Things to definitely do in Tokyo

Marvel at the cherry blossoms around Canal Café

In Tokyo's picturesque quarter Kagurazaka lies the popular Canal Cafe. This quaint little cafe is situated right by the water and is surrounded by cherry blossom trees. Lean back in a comfortable chair, indulge in a lovely cup of green tea and enjoy the Japanese spring time at its most beautiful.

Get to know the traditional side of Japan

Right in the middle of Tokyo's Asakusa quarter, you will find the splendid Buddhist temple Sensō-ji. Step through the imposing Kaminarimon (thunder gate), which is flanked by its two guardians Fūjin, the god of wind, and Raijin, the god of thunder. The street leading up to the temple is filled with little stalls and shops with charming goods and snacks. My recommendation: Buy a bag of Ningyōyaki. These small cakes with sweet red bean filling come in many cute shapes and funny faces. Once you enter the temple, do not forget to wash your hands at the well by the entrance!

Would you like to see more of the Japan of old? Then take a day trip to Nikkō. The town lies at the foot of a beautiful national park and is home to Japan's most lavishly decorated Shintō shrine. Within the spectacular Tōshō-gu lie the stables of the sacred horses. Don't forget to look up as you walk towards them or you might miss the renowned wood carving of the three monkeys ("see no evil, speak no evil, hear no evil") above the door.

Experience the craziness of the Japanese rush-hour

On a workday, just before 9 o'clock in the morning, go to Shibuya station and stand on the platform of the Yamanote line towards Shinagawa. Here, you will encounter total insanity in its most civil form: Japanese businessmen in fancy suits attempt to squeeze into hopelessly overcrowded trains while station attendants in stately uniforms with white gloves assist them by calmly but purposely pushing them inside the train (or nudging their bags in after them) until the doors can close. All this is done with the ever-present Japanese stoicism, of course!

Stare at the spectacle of the scramble crossing

Now it's time to wonder at the famous five-way intersection at Shibuya station's Hachikō exit. All traffic lights turn red and all pedestrian lights turn green in all directions at the same time. You best take a seat at the Starbucks at the northern corner, savour a cup of coffee and leisurely watch the colourful hustling and bustling on the streets.

Ascend to Tokyo's skies

That 'Lost in Translation' feeling, ... you'll get it in Shinbashi. Ridiculously expensive hotels reside in huge skyscrapers that seem to reach into the clouds. Spending a night in one of them costs as much as round trip flights to Japan. Would you like to take a peek? Visit Hotel Conrad and take the elevator up to the lobby on the 28th (!) floor. The glass facade offers a stunning view. There's even a cafe to linger in. Enjoy!

The original of this copywriting sample is in Swiss German and can be found <u>here</u>. The online travel agency I wrote it for no longer exists, but the Internet Archive saved a snapshot of the website. Please be sure to click on "Bereits angemeldet" at the bottom of the pop-up window that appears first in order to access the whole page.