

※ This press release is from JNTO Singapore Office.

## Japan Pavilion to Be Unveiled at NATAS Holidays 2024, Showcasing the Charm of Winter in Japan



**Singapore, 31 July, 2024** - The Japan Pavilion at NATAS Holidays 2024 will be a vibrant showcase of Japan's winter offerings this holiday season. Organised by the Japan National Tourism Organization (JNTO), this year's pavilion will highlight Japan's diverse regions, with a total of 20 entities joining from all over Japan. Event-goers can expect beautiful displays and interactive exhibits, as well as being able to gather valuable information for planning their next adventure during the year-end holiday season.

While Japan is well known for its picturesque landscapes during winter, the Pavilion seeks to showcase the season's vibrant festivities and cultural traditions on top of Japan's beautiful nature. From winter programmes for the family and breathtaking, fun-filled snow festivals, to exclusive ryokan (Japanese Inn) stays and renowned onsens (hot springs) nestled in snow-covered mountains, the pavilion will offer event-goers insights into how they can celebrate winter like locals across the country.



\*Images are for illustrative purposes only

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“JNTO is happy to join NATAS Holidays 2024 and share the diverse yet unique beauty of Japan with Japan lovers in Singapore. From the beginning of this year up until June, we welcomed a record 300,000 Singaporean travellers to Japan, marking a significant 18.7% increase compared to the numbers from the same time last year. Despite this growth, there remain so much more to discover beyond the usual popular destinations. We invite everyone to explore the 47 prefectures of Japan, each offering unique experiences and activities during the winter season. Japan’s winter is the time whereby Japan travellers can enjoy the full onsen experience and savour the true flavours of its seasonal foods. Whether you are a first-time visitor or a repeat traveller, this is a perfect opportunity to uncover Japan's hidden gems and enjoy a memorable adventure,” JNTO Singapore Office Executive Director Takuya Shiraishi explained how each of Japan’s 47 prefectures have something unique to offer travellers from Singapore.

#### **Highlights of the Japan Pavilion:**

- [Insightful Information on Japan Travel](#)  
Expert advice and travel tips will be available for all event-goers to help plan their ideal trip to Japan, be it a city escape, cultural pilgrimage, or nature adventure.
- [Scenery of Japan Photo Contest Award Ceremony](#)  
The Embassy of Japan in Singapore, together with JNTO and the Japan Council of Local Authorities for International Relations (J.CLAIR), will hold an award ceremony for the Scenery of Japan Photo Contest on the official NATAS stage. Event-goers can admire beautiful photos of various regions of Japan taken by travellers to get inspiration for their next adventure in Japan.  
[https://www.sg.emb-japan.go.jp/JCC/invite\\_photo\\_contest\\_2024.html](https://www.sg.emb-japan.go.jp/JCC/invite_photo_contest_2024.html)

Date & Time: 18 August 2024, 10:30 - 11:00

Venue: Expo Hall 4, NATAS Official Stage

- [Exclusive Free Gifts](#)  
Event-goers can receive exclusive free gifts when they purchase Japan travel products from participating travel agencies or complete questionnaires conducted at the Japan Pavilion. (Gifts available on a first-come, first-served basis)
- [Stage Programmes Happening Throughout the Day](#)
  1. Talk Show: Discover the charms of Japan's various regions from the perspective of a content creator! Featuring "Tropic Monsters TV".  
Dates & Timings: 16 August, 16:30 – 17:00 at NATAS’ official stage & 17 August, 17:30 – 18:00 at Japan Pavilion Mini Stage

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2. Japan Quiz: Event-goers can test their knowledge of Japan's prefectures and win Japanese goodies as prizes.
3. Co-Exhibitor Showcase: Japanese co-exhibitors will take to the stage to present detailed information about their prefectures and organizations for event-goers to have a deeper understanding of Japan's hidden gems.
4. Additional Activities: Winter Sports Game Experience, Traditional Japanese Games

**Event Details:**

Japan Pavilion @ NATAS Holidays 2024

Date and Time: 16 - 18 August, 2024, 10:00 - 21:30

Venue: Singapore Expo Hall 5

Booth Number: 5H10

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

16 Raffles Quay #15-09 Hong Leong Building Singapore 048581

<https://www.japan.travel/en/sg/>

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## PRESS RELEASE

報道発表資料

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※ This press release is from JNTO Singapore Office.

[Contact Information]

Name: **Khadijah Malik**

Redhill Communications (On behalf of JNTO  
Singapore Office)

E-mail: [Khadijah.malik@redhill.asia](mailto:Khadijah.malik@redhill.asia)

Phone number: +65 9699 4927

Name: **Max Ye**

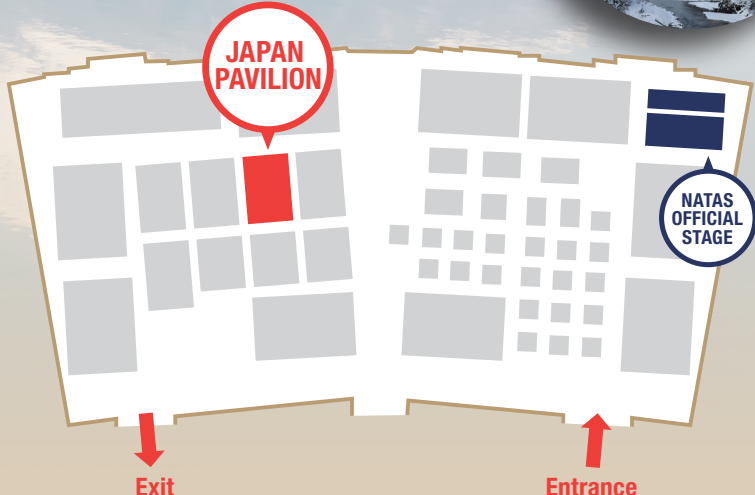
JNTO Singapore Office

E-mail: [wenquan\\_ye@into.go.jp](mailto:wenquan_ye@into.go.jp)

