



Share your Japan "wander list" and get the chance to win!

Already started dreaming of Japan, right? Come now, tell us what special places, seasons, or experiences you look forward to in your next trip to Japan via the "Tell us your future plan to visit Japan" online contest. For each entry, you stand a chance to win great prizes, no matter how many we you can. Contest ends 13 Mar 2022, so act fast!

[Contest Page >](#)

Deep dive into Japan like never before – get inspired by recommended spots by locals, discover how you can experience various aspects of daily life in the islands, and even learn how you can become part of a local community!

[Campaign Page >](#)



Amo Rural Cycling & Farming Tour, Fukushima Prefecture

One of the best ways to discover the natural beauty of Fukushima's beautiful highlands, walk from village, and experience green fields is by a bicycle tour. Starting your adventure in Sendai, you'll arrive with a variety of local products. You'll then head to Gutsu Village to harvest vegetables and fresh organic food, before ending at a farmer's market in charming Maunaga town. See the ever-changing landscape of Maunaga and learn about the traditions that have shaped its culture over the many centuries.

[Amo Rural Cycling & Farming Tour, Fukushima Prefecture >](#)



Have a taste of the unique babaouska with locals in Tsuno, Kochi Prefecture. Babaouska is a unique kind of bun made with wheat, originated from the early days of Tsuno's local production. Unlike other breads, it is a soft, fluffy bread made from yeast instead of sugar. It is said that, which is topped with fresh mountain vegetables, mushrooms, and sweet tofu instead of fat. The colorful bun is given to color by green bamboo shoots, pink pickled ginger and sweet mountain vegetables. It is a popular snack and breakfast at summer festivals. You can also learn how to make babaouska in a cooking class with a local leader group.

[Have a taste of the unique babaouska with locals in Tsuno, Kochi Prefecture >](#)



Enjoy year-round fruit-picking in the Fruit Kingdom, Wakayama Prefecture

Wakayama is known throughout Japan for its abundance of fruits and is often referred to as "The Fruit Kingdom". Experience our rich fruit-picking culture by getting back to nature at one of the many fruit farms across the prefecture. A number of fruit-picking options are available, such as the reason for grapes, strawberries, mandarin, or kiwifruit. A perfect day out for friends and family, you can also enjoy seasonal local markets that bring the delicious value, such as the popular Awa-Mura (market square).

[Enjoy year-round fruit-picking in the Fruit Kingdom, Wakayama Prefecture >](#)



Learn the secrets to a happy and healthy long life in Okinawa, Okinawa Prefecture

Did you know that Okinawa is one of the top blue zones in the world where people live exceptionally long lives? From healthy foods to traditional medicine, find out the secrets to a happy life from the islands' inspiring people of Okinawa. In addition to the island's ancient cuisine, traditional arts, local culture, and healthy living, you can experience the real spirit of Okinawa through homestay programs in Gura Village and be inspired by these incredible ways to live.

[Okinawa Village of longevity >](#)

[Visit Okinawa Japan >](#)

Be like a local as you try out various unique, fun local experiences which we've curated just for you! Try out the different aspects of local life in Japan through staying in an authentic Japanese residential house, trying out local foods, and exploring the off-beat path known only to locals.

[Try the different aspects of Japan | Experience local life in Japan >](#)

Hot News



Bring home new, unique Omiyage snacks from Japan Omiyage Fair

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 tour on JNTO's website, head 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!

[Japan Omiyage Fair \(shopping\) >](#)



The Battle of Prefectures - battle of local specialties

At the Battle of Prefectures, 4 prefectures – Ishikawa, Kanagawa, Kyoto and Ehime – show you their best specialty goods from Japan. For a limited time only until 10 Mar 2022, you can get them without travelling to Japan. Have a taste at spending money from Ishikawa, Kanagawa, Kyoto and Ehime. Using from Kyoto, Matsuyama, Daitoku from Ehime and more to discover your own favourite!

[Battle of Prefectures >](#)



Take A Cooking Trip To Japan

Three prefectures – Ishikawa, Kyoto and Ehime – are bringing you on a culinary trip to Japan to enjoy the taste and sight of local food!

On 22 Feb, Chef Zhuravskiy will be showcasing simple home-cooked recipes such as pasta, Japanese miso, with the local ingredients of the three prefectures. Whereas on 23 Feb, Chef Zhuravskiy will be demonstrating easy-to-make home-cooked recipes and easy-to-make drinks, with the best ingredients Okinawa has to offer. Learn to cook these dishes and do it yourself at home! Lucky draw prizes will be held during the shows.

[Cooking Trip to Ishikawa, Kyoto and Ehime on 22 Feb >](#)

[Cooking Trip to Okinawa on 23 Feb >](#)

Important Notification

Check Japan's latest update of the COVID-19 situation in the link below. Please refer to it to see how your plans to visit Japan may be affected.

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

About JbyJ Newsletter

This newsletter is exclusively brought to you by the Japan National Tourism Organization, Singapore Office. Through its specially curated contents, we continue to connect with our JAPN by Japan JbyJ community and inspire us as you are inspired to us.

OUR DESTINATIONS | DESTINATIONS | CALCULATING DESTINATIONS

