

※ This press release is from JNTO Singapore Office.

## Japan National Tourism Organization (JNTO) Makes Debut at Anime Festival Asia Singapore 2024



Singapore, 19 November, 2024 – The Japan National Tourism Organization (JNTO), in partnership with J.CLAIR (Japan Council of Local Authorities for International Relations), will participate in the upcoming Anime Festival Asia Singapore 2024 (AFASG24), one of the largest anime conventions in Asia. From November 29 to December 1, 2024, JNTO invites anime and Japanese culture enthusiasts to discover unique travel destinations across Japan through engaging, interactive experiences at its booth, located at G30 in Hall 403 of the Suntec Expo and Convention Centre.

### Booth Highlights

- **Travel Information for Japan and Anime Fans:** Informative brochures and guides highlighting popular anime locations and other must-see destinations across Japan.
- **Omikuji Travel Fortune-Telling:** Try JNTO's unique omikuji, a traditional Japanese fortune-telling experience with a travel twist. Each slip reveals one of Japan's 47 prefectures, complete with QR codes linking to detailed travel information.
- **Stamp Rally:** Participate in a fun stamp rally across exhibitor booths, including JNTO's booth, and earn stamps to enter a prize draw. Prizes include an Instax mini 12, limited edition AFASG24xJAPAN Music Festival Concert acrylic keychain, and an AFASG24xLAM luggage boarding tag.
- **Japan-Themed Giveaways:** Complete a brief questionnaire to receive a special Mount Fuji drawstring bag as a keepsake of your AFASG24 experience from JNTO.



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### **Dive into Japan at Manga-Style Booth Design**

The JNTO booth will showcase a captivating manga-style map of Japan, celebrating the country's diverse landscapes. This unique design features iconic views like Lake Biwa in Shiga Prefecture and Goryokaku Park in Hakodate City, Hokkaido, offering anime and travel fans a visual journey through Japan's nature beauty. Event-goers will be able to experience Japan's unique geography and culture at a glance.

At the booth, event-goers can discover and immerse in the nostalgic charm of Japan's countryside and scenic spots reminiscent of anime landscapes. With detailed travel information on destinations across Japan, the JNTO booth will inspire fans to experience the tranquil beauty of lesser-known areas of Japan firsthand.

### **Bringing Japan to Singapore**

In its continued efforts to share different facets of Japan with Singapore, JNTO's participation at AFASG24 underscores its commitment to connecting with anime fans and Japan travel enthusiasts alike. JNTO, through this event, wants to highlight Japan's cultural richness - from iconic anime landmarks to hidden gems that offer unforgettable travel

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opportunities. Partnering with AFASG24 also aligns with JNTO's mission to promote cultural exchange and deepen global appreciation for Japan's tourism offerings.

### **Event Details**

**Event:** Anime Festival Asia Singapore 2024 (AFASG24)

**Date:** November 29 – December 1, 2024, 10:00 am – 8:00 pm

**Location:** Suntec Expo and Convention Centre, Singapore, Hall 401–406

**Booth:** Japan National Tourism Organization, G30 in Hall 403

For more information about Japan travel and the JNTO Singapore Office, visit <https://www.japan.travel/en/sg/about-singapore-office/>

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About the Japan National Tourism Organization (JNTO) Singapore Representative Office

Japan National Tourism Organization (JNTO) is the official tourism organization of Japan. Established in 2006, the JNTO Singapore Office is one of JNTO's 26 overseas offices scattered worldwide to date. Aside from the commitment of promoting international sustainable tourism to Japan, it also provides tourism statistics, market reports, and tourism-related support through information centres, international conventions, and events.

Japan National Tourism Organization Singapore Representative Office

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