Phone number: +65 6223 8205 (ext 110)



# NATAS HOLIDAYS 2024 JAPAN PAVILION



16 – 18 Aug 2024 10:00 am – 9:30 pm / EXPO Hall 5, 5H10

## FREE TRAVEL BAG!



**PURCHASE** Japan products from participating travel agencies at NATAS. For more details, please refer to the T&Cs on the back of this flyer.



**VISIT** the redemption counter at our booth with a physical receipt and complete a quick questionnaire.



**REDEEM** your limited edition JNTO travel bag!

\*While stocks last.



Get an Eco bag!

Fill in a simple questionnaire and get an eco bag!

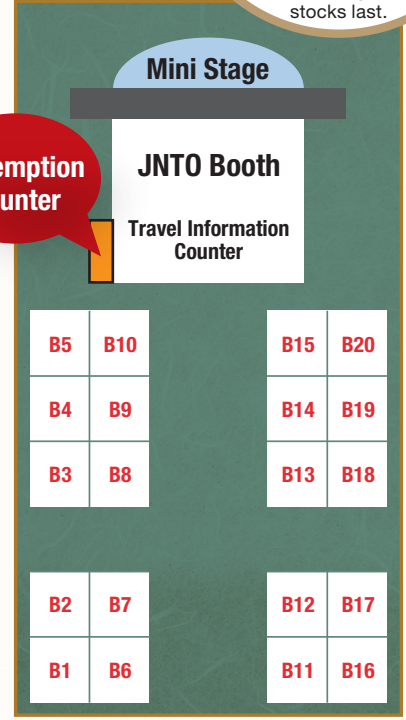
\*While stocks last.

16 – 18 Aug 2024 10:00 am – 9:30 pm / EXPO Hall 5, 5H10

## NATAS HOLIDAYS 2024 JAPAN PAVILION

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|--|--|
| <b>ALL</b> B1 MITSUI OUTLET PARK Mitsui Shopping Park                  | <b>CHUBU</b> B10 HOME OF MT. FUJI SHIZUOKA & LAKE HAMANA |
| <b>ALL</b> B6 PREMIUM OUTLETS® JAPAN                                   | <b>CHUBU</b> B14 Shiga Kogen Mountain Resort             |
| <b>ALL</b> B2 Royal Group (Royal Host • TENDON TENYA • Richmond Hotel) | <b>CHUBU</b> B8 Toba City                                |
| <b>ALL</b> B7 WASHINGTON HOTEL PLAZA R & B HOTEL                       | <b>KANSAI</b> B4 Expo 2025 Osaka, Kansai                 |
| <b>HOKKAIDO</b> B20 AEON HOKKAIDO                                      | <b>KANSAI</b> B5 Railway Trip in Kansai                  |
| <b>HOKKAIDO</b> B19 JR HOKKAIDO & BIBAI SNOW LAND                      | <b>KANSAI</b> B3 Wakayama Prefecture                     |
| <b>TOHOKU</b> B18 Aomori, Japan  | <b>CHUGOKU</b> B17 Hiroshima Prefecture                  |
| <b>KANTO</b> B13 TOKYO SKYTREE® & NIKKO -Tobu Railway-                 | <b>SHIKOKU</b> B16 SHIKOKU                               |
| <b>KANTO</b> B15 TRAIN TICKET & HOTEL ~HAKONE & ENOSHIMA~              | <b>KYUSHU</b> B11 KYUSHU RAILWAY COMPANY                 |
| <b>CHUBU</b> B9 Gifu Central Japan                                     | <b>KYUSHU</b> B12 The Big 4 Cities of Kyushu             |

Redemption Counter



## STAGE PROGRAMME

<p><b>16 Aug Friday</b> 16:30 - 17:00</p> <p>Talk Show by "Tropic Monsters TV"</p> <p>+ Talk Show @ Japan Pavilion Mini Stage, 17:30-18:00, 17 Aug</p>	<p><b>17 Aug Saturday</b> 16:30 - 17:00</p> <p>EXPO 2025 OSAKA, KANSAI, JAPAN Stage Event</p> <p>©HIROKUMA</p>	<p><b>18 Aug Sunday</b> 10:30 - 11:00</p> <p>Scenery of Japan Photo Contest Award Ceremony</p>
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**NATAS Official Stage EXPO Hall 4**

<p>SCAN HERE for stage programme schedule!</p>	<p>Co-Exhibitor Showcase</p>	<p>Japan Quiz</p>
<p>Traditional Japanese Games</p>	<p>Winter Sports Game Experience</p>	

**Japan Pavilion Mini Stage EXPO Hall 5, 5H10**

### Travel Bag Redemption

### Terms & Conditions

- 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 2024 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.

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