

※ This press release is from JNTO Singapore Office.

**Explore, Experience, and Win:  
Japan Pavilion Returns to NATAS Holidays 2025**



**Singapore, 31 July 2025** - Following a successful showing in 2024, the Japan National Tourism Organization (JNTO) will return to NATAS Holidays 2025 with the Japan Pavilion. Taking place from 15-17 August at Singapore Expo Hall 6, the pavilion will feature 20 organizations from across Japan, offering travel inspiration, cultural activities, and exclusive giveaways.

**A Message from the Executive Director of JNTO Singapore:**

“We are delighted to see the continued strong interest in travel to Japan from Singapore,” said Mr. Takuya Shiraishi, Executive Director of the JNTO Singapore Office. “From January to June 2025, the number of visitors from Singapore to Japan reached 345,200, marking a 15.1% increase compared to the same period in 2024 (300,027 visitors). This upward trend is a reflection of the deep connection Singaporeans have with Japan, and we look forward to welcoming even more travellers in the months ahead.”

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He added, “At this year’s NATAS, we are excited to host representatives from various regions in Japan, including Kansai, Kyushu, and Shikoku. We hope visitors will enjoy discovering new destinations, experiences, and ideas for their next holiday in Japan.”

## Highlights of the Japan Pavilion:

- Expert Travel Advice at the Travel Information Counter

Get tips and guidance from Japan travel experts. Whether planning a foodie adventure, a nature escape, or cultural exploration, visitors can access useful resources to build their ideal Japan itinerary.

- Fun Traditional Activities: Omikuji and Ema

Try out the booth’s “*Omikuji*”, a travel-themed take on Japanese fortune-telling typically found at shrines and temples throughout Japan. Visitors are invited to pick a fortune slip, each revealing one of Japan’s 47 prefectures — a fun and inspiring way to discover your next travel destination.

Another interactive activity is writing wishes on an “*Ema*”, small wooden plaques traditionally used in Japan to write prayers or wishes, then hung at shrines. Visitors can write down the prefectures they wish to visit and what they’d like to do there, then hang their plaques on a display showcasing the many prefectures of Japan.

- Stage Highlights: Japan Quiz Contest & EXPO 2025 Osaka Live Broadcast

Join us at the NATAS Official Stage for two exciting programmes celebrating Japan!

- Japan Quiz Contest

Participants can test their knowledge of Japan and stand a chance to win a pair of return Business Class tickets to Japan. Terms and conditions apply.

Stage time: 17 August, Sunday, 1pm

- EXPO 2025 Osaka, Kansai, Japan Live Broadcast

Discover what’s in store at EXPO 2025 Osaka, one of the world’s most anticipated events highlighting future innovation, sustainability, and culture. This live broadcast will give visitors a glimpse into what makes EXPO 2025 Osaka a must-visit.

Stage Time: 15 August, Friday, 4pm & 16 August, Saturday, 1pm

- Sakura-themed Pavilion and Free Gifts

Designed around Japan’s iconic cherry blossom season, the booth offers visitors a visually immersive experience. Visitors who complete a survey or purchase Japan Travel Products can receive limited-edition Japan-themed gifts (while stocks last).

## PRESS RELEASE

報道発表資料

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\*Images are for illustrative purposes only

### Event Details:

Japan Pavilion @ NATAS Holidays 2025

Date and Time: 15-17 August 2025, 10:00 AM – 9:30 PM

Venue: Singapore Expo, Hall 5 - 6 (Japan Pavilion is located at Hall 6)

