



Your Beautiful Road Trip in Japan Photo Contest

24 June – 8 August, 2022

Inspire others with your photos and win prizes!

Have you captured on camera an awe-inspiring view, scenic pathway, aesthetic building or memorable spot you discovered on the road? Then post them on Instagram with the hashtag #jbyjroadtrip and share your favourite moments in Japan with your fellow Japan lovers! Your inspirational trip may even win you some amazing Japan prizes including travel vouchers, so start posting those photos today!

[Photo Contest >](#)

Breathtaking road trips through Japan's hidden spots

Get ready for a road trip through Toyama, Nagano, Fukushima, Hokkaido, and the San'in coast and explore what Japan has to offer off the beaten track. Let the drive through winding mountain routes take your breath away, and allow the peaceful country roads to rejuvenate your soul. Along the way, you'll hit some of Japan's most iconic and photo-worthy destinations that will below your mind.

Whether you're a fan of Japan's rich culture, or you just want to enjoy driving through Japan's magnificent seasonal scenery, there is a road trip waiting for you. As the rules of driving in Japan may be a bit different from Singapore, be sure to familiarise yourself with them – we've prepared a quiz to get you started!

[Campaign Page >](#)



Sankyoson Viewing Spot, Toyama Prefecture

Located on top of Mt. Hachibuse, this famous observation deck is an excellent vantage point to view the Sankyoson (dispersed settlements) of the Tonami plains with rice fields as far as the eye can see. Thousands of houses farming rice are surrounded by "kainyo" tree groves to protect them from the region's severe weather. The view of the Sankyoson spreads out all the way to Toyama Bay and the Sea of Japan, and is particularly enchanting in summer evenings when the flooded paddies reflect the orange sunset.

[Sankyoson Viewing Spot, Toyama Prefecture >](#)



Hachimantai Aspite Line, Iwate Prefecture

Experience one of Japan's most picturesque mountain roads where the scenery continuously changes as you drive up along the volcanic belt in Towada-Hachimantai National Park. Enjoy the beautiful foliage at every curve in autumn, and high snow walls flanking the road – the longest in Japan – in late April, leading to cherry blossoms at the base. The 27km-long Aspite Line takes you over Mt. Hachimantai, connecting attractions like Hachimantai Dragon Eye, a wondrous natural phenomenon where the melting snow on the pond looks like a dragon's eye, and several hot spring facilities.

[Hachimantai Aspite Line, Iwate Prefecture >](#)

[Watch how the Aspite Line snow walls are made >](#)



The Venus Line, one of Nagano's most beautiful drives, Nagano Prefecture

One of Nagano's classic drives is the Venus Line, a 76km loop between Suwa region and the Utsukushigahara highlands. Winding around several mountains high above, the drive offers spectacular views of the Northern Alps. Drop by the Utsukushigahara Open Air Museum, where giant sculptures dot the rolling hills against snow-capped mountains, or the Yashimagahara Wetlands where you can see over 400 flower species along boardwalks. Take a break on a hammock at Megami no Sora Terrace 1830, a free seating area on the mountaintop, accessible via the Tateshina Bokujo Gondola.

[The Venus Line, one of Nagano's most beautiful drives, Nagano Prefecture >](#)



One day trip at Shikanoshima island by car rental, Fukuoka Prefecture

Enjoy the ocean breeze and sweeping coastal views as you drive along the scenic causeway connecting the Kyushu mainland to Shikanoshima, a small island in Hakata Bay just 30 minutes from downtown Fukuoka. Shikanoshima is known to be where the Gold Seal – offered by a Chinese emperor to a local monarch in 57AD – was found; you can find its replica at Kinin Park. Head over to the viewing tower at Shiomi Park, the island's highest point, for a glittering panoramic view of Fukuoka's coastline at night.

[One day trip at Shikanoshima island by car rental, Fukuoka Prefecture >](#)

Hot News



Join our San'in region Facebook LIVE stream event

Grab your calendars and mark the date on 23 July 2022! Discover the hidden gems of the San'in region, comprising Shimane and Tottori Prefecture, and explore the beautiful sceneries and rich cultural heritage it has to offer from the comfort of your home. Featuring the tallest mountain in Tottori, don't miss this chance to witness one of Japan's most breathtaking sights and meet the locals as well in this fun-filled live stream event. See you on our Facebook LIVE on Saturday, 23 July 2022, at 2:00PM (SGT, UTC+8)!

[For more details >](#)



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 ISETAN Scotts.

This year, about 180 products will be offered, with 80% 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

1. Send a message to the following email address:
kinokuniya.supermarket.sg@gmail.com stating that you have seen "JAPAN by Japan" community website.
2. You'll receive a special invitation ticket.
3. This ticket allows you to get the special tote bag with a spend of at least \$30 of KINOKUNIYA items (usual: \$50-).

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

Event Information

Period: Until August 4, 2022

Location: ISETAN Scotts, B1 Supermarket

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

[Facebook >](#)

[Instagram >](#)

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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