



### Share with us your dreams of Japan! Discover how you can experience local life in Japan!

Can't wait to travel to Japan? If so, let us know what special places, flavours, or experiences you look forward to in your next trip to Japan via our online contest and stand to win great prizes!

For inspiration, check out our latest launched campaign "Experience Local Life in Japan" on our JAPAN by Japan website. With craft workshops, farm activities, cooking lessons, and more, our campaign focuses on going off the beaten track, where you'll get to know the locals and immerse yourself in an authentic Japanese countryside atmosphere.

[Contest Page >](#)[Campaign Page >](#)

#### NIPPONIA at Sasayama, Hyogo Prefecture

Nestled in the mountains of Hyogo, historic Tamba-Sasayama city is home to a unique guest accommodation: the NIPPONIA. Unlike conventional hotels, this traditional styled guest accommodation provides a new way to explore historic cities. Ranging from single rooms to an entire villa, NIPPONIA has their facilities dotted around town of historic, refurbished buildings, allowing guests to explore the city's living history and culture. Within walking distance are restaurants and cafes where you can sample specialties like wild boar meat and chestnuts, and discover local sites, from pottery shops to Sasayama Castle.

[NIPPONIA at Sasayama, Hyogo Prefecture >](#)

#### Satozama Guesthouse Couture in Ayabe, Kyoto

Kyoto is best known for its history, but it also offers unique, countryside experiences, such as a stay at Satozama Guesthouse Couture in the quiet hamlet of Kamayama area. Founded in 2015, Osaka natives-turned-hoteliers Tenyuki and Eiko wanted to experience more than just city life. The result is a charming, traditional property featuring tatami guest rooms, modern amenities, and even a working farm, combining to create a bucolic, year-round destination for guests to soak in Kyoto's stunning countryside.

[Satozama Guesthouse Couture in Ayabe, Kyoto >](#)

#### Shizuoka Oden Festival, Shizuoka Prefecture

To complete your trip to Shizuoka, you will need the local soul food: Oden, which is similar to Hong Kong's Taro Balls in some ways. Originally made with stock and leftover scraps of meat and vegetables after war, oden dishes have evolved over the years with the inclusion of ingredients like eggs, tofu, skin, and radish. Locals often head to the bustling Aoba Oden Street to enjoy variations of oden. Every March, the Shizuoka Oden Festival is usually held on Symbol Road, where dozens of vendors line up to offer their take on this traditional soul food.

[Shizuoka Oden Festival, Shizuoka Prefecture >](#)

#### Nogata Shotengai, Tokyo

While Nogata is largely under the radar of most foreign visitors, it's a fascinatingly quirky neighbourhood. Just 6 shops from bustling Shingaku on the Seto-Shingaku line, its historic Nogata Shotengai (shopping arcade) has been a local fixture since 1927. Its many traditional shops – from sundries to cafes and many well-known ramen shops – add local colour to this lesser-known neighbourhood. It's a great way to experience another side of Tokyo, just minutes from the hustle and bustle of Shingaku.

Need more travel inspiration for your next trip to Japan? Look no further and check out our "Recommended spots by locals". It features stunning sceneries, fun activities, and mouth-watering food to get the most out of your trip.

[Recommended spots by locals | Experience Local Life in Japan >](#)

### Hot News



JNTO is holding a Japan Omiyage Fair on Shopee where you can buy unique and local souvenirs from all over Japan from the comfort of your home. After enjoying the virtual tours on JNTO's website, head on over to Shopee for some souvenir shopping and complete your virtual vacation experience!

There will be special promotions such as flash sales and up to 50% off vouchers so do make sure to check them out! There will also be a live streaming of selected souvenirs in mid-February so do keep a lookout.

[Find out more now!](#)

[Japan Omiyage Fair \(shopee.sg\) >](#)

### Important Notification

We would like to inform you that you may check Japan's latest update of COVID-19 situation from the website in below link. Please refer to it to see how your plans to visit Japan may be affected.

[Coronavirus \(COVID-19\) Advisory Information >](#)

### About JbyJ Newsletter

This newsletter is exclusively brought to you by the Japan National Tourism Organization, Singapore Office. Through our specially curated contents, we continue to connect with our JAPAN by Japan (JbyJ) community and members as you are special to us.



[HOME](#) [DESTINATIONS](#) [THINGS TO DO](#) [PLAN YOUR TRIP](#) [NEWS & INFO](#)



Copyright ©2022 Japan National Tourism Organization