Booth Number: 6H09

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

### 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.

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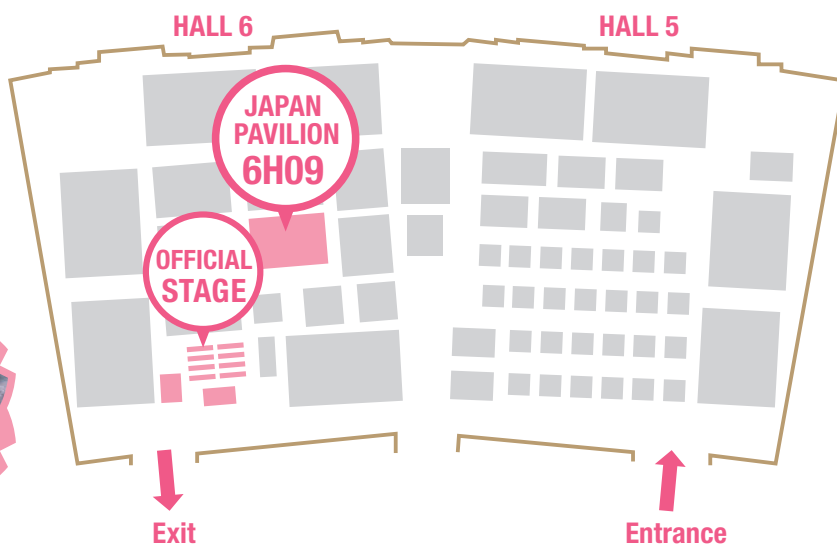
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# NATAS HOLIDAYS 2025

# JAPAN PAVILION



15 – 17 Aug 2025 10:00 am – 9:30 pm / EXPO Hall 6, 6H09

*Want to fly to Japan in style? Now's your chance!*

 **JAPAN AIRLINES**



**WIN**  **OUR JAPAN QUIZ**  
and get...

**A pair of JAL round-trip Business Class tickets** from Singapore to Japan

\*Terms & conditions apply

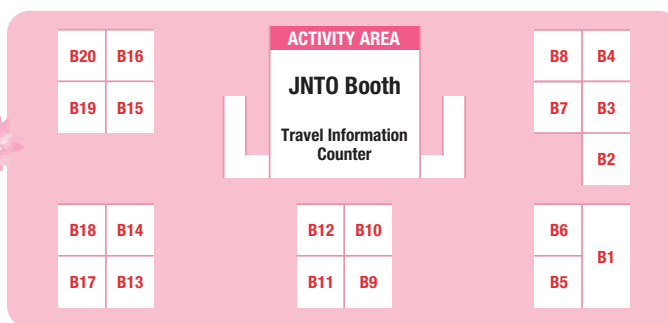
**Join us and have fun!**

**Sunday, 17 August – 1:00 PM**

**📍 NATAS Official Stage**

# NATAS HOLIDAYS 2025 JAPAN PAVILION

|        |     |                                                            |         |     |                                     |         |     |                            |
|--------|-----|------------------------------------------------------------|---------|-----|-------------------------------------|---------|-----|----------------------------|
| ALL    | B16 | Japan Local Government Office (J.CLAIR)                    | KANSAI  | B3  | Hyogo Pref. / Kobe Tourism Bureau   | SHIKOKU | B14 | SHIKOKU                    |
| ALL    | B19 | NOKA quiet escapes in rural Japan                          | KANSAI  | B1  | Railway Trip in KANSAI              | KYUSHU  | B18 | The Big 4 Cities of Kyushu |
| ALL    | B20 | PREMIUM OUTLETS® JAPAN                                     | KANSAI  | B2  | Himeji Convention & Visitors Bureau | KYUSHU  | B17 | KYUSHU RAILWAY COMPANY     |
| ALL    | B15 | MITSUI OUTLET PARK / Mitsui Shopping Park                  | KANSAI  | B4  | Port of Kobe                        | KYUSHU  | B13 | MIYAZAKI PREFECTURE KYUSHU |
| TOHOKU | B7  | JR EAST                                                    | CHUGOKU | B11 | Hiroshima SERA                      | OTHERS  | B8  | JAPAN AIRLINES             |
| KANTO  | B6  | First Avenue Tokyo Station                                 |         |     |                                     |         |     |                            |
| KANTO  | B5  | Palcall Tsumagoi Ski Resort                                |         |     |                                     |         |     |                            |
| CHUBU  | B10 | GIFU, CENTRAL JAPAN                                        |         |     |                                     |         |     |                            |
| CHUBU  | B9  | SHIZUOKA PREFECTURE / HAMAMATSU CITY<br>~HOME OF MT. FUJI~ |         |     |                                     |         |     |                            |
| CHUBU  | B12 | Madarao MOUNTAIN RESORT (IYAMA CITY / NAGANO)              |         |     |                                     |         |     |                            |



## BOOTH ACTIVITIES

### Omikuji Japanese Fortune Slips



Try our "Omikuji" activity, a fun travel-themed take on Japanese fortune-telling commonly found at shrines and temples in Japan!

