



Snap a Photo With Our AR Mascots and Win a Trip to Japan!

Scan the QR code or click on the link on our website to take photos with our AR Nebuta float anywhere in Singapore. Upload the photo to your Instagram account with the hashtags #jbyjfestival and #japanrailcafe for a chance to win a pair of return tickets to Japan and 10 winners will get a special ANA tote bag. Furthermore, if you visit JR Cafe, receive free Japanese sake or cotton candy, and a special gift from JR East when you show them your uploaded AR photo. There is also a unique Akabeko AR you can try out at the cafe! Contest ends September 30 – head to our website for more details!

[Photo Contest Page >](#)

To experience real Nebuta floats and Akabeko crafts, take a ride on the Tohoku Shinkansen which connects Tokyo with Tohoku.
JR EAST PASS (Tohoku area), which offers unlimited rides on the Tohoku Shinkansen, is a great tool to explore the Tohoku area!

[Explore the JR East Pass >](#)

A Summer of Folk Dance Festivals

Summer is the season of colourful festivals across Japan, and it is especially vibrant in Shikoku. With its warm climate, the festivals of Shikoku are known for their vigorous dancing to the never-ending beats of folk music! Two of the most famous dance festivals are the Awa Odori in Tokushima and the Yosakoi in Kochi – both feature incredible parades of brilliantly dressed dancers, a boisterous soundtrack, and eye-catching parades. Also, be sure to check out the magnificent floats of the Uwajima Ushi-oni Festival and the Sanuki Toyohama Chosa Festival! All these boisterous festivals make for a quintessential summer experience in Shikoku.

[Campaign Page >](#)



Emukae Sentourou Festival, Nagasaki Prefecture
Nothing quite prepares you for the sight of the gigantic centrepiece of the Emukae Sentourou Festival (Aug 23-24) in Nagasaki: a gorgeous lantern tower decorated with thousands of lanterns. When night falls, over 10,000 lanterns are lit, turning the town into a world of romantic illuminations. This 500-year-old festival also includes an impressive firework display, as well as other events like a yukata contest, taiko drum parade, dance performances, as well as a children's event to pray for protection from illnesses.

[Emukae Sentourou Festival, Nagasaki Prefecture >](#)



Yasaka Parade Festival, Kyoto Prefecture
Witness an enchanting procession of masked performers as they pray for abundant crops in Kyoto! The Yasaka Parade Festival is held regularly every July 14 at the Yasaka Shrine, showcasing beautiful dance and music performances that preserve the ancient traditions. Meet mythical folk characters like the tengu (long-nosed goblin), oni (ogre), hyottoko (clown-like man), otafuku (plain woman), and jiji (old man) perform ritual entertainment for the gods with song and dance!

[Yasaka Parade Festival, Kyoto Prefecture >](#)



Owara Kaze-no-bon, Toyama Prefecture
The atmospheric song and dance performance of the Owara Kaze no Bon festival was established 300 years ago to pray for respite from natural calamities like typhoons and floods. During the festival in early September, several thousand paper lanterns decorate the townscape of Toyama's Yatsuo historic district, creating a romantic atmosphere. Women from surrounding villages dressed in bright kimonos and straw hats dance through the village, accompanied by a melancholic melody played with shamisen, kokyus (string instrument), and taiko drums.

[Owara Kaze-no-bon, Toyama Prefecture >](#)

Hot News

Join our Digital Stamp Rally
and redeem an exclusive JNTO gift!

The Shikoku region may be the smallest among Japan's islands, but it has one of the most stunning sceneries and cultural heritage gems in Japan.

Complete JNTO's digital stamp rally and get exclusive JNTO merchandise!

Join us for an exciting stamp rally journey at Jurong Point Shopping Centre from 26 September till 23 October! Scattered around Jurong Point are four boards for you to not just learn about the unique charms of each Prefectures in Shikoku region, but also collect digital stamps by simply scanning the QR code on the boards. Collect all four stamps to redeem an exclusive JNTO gift, limited to 20 redemptions per day. See you there!

IMPORTANT NOTIFICATION

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

[CORONAVIRUS \(COVID-19\) ADVISORY INFORMATION](#)

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