



Play game and receive Japan goodies

Our 47 Prefectures of Japan Game is now live! Participate in this fun game to receive special gifts from the Prefecture you are paired to with this game. The special gifts include local exclusive souvenirs and even Japanese sake tasting right here in Singapore. Other than the gifts, get to discover parts of Japan you might not know with chance encounter through this game!

Redeem your gifts at our Japan Travel Fair from 24 February till 26 February at Suntec City and get to speak with locals from Japan at the fair to learn more about yet to discovered destinations.

Play 47 Prefectures of Japan Game now! >

Go on an exciting food adventure in Japan with us!

Our latest campaign "Marvellous Food Adventure in Japan" will bring you through an extraordinary journey through Japan to know more about its local food and food culture which are beloved by both locals and tourists around the world. You will get to learn more about the Japanese local food that you love, and how the professionals and even the surroundings you dine in affect how local cuisines are enjoyed in Japan!

Marvellous Food Adventure in Japan >



Hida Furukawa Yana

Enjoy the unparalleled taste of freshly-caught ayu – a kind of Japanese sweetfish – along the pristine Miyagawa River! The fish are caught using a traditional fishing method called yana, a technique used since the Edo period. At Hida Furukawa, at a space that accommodates up to 200 people, you can savour the unforgettable seasonal flavour of its prized ayu. Whether served fried over hot coals or as sashimi, it is part of Hida's traditional yana cuisine. The ayu season lasts from early August till mid-November and is definitely a unique tasty experience!

Hida Furukawa Yana >



Making Tofu Trial in Kuroshima

Have you ever wondered how tofu is made? Try your hand at making one yourself! Kuroshima Tofu is the local handmade tofu of Kuroshima Island, and you will get to experience how to make it using a hundred-year-old iron pot that's been handed down from generation to generation! What's unique about Kuroshima Tofu is its size: it is four times as big as a regular tofu, and its unique flavour comes from the clean sea water around the island. After the tofu-making experience, sample a warm, raw tofu and you can even take one home as a souvenir.

Making Tofu Trial in Kuroshima >



Enjoy the Rich Food Culture of Shodoshima

If you're a big fan of Japanese food culture, head to the rural island of Shodoshima for a foodie experience like no other! Learn how traditional soy sauce is made at a 150-year-old soy sauce brewery and get to experience making your own Shodoshima somen noodles. Afterwards, enjoy a lunch of local delicacies in a dining hall surrounded by the gorgeous rice terraces of Nakayama Senmaida. Nothing beats having a rustic meal surrounded by such gorgeous scenery.

Enjoy the Rich Food Culture of Shodoshima >

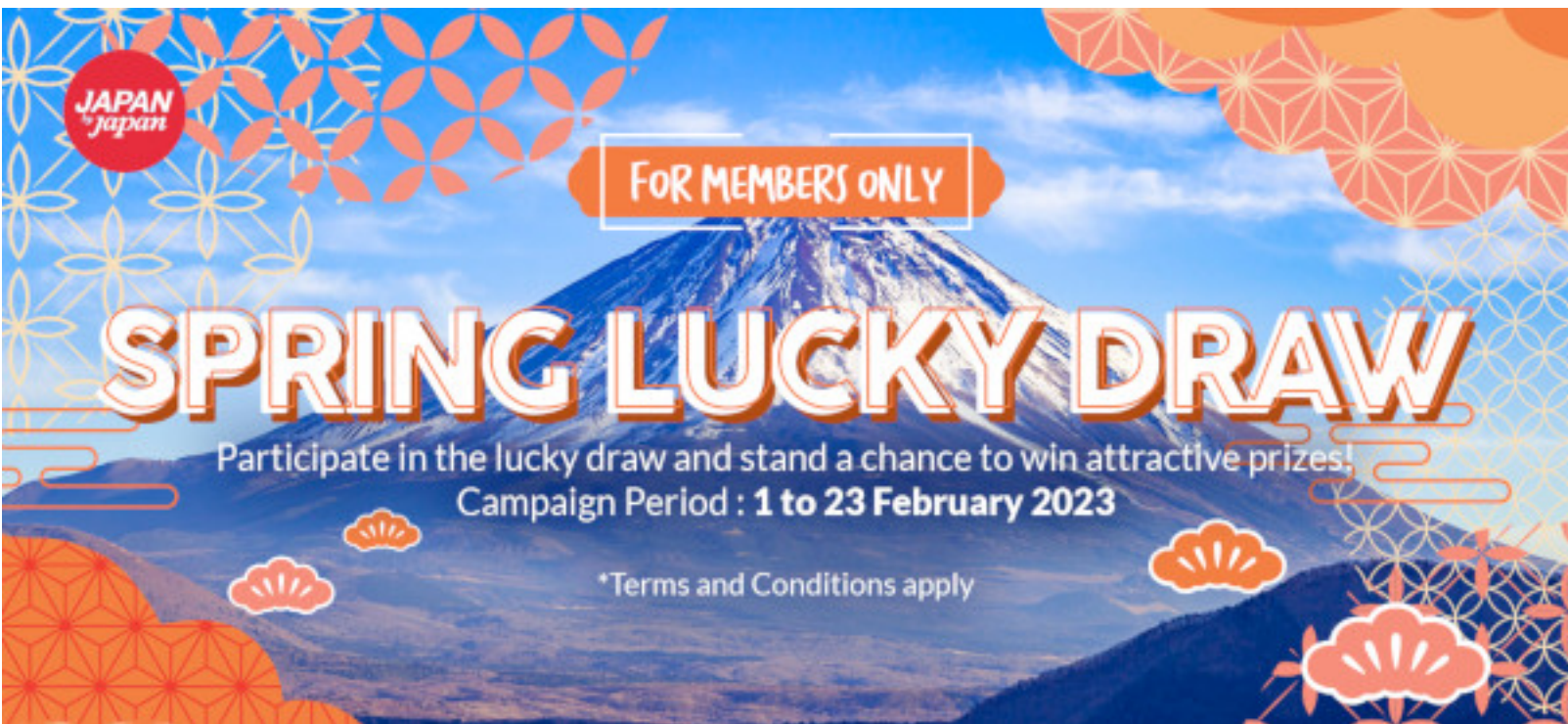


Kurume Yakitori

At Fukuoka, you can savour yakitori unlike any other! Kurume yakitori stands out as other than having chicken as its main ingredient like every other yakitori, diners get to enjoy a wide range of skewered meats such as pork and beef. When yakitori was gaining popularity in the 1960s, chicken meat was not as readily available as other ingredients which led to the unique creation of Kurume yakitori!

Kurume Yakitori >

Hot News



Only a few days left! If you have not, join now using your accrued JbyJ member points, especially for Gold and Silver members who've accumulated more. For Bronze members with less than 500 points, complete various activities and earn more points to participate. To all members, please note that all accrued points are required to be used by the end of this month, so just use as many points as possible in this draw to increase your chances of winning!

*Winners will be announced at 3pm (SGT) on 28 February 2023 (Tuesday) live via YouTube, and also by email. Please stay tuned to the lucky draw page for the live draw!

Spring Lucky Draw >

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

About JbyJ Newsletter

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

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