Pick a slip and reveal one of Japan's 47 prefectures – it might just inspire your next trip!

### Ema Wish Plaques



"Ema" are wooden plaques on which people write their wishes or prayers and hang them at shrines.

Write down the prefecture you wish to visit and what you'd like to do there!  
Then hang your Ema on our special in-booth display!

### EXPO 2025 Osaka Live Broadcast



Don't miss out on an exclusive glimpse into the EXPO 2025 — live from Japan!  
Join us at the NATAS Official Stage on Friday, 4pm and Saturday, 1pm.

©Expo 2025

### Special Giveaways!



Answer surveys at the Japan Pavilion to receive limited-edition giveaways!

\*While stocks last

### Terms & Conditions About Redemption / Quiz & Prizes

#### 【Gift Redemption for Purchase of Japan Travel Products】

- Eligible individuals must have purchased one or more of the following Japan travel products: a group tour package, a free & easy package, a cruise package to Japan, airline tickets to Japan, or rail passes in Japan.  
\* Travel products can include transit through a third country or one-way tickets/cruises, provided they are not considered clearly unreasonable. JNTO reserves the right to make the final decision on redemption eligibility.
- Products related to Japan, such as hotel reservations, land tours, theme park tickets, airport city transfers, SIM cards, and any items not listed in Point 1, are not eligible for redemption.
- Redemptions will only be accepted if the physical receipt issued at NATAS Holidays 2025 for the eligible product is presented. The individual must agree to have an identification mark indicating redemption added to the receipt.  
\* Redemptions will not be accepted without a physical receipt.
- If a representative wishes to redeem on behalf of multiple individuals, such as a family, the group composition will be verified based on the details on the receipt. If verification is not possible, the representative will be asked to declare the number of individuals. If no discrepancies are noted, redemption will be allowed for the declared number of individuals.
- Each individual is limited to one redemption throughout the event. For example, even if an individual purchases multiple Japan travel products and has multiple receipts, only one redemption per person is allowed. A notice will be posted at the entrance of the redemption queue to inform and enforce this rule.

- Final decisions regarding what constitutes ineligible travel products, or other contentious issues will be made by JNTO. Please note that gifts can only be redeemed while stocks last, and JNTO's decisions regarding gift redemptions are final.

#### 【Quiz / Prize】

- The Japan Quiz is a free activity on 17 Aug 2025 open to NATAS Holidays 2025 visitors. Participation is voluntary and no purchase is necessary.
- The winner will be determined based on the highest score obtained in the quiz. Only participants who are physically present at the event venue at the time of the winner announcement are eligible to win.
- Prizes are non-transferable, non-exchangeable, and cannot be redeemed for cash. The organizer reserves the right to substitute any prize with another of equivalent value without prior notice.
- The winner of the Japan Airlines Business Class return tickets (Singapore–Japan for two persons) will be responsible for all applicable airport taxes and fuel surcharges. These charges are subject to change at the time of ticket issuance.
- Ticket booking deadline: 06 Mar 2026 / Ticket issuance deadline: 13 Mar 2026 / Travel period: until end of Jun 2026 (tentative). Embargo period is applied. Redeeming air tickets is based on Japan Airlines' prize letter T&C.
- JNTO and Japan Airlines reserve the right to amend these Terms & Conditions at any time without prior notice. By participating in the quiz, all entrants agree to be bound by these Terms & Conditions and the decisions of the organizer, which are final and binding in all matters relating to this activity.
- In the case of any disputes, JNTO reserves the right of final decision on all matters relating to this activity, which shall be binding on all the parties concerned.