



Hit the road to Japan's *secret spots*

Embark on an unforgettable road trip to hidden gems with tips & driving itineraries

Always wanted to discover and explore Japan's secluded spots? Rent a car and head out on a once-in-a-lifetime road trip to some of Japan's most iconic hidden gems, while driving along picturesque mountain roads, peaceful country roads and breezy coastal tracks. Whether you're looking for a cultural hotspot, a nature retreat, or simply a leisurely road trip through Japan's magnificent seasonal scenery, there is a drive itinerary waiting for you.

Explore Tohoku, Nagano, Fukushima, Hokkaido, and the San'in coast on the road to enjoy the best Japan has to offer. But before you go, be sure to familiarise yourself with the rules of driving in Japan – we even have a quiz to get you started.

[Campaign Page >](#)

Share your road trip experiences to win prizes!

Have you been on a fun, memorable road trip in the land of the rising sun? Then share your favourite road trip experiences and journeys in Japan – be it by car or bicycle – via Instagram posts with the hashtag #MyRoadtrip and #Roadtrip (where photos are taken), and allow everyone else to relive and visit the places that have made an impression on you. Whether it's a tucked-away spot with breathtaking views, an impressive bridge, a scenic road or any other memorable spot, let your experiences become an inspiration to fellow Japan lovers – what's more, you will stand a chance to win amazing prizes, including travel vouchers!

[Photo Contest >](#)

Drive Japan West Kyushu, Nagasaki Prefecture >

Start planning your road trip through West Kyushu, the most western part of Japan, with the website. A varied selection of itineraries offers you a host of driving routes, including everything from scenic drives to urban road trips and coastal routes. To make that coastal coastal a scenic road trip, visit the scenic road of Sakai National Park. Along the way, enjoy a food festival to the region – from fresh seafood to ramen – and enjoy the view of surfing islands and historic churches built in the style of a castle.

[Drive Japan West Kyushu, Nagasaki Prefecture >](#)

Asahi Furukawa "Spring Quarters", Tohoku Prefecture >

Asahi Furukawa "Spring Quarters", Tohoku Prefecture. Spring in Tohoku Prefecture's Asahi Furukawa is a beautiful sight to see. Over 200 cherry trees line the banks of the Furukawa River, blooming alongside banks of fields and coastal towns. From its early fields, all set against the snowy peaks of the Japanese Alps. This colourful mélange of pink, red, white and yellow is known as the "Spring Quarters". At night, for a limited period during the cherry blossom season, bonfires are lit creating a beautiful night spectacle.

[Asahi Furukawa "Spring Quarters", Tohoku Prefecture >](#)

Myama's thatched village (Kiyabuki no Sato), Kyoto Prefecture >

Myama's thatched village (Kiyabuki no Sato), Kyoto Prefecture. Myama's thatched village (Kiyabuki no Sato) is a traditional village straight out of old Japan. The town, about 40 thatched houses are carefully maintained with some open to the public – you can spend a night at one of these homes for a chance to experience the traditional lifestyle. Each season brings with it a different charm. The Motor House Festival (May and December) sees these houses carpeted with powerful water jets to test the house system in case of fire, while the winter Snow Lantern Festival illuminates the snowy village with hand-made lanterns.

[Myama's thatched village \(Kiyabuki no Sato\), Kyoto Prefecture >](#)

Ise-shima Skyline, Mie Prefecture >

Ise-shima Skyline, Mie Prefecture. Covering 1,600 km from the City to Toba City, the Ise-shima Skyline is a panoramic mountain view that offers a grand view of the Ise Plain and the Bay with its many islands. This relaxing drive is dotted with various historical points, including one on top of Mt. Aunagaoka from where you can have a 360° view of the entire Ise-shima. Ease away your business with a traditional onsen. Rest your eyes with the gorgeous view. By night, the town is illuminated "Onsen in the city".

[Ise-shima Skyline, Mie Prefecture >](#)

Hot News



KINOKUNIYA, a long-standing Japanese supermarket established in 1910, is coming to Singapore again!

Due to the popular demand last year, KINOKUNIYA is coming back to SETIAN Scotts. This year, about 180 products will be offered, with 10% of them being imported into Singapore for the first time ever.

In addition, you can get a tote bag with the KINOKUNIYA Singapore logo, available only in Singapore, with a purchase of their Japanese items. While stock lasts! Don't miss out on this opportunity!

Special deal for JbyJ Members

- Send a message to the following email address: kinokuniya.supermarket.sg@gmail.com stating that you have seen "JAPAN by Japan" community website.
 - You'll receive a special invitation ticket.
 - This ticket allows you to get the special tote bag with a spend of at least \$30 of KINOKUNIYA items.
- (Total: \$20-)

Details on how to redeem will be explained in the email.

Event Information

Period: Until August 4, 2022

Location: SETIAN Scotts, B1 Supermarket

For more details on KINOKUNIYA, please refer to the following social media:

[Facebook >](#)[Instagram >](#)

Stand a chance to win air tickets to Japan!

Just spend a minimum of S\$202 to stand a chance to be one of the 5 winners to walk away with a pair of ANA air tickets (economy class) to Japan. All participants will also each receive a 10% promotion code which can be used to purchase ANA air tickets on ANA Singapore website.

Contest ends on 30 Jun 2022 – only last few days left – so find out more about this collaboration of ANA (All Nippon Airways) and Don Don Donki to join now!

[LET'S GO JAPAN! \(DONKI & ANA Lucky Draw\)](#)

Important Notification

Check Japan's latest updates 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 \(COVID-19\) Advisory Information >](#)

About JbyJ Newsletter

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



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