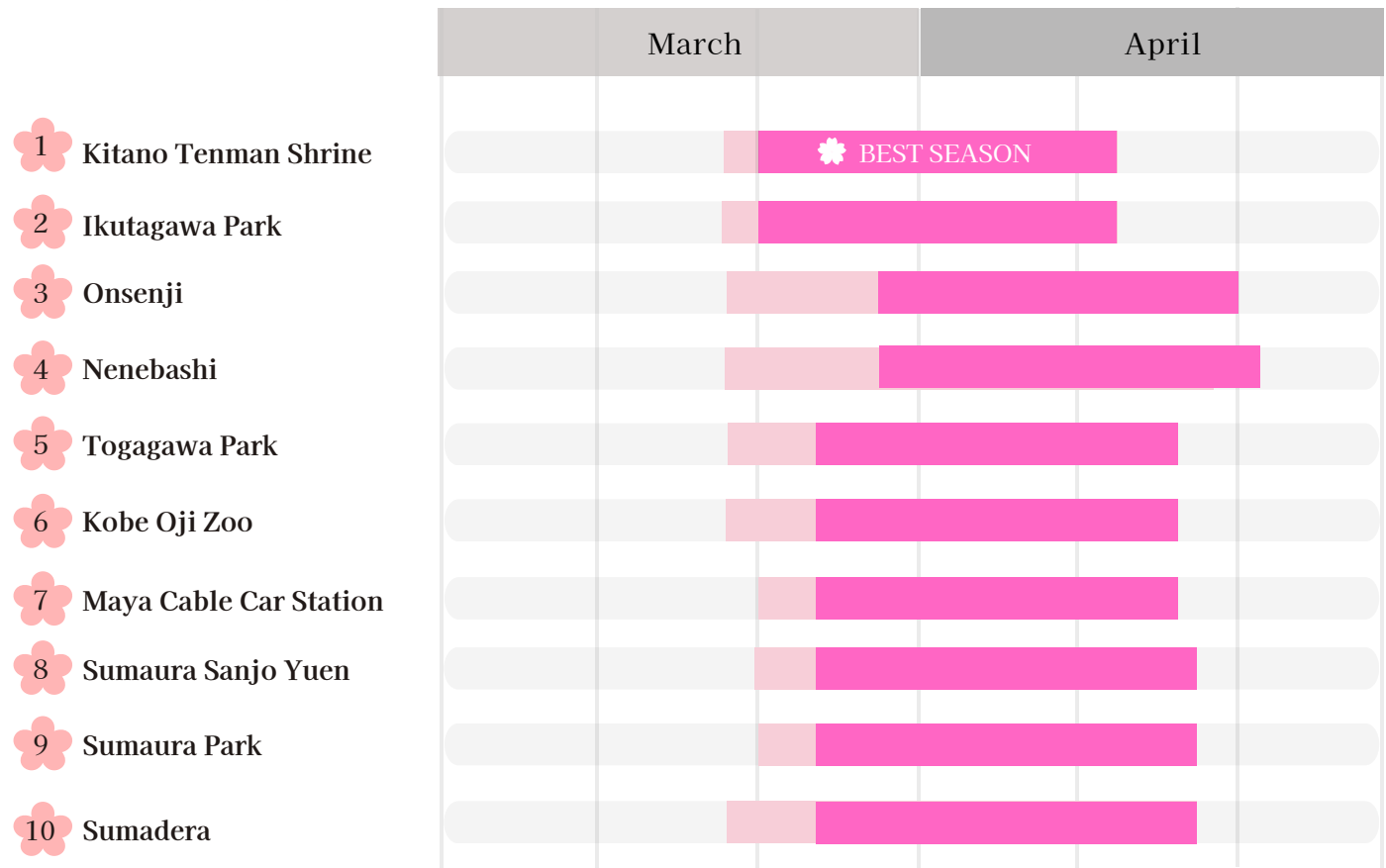


— **Kobe;**
a city that offers
an extended
cherry blossoms season.





Blooming period



* The blooming period is estimated based on past year's data. Please note that the actual blooming time may vary every year depending on weather conditions.



CENTRAL KOBE

Kitano Tenman Shrine

Enjoy the stunning cherry blossoms at Kitano Tenman Shrine, located on a hilltop in the exotic Kobe Kitano Ijinkan-gai Area. From the steps leading up to the shrine, you can admire the beautiful view of the Weathercock House surrounded by full cherry blossoms and the panoramic cityscape of Kobe.

Blooming period

March	April
	🌸 BEST SEASON

Access

3-12, Kitano-machi,
Chuo-ku, Kobe



CENTRAL KOBE

Ikutagawa Park

Just a 5-minute walk from Shin-Kobe Station, you will discover the enchanting Ikuta River, lined with approximately 1.6 kilometers of cherry blossom trees. It is a wonderful place to relax and enjoy the spring scenery with family and friends while walking along.

Blooming period



Access

6-5 Wakana-dori,
Chuo-ku, Kobe



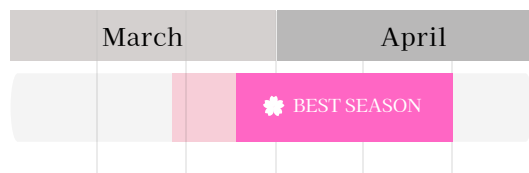


NORTHERN KOBE

Onsenji

Arima Onsen, one of Japan's three oldest hot spring towns, offers beautiful natural scenery throughout the year. Especially in spring at the Onsenji, visitors can enjoy the charming cherry blossoms. The serene garden of the temple embodies the charm of a traditional Japanese hot spring town.

