

※ This press release is from JNTO Singapore Office.

19<sup>th</sup> Jan 2022

## **Japan Fair 2022 goes virtual, offering Singaporeans an immersive digital experience of Japan amid Covid-19**

- The event marks the first-ever virtual fair organised by Japan National Tourism Organization (JNTO) Singapore Office. It is sponsored by the Embassy of Japan in Singapore and in collaboration with multiple prefectural government agencies and travel partners.
- The virtual fair will feature four online event venues highlighting the country's culture, heritage, and experiences. Participants can expect live virtual tours across popular hidden spots and experiences in Japan, such as craft workshops and local festivals (matsuri).



**Wednesday, 19<sup>th</sup> January 2022, Singapore** – Japan National Tourism Organization (JNTO) Singapore office announced the launch of its first-ever virtual event, Japan Fair 2022. Previously known as Japan Travel Fair, the event was held annually in-person prior to the pandemic. The upcoming virtual fair boasts an array of curated events and activities to provide participants an authentic Japanese experience from the comfort of their homes. Participants can expect immersive virtual tours ranging from popular hidden spots to countryside activities such as local festivals (matsuri) and fishing harbours, coupled with Japanese craft workshops and interactive live events from locations in Japan including a snow town and sake brewery.

Sponsored by the Embassy of Japan in Singapore and held in conjunction with various travel partners and prefectural government agencies, the virtual fair will take place from **28<sup>th</sup> January to 13<sup>th</sup> March 2022** at <https://japanbyjapan.com/Japan-fair/>. Programmes are subject to changes depending on COVID-19 developments.

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### Immersive Activities and Tours

Participants will be able to explore event offerings through four online venues: **Virtual Tour, Omiyage, Local Experience, Live Event.**

1. **Virtual Tour:** Fully immerse yourself in Japanese culture through virtual tours of popular attractions such as Ritsurin Garden and Shujiro Castle Park.



2. **Omiyage:** Discover more about Omiyage culture by using the Japan Souvenir Map and find out where you can get the authentic products in Singapore.



3. **Local Experience:** Learn how to experience living like a local during a Japan trip and explore the heart and soul of Japan's countryside through first-hand private activities including craft workshops and farm activities with some of these hosted by locals. Aimed at providing participants with useful information on how they can gain a first-hand, insightful perspective into the daily lives of the Japanese locals, featured activities include cherry blossom viewing (Hanami), sake-making, firefly-watching, cycling around remote hot springs, language courses and a unique local stay in Akita Prefecture.

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4. **Live Event:** As part of the virtual fair, a three-day live event segment will feature live broadcast streamings from various locations across Japan on JNTO Singapore Office’s official [Facebook page](#) on 13<sup>th</sup>, 19<sup>th</sup>, and 26<sup>th</sup> February. The 10-programme line-up will showcase the Akita, Nagano, Ehime, Kochi, Kanagawa, Mie, Aomori, Ishikawa, Miyagi and Okinawa prefectures, allowing participants to discover Japan’s traditions and history through immersive and unique cultural workshops and tours. Notable features include an oyster tour, snow town tour, sake brewery tour and a trip to the Ninja Museum, viewed entirely from the comfort of their own homes.



Besides taking part in the various activities and learning more about Japan, participants stand a chance to win travel vouchers valued at SGD \$1,000, Takashimaya vouchers worth SGD \$100 and more. Details can be found on the event website, <https://japanbyjapan.com/Japan-fair/>.

With the rise of the Omicron variant affecting pandemic levels in Japan, the country’s international borders are currently closed to foreign tourists. Despite tightened border measures, Japan remains as a top desired travel destination, with [36.1% of surveyed Singaporeans](#) selecting Japan as their favourite country for leisure tourism in 2021. Prior to the pandemic, Japan was already a popular tourist destination amongst Singaporeans, with [pre-pandemic data](#) showing that Singapore visitors were the 10<sup>th</sup> biggest spending market for Japan and contributed SGD \$1 billion dollars in spending in 2019.

Hatsume Nagai, Executive Director for JNTO Singapore Office said, “The current pandemic has impacted international travel to Japan and has delayed business recovery for the local tourism sector. Through our online strategy, we hope to bring a fun and engaging virtual travel experience that promotes Japan’s cultural diversity and travel offerings. We have specially curated the programme and activities to feature the best of Japan and to highlight the unique Japanese experiences that can be enjoyed by all from the comfort of their homes. Singapore remains a vital market for Japan tourism, and we hope to encourage travel to Japan in the future.”

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The virtual event is in partnership with multiple Japanese government agencies, including Ehime Prefecture, Ishikawa Prefecture, Kagawa Prefecture, Kanagawa Prefecture, Mie Prefectural Government, Nagano Tourism Organization, Okinawa Convention & Visitors Bureau and the Shizuoka Prefecture. JNTO Singapore Office will also be working with the following private stakeholders – All NIPPON AIRWAYS CO., LTD, Japan Airlines Co., Ltd, Air Sino-Euro Associates Travel Pte Ltd (ASA Holidays), H.I.S. International Travel Pte Ltd, Hong Thai Travel Services (S) Pte Ltd, JTB Pte Ltd, Michi & Co. Pte Ltd, Nam Ho Travel Service (S) Pte Ltd, Sino-America Tours Corp. Pte Ltd (SA Tours).

Before launching Japan Fair 2022, JNTO Singapore Office co-organised SJ55 which was a celebratory event with Singapore Tourism Board (STB) commemorating 55 years of Japan-Singapore diplomatic relations in 2021. Founded in 2006, JNTO has contributed to the building of relations between Japan and Singapore, with its facilitation of multiple projects with over 50 partners from both Japan and Singapore. The organisation remains dedicated to promoting sustainable tourism in Japan through its various campaign initiatives.

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### About Japan National Tourism Organization (JNTO) Singapore Office

Japan National Tourism Organization (JNTO) is the official tourism organisation of Japan. It was established in 2006, with JNTO Singapore Office as one of its 24 overseas offices scattered worldwide. Aside from the commitment of promoting international sustainable tourism in Japan, it also provides tourism statistics and market reports, and tourism-related support through information centres, international conventions, and events.

For more information, visit: <https://www.japan.travel/en/sg/about-singapore-office/>

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