

※ This press release is from JNTO Singapore Office.

**11<sup>th</sup> September 2023**

**Japan Travel Fair 2023 – Bringing the magic of Japan to you!**

- The second edition of **Japan Travel Fair (JTF) 2023**, organised by Japan National Tourism Organization (JNTO) Singapore Office, aims to showcase the hidden gems, breathtaking landscapes, rich cultural heritage, and unique experiences that Japan has to offer.
- With the resounding success in February 2023, the upcoming fair is set to reignite the passion that Singaporean travellers have for Japan as a favourite travel destination!
- An eagerly anticipated event, it has been curated to captivate the hearts of Japan travel enthusiasts and cultural connoisseurs alike.



**Monday, 11 September 2023, Singapore** – Japan National Tourism Organization (JNTO) Singapore Office is thrilled to announce another edition of the **Japan Travel Fair** – first time ever to be held twice in a year – **in September 2023**, due to the recent overwhelming turnout at the first fair in February.

**Dates and Times**

- **29 September (Friday) – 30 September (Saturday):** 10:00 AM to 9:00 PM
- **1 October (Sunday):** 10:00 AM to 8:00 PM

Eventgoers can explore an array of offerings from 22 esteemed exhibitors coming all the way from Japan and 10 renowned agencies based in Singapore, providing a comprehensive panorama of travel possibilities through Japan. They will be bringing out exclusive travel packages featuring hidden gems, accommodations, never-seen-before experiences and more! From learning about the enchanting landscapes of Hokkaido to the secret spots of Hiroshima and San'in Region (made up by Shimane and Tottori), attendees will be able to discover the magical experiences that Japan showcases.

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**Venue:** Marina Square, Level 2, Central Atrium 6 Raffles Boulevard, Singapore 039594

**Expected Visitors:** With a record-breaking attendance achieved in February 2023, the upcoming edition is anticipating a remarkable turnout of over **45,000 visitors**.

**Entertainment and Prizes:** The fair is about more than just exhibitions – it's a celebration of Japanese culture. Across the three days, attendees will be treