



Japan 47 Prefectures Game!

Each prefecture in Japan comes with their own unique appeals and local specialties, and with our Japan 47 Prefectures Game, get a chance to know places in Japan that you never knew before, and receive exclusive gifts such as local sake! To participate, simply click on a button to start the game, and be paired up with a random prefecture. To top it off, the gift redemption will be held at Japan Travel Fair in Suntec City from 24 Feb to 26 Feb 2023, where you will get to meet locals from some of these Prefectures and hear their first-hand stories and recommendations of their hometown!

[Japan 47 Prefectures Game >](#)



Discover how much of a Japanese foodie you are!

Think you know all about Japan's local delicacies across the country? Challenge the foodie in you by participating in our "Quiz for Japanese Foodies!", a mini-game in our latest campaign, and stand to earn 500 JbyJ member points! Discover (or Rediscover) the culture and history of these local foods, and you might even encounter new destinations in Japan that you have yet to visit!

[Quiz for Japanese Foodies >](#)

Hop on a marvelous food adventure in Japan with our latest campaign and explore the different local cuisines that destinations throughout the country have to offer. From taking a tea break with your favorite characters to savoring meals in the great outdoors of Japan, find out how these places are unique in their own ways. Also, peek into the dedication and hard work of the masters behind some of the traditional local cuisines of each area!

[Marvelous Food Adventure in Japan >](#)



Niigata Rice Cracker Museum

Grill your very own giant rice cracker at the Niigata Rice Cracker Museum! Other than grilling the cracker itself, you can also paint what you like on the cracker for a unique souvenir. The museum is operated by Kuriyamabeika Co., Ltd. (Befco), the maker of a well-known rice cracker called "Bakauke" from Niigata, Japan's number one rice cracker-producing region. Complete your visit by sampling some unique snacks like Bakauke croquettes and soft-serve rice cracker ice cream, or bringing home souvenirs like limited edition Bakauke crackers and other Bakauke goods.

[Niigata Rice Cracker Museum >](#)



Handmade Masu zushi experience

Do you know Toyama's famous Masu zushi? It is a type of sushi with salt pickled trout pressed on top of vinegar flavoured rice. In Toyama, different shops have their own unique rendition of Masu zushi, with their traditional original recipes. At the Masu no Sushi Museum, you can have factory tours of its exhibition, and experience being taught by sushi chefs on how to make Masu zushi! *Reservation is required

[Handmade Masu zushi experience >](#)



The Sake-lovers dream tour of Hachimantai

Embark on a sake lover's tour of Hachimantai! Learn about sake production at Washinoo Sake Brewery (founded in 1829), where sake is made with pristine underground water from nearby Mt. Iwate in limited quantities. After lunch with sake sampling, head to Hachimantai Mountain Hotel for the Tama-wari – the final stage of sake production where you taste how the quantity of spring water dramatically impacts the sake's flavour. As Washinoo's sake is intended to be enjoyed with local food, the tour ends with a dinner and sake pairing.

[The Sake-lovers dream tour of Hachimantai >](#)



Local flavours on a Shimanto River cruise

Experience slowly drifting down Japan's Shimanto River in Kochi on board a yakatabune, a river boat also known as pleasure boats. Gaze out the windows of the traditional tatami-floored boat and be transported to another era – in the past, yakatabune used to be reserved for Japan's upper classes who enjoyed elite entertainment and elaborate meals onboard. Today, the river cruise offers similarly refined dinners of local delicacies beautifully presented and paired with Kochi's sake (or non-alcoholic options). The 80-minute cruise runs year round, allowing plenty of time to enjoy the views of the river valley.

[Local flavours on a Shimanto River cruise >](#)

Hot News



JANTO is collaborating with Shopee to bring Japanese Goods and Foods right to your doorstep.

Don't miss out on special offers, flash sales and vouchers!

Catch the Shopee livestream at 6pm today, 20th January 2023 with local influencer Shannon Taylor, where you can learn more about selected goods and the prefectures they come from.

[Japan Discovery Fair 2023 \(shopee.sg\) >](#)

IMPORTANT NOTIFICATION

Okaeri, welcome back to Japan as it is fully open to travellers once again! Independent travel and visa-free entry have resumed, no quarantine is required and PCR tests are exempted for fully-vaccinated travellers.

Of course, it's important to stay updated on the situation on-site, so please refer to the link below to see how your plans to visit Japan may be affected. Have a safe, pleasant journey!

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

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