

※ This press release is from JNTO Singapore Office.

“Beyond the Cities, Into the Heart of Japan” Campaign Brings Singaporean Travellers to Various Parts of Japan

Highlights:

- As the name suggests, the key message of “Beyond the Cities, Into the Heart of Japan” campaign, held between 7th Aug and 3rd Sep 2025, is to encourage Singaporean travellers **to go beyond the popular major cities and explore various areas of Japan**
- JNTO Singapore Office showcases the appeals of Japan’s various areas as it has observed **Singaporean travellers’ recent stronger preference for areas out of the major cities**
- As the Office wishes for Singaporean travellers to experience the beauty and charms of Japan’s various areas for themselves, it wants to **bring 2 lucky winners to Japan, including an out-of-major-cities destination of their choice** — 1 Business Class return air ticket, and 2 Economy Class return air tickets are to be won
- Participants just need to find the campaign visuals or displays at any of the locations where the OOH advertising is being conducted at, scan the QR code to access the related campaign webpage and fill out a quick survey. That’s it — participation is simple and easy.



One of the campaign visuals featuring various areas of Japan

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SINGAPORE, 4 August 2025 – Through “Beyond the Cities, Into the Heart of Japan” campaign, JNTO Singapore Office showcases the appeals of various areas of Japan. The Office aims to bring more Singaporean travellers beyond popular major cities, such as Tokyo, Osaka and Kyoto, to explore these places where visitors can experience and taste rich Japanese culture first-hand.

Comparing to the same period in 2024, the number of Singaporean travellers visiting Japan for the first six months in 2025 has increased by 15.1%. Further observing the growing interest in the out-of-major-cities areas of Japan over the popular major cities among the group, JNTO Singapore Office aims to steer much of the ongoing streams of Singaporean travellers to spread across various areas of Japan. To illustrate and with the comparison of the number of overnight stays in 2024 and 2023, there was a sharp increase of almost 27% in Japan’s out-of-major-cities areas and about 12% in the major city areas in 2024.

This time round, the campaign provides glimpses into charms of various areas of Japan. Okinawa, Chugoku, Chubu, Hokuriku Shinetsu and Hokkaido, which are included in campaign visuals and displays, are just a few to name. Japan still has more to offer, and other areas include Kyushu, Shikoku and Tohoku. Each area has its unique appeals, and to taste and experience them first-hand, JNTO Singapore Office strongly encourages Singaporean travellers to venture into the various areas. Visitors can easily access these places via Japan’s extensive network of domestic flights from the country’s major airports.

As the Office hopes for Singaporean travellers to witness and immerse in the beauty and charms of various areas for themselves and as part of the campaign, it wants to bring 2 lucky winners to Japan, including an out-of-major-cities destination of their choice. The winners will be walking away with the Grand Prize of 1 Business Class return air ticket or the Runner-up Prize of 2 Economy Class return air tickets.

How to Participate

Between 7th Aug 06:00 SGT and 3rd Sep 21:00 SGT (the campaign period), check out any of the below-mentioned locations to find the campaign visuals or displays that showcase the charms of Okinawa, Chugoku, Chubu, Hokuriku Shinetsu and Hokkaido. Upon locating any of the visuals or displays, participants are to scan a QR code to access the campaign webpage for more details and fill out the short survey—with only a few questions—to complete his/her entry into the lucky draw. With the complete entry, each

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participant will be receiving a confirmation email bearing his/her unique lucky draw entry number.

Participants may wish to check out <https://www.japan.travel/en/sg/singapore-lucky-draw-japan-trip/>, but please note that the webpage with the actual link to the short survey for participation will be **available only to those who directly scan the QR code on the campaign visuals or displays during the campaign period.**

The locations, where the campaign visuals or displays can be found, are as follows:

- Dhoby Ghaut MRT Station
- Serangoon MRT Station
- Screen displays in taxis (500 units across Singapore)
- Interiors of the Downtown Line trains

The hints to the location of the campaign visuals at the MRT Stations are as follows:

1. They will be displayed on 5 pillars within Dhoby Ghaut MRT Station where North-South Line (NSL), Circle Line (CCL) and North-East Line (NEL) meet
2. They will be displayed on 2 walls within Serangoon MRT Station and near to the North-East Line (NEL)

The 2 winners will be randomly picked during a live lucky draw conducted online via [JNTO Singapore Official Instagram Account \(visitjapansg\)](#) on a later date after the campaign has concluded on 3 Sep. Details on the live draw will be announced on the campaign website in due course.

Things to Note when Participating

- Each participant is limited to only 1 entry. Multiple entries are not allowed and will lead to the participant being disqualified
- Base cost of the air tickets is fully covered. Other fees and charges, such as airport taxes and fuel surcharges, are excluded and to be borne by the respective winners

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About Japan National Tourism Organization (JNTO) Singapore 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 in Japan, it also provides tourism statistics, market reports, and tourism-related support through information centres, international conventions, and events.

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