Blooming period



Access

1643 Arima-cho,
Kita-ku, Kobe



NORTHERN KOBE

Nenebashi

The vermilion Nenebashi, a striking landmark at the entrance of Arima Onsen, offers a breathtaking view of the cherry blossoms lining Arima river below. This bridge is called "Nenebashi" because it is said that Nene, the wife of Toyotomi Hideyoshi (one of the most famous samurais), crossed it when she visited Arima Onsen. The beautiful contrast between the bridge and the cherry blossoms is a must-see.

Blooming period



Access

1400 Arima-cho,
Kita-ku, Kobe



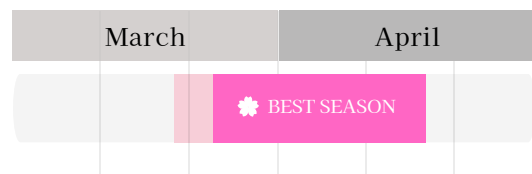


EASTERN KOBE

Togagawa Park

Located between Ojikoen station and Rokko station, Toga River is lined with beautiful cherry blossom trees. This popular Hanami spot is especially known for its stunning view of the reddish brown Hankyu trains passing over the river with the majestic Rokko Mountains in the background.

Blooming period



Access

3-9, Chidandori 4-chome,
Nada-ku, Kobe



EASTERN KOBE

Kobe Oji Zoo

Home to approximately 130 species of animals from around the world, the zoo is a beloved spot for locals and visitors. It's also a popular cherry blossom viewing spot, with around 480 cherry trees scattered throughout the grounds. Enjoy a relaxing time surrounded by adorable animals and beautiful cherry blossoms. The cherry blossoms in front of the historic Hunter House are especially noteworthy.

Blooming period



Access

3-1 Oji-cho, Nada-ku, Kobe





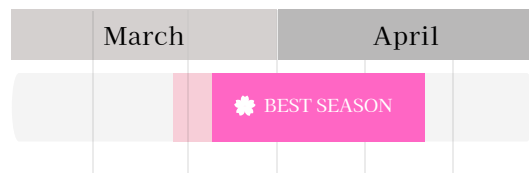
EASTERN KOBE

画像提供：(株)こうべ未来都市機構

Maya Cable Car Station

The base station of the Maya Cable Car, which offers access to the top of Mt. Maya, is transformed into a beautiful cherry blossom oasis in the springtime. In addition to the stunning night view from the mountaintop, please be sure to enjoy the cherry blossoms that adorn the mountain foot.

Blooming period



Access

4-2 Minookadori,
Nada-ku, Kobe



WESTERN KOBE

Sumaura Sanjo Yuen

Sumaura Sanjo Yuen is a beautiful mountaintop park with stunning ocean views. Enjoy the breathtaking cherry blossoms, various attractions with panoramic views in the background.

Blooming period



Access

3-2, Ichinotani-cho 5-chome,
Suma-ku, Kobe





WESTERN KOBE

Sumaura Park

Sumaura Park is a scenic park located on a hill overlooking Awaji Island, famous for its beautiful cherry blossoms. The vast park offers a picnic area for cherry blossom viewing with beautiful ocean views.



Video

Blooming period



Access

4-4-3 Ichinotani-cho,
Suma-ku, Kobe

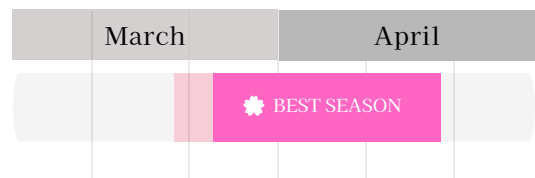


WESTERN KOBE

Sumadera

Discover the breathtaking beauty of Sumadera, the over 1,000 years old temple renowned for its stunning cherry blossoms. The picturesque pathway lined with cherry blossoms and the amazing view of the three-story pagoda offer countless photo opportunities.

Blooming period



Access

4-6-8 Sumadera-cho,
Suma-ku, Kobe



Extend your trip and discover cherry blossoms in the cities and sites nearby Kobe

HIMEJI



Himeji Castle

Himeji Castle, a UNESCO World Heritage Site known for its stunning white exterior, is a must-visit destination. Admire the striking contrast of the white castle walls and the vibrant pink cherry blossoms.

▶ Access from Kobe city centre :

Please take JR line from Sannomiya station to Himeji station (The super rapid train ride takes 37 minutes.)

SHUKUGAWA



Shukugawa park

Shukugawa Park is a beautiful urban oasis featuring approximately 1,000 cherry blossom trees lining both sides of the river. During the blooming period, the park is filled with visitors enjoying cherry blossom viewing.

▶ Access from Kobe city centre :

Please take Hankyu Railway from Kobe-Sannomiya station to Shukugawa station (The express train ride takes 11 minutes.)

ONO



Ono Sakura Tsuzumi Corridor

Ono Sakura Tsuzumi Corridor is famous for its 4km-long cherry blossom avenue which is one of Western Japan's longest. Thanks to the five different species of cherry blossom trees planted and their differing blooming times, visitors can enjoy cherry blossoms for a long period. If you want to see beautiful cherry blossoms against a clear blue sky in typical Japanese countryside, be sure to add this place to your bucket list!

▶ Access from Kobe city centre :

Please take Hankyu Railway from Kobe-Sannomiya station to Shinkaichi station, and then transfer to Kobe Electric Railway (Ao Line) and get off at Ono station (The entire trip takes about 70 minutes.)



**Official Travel
Guide Of Kobe**



**Kobe Park
Information**



KOBE TOURISM BUREAU

Date of issue: March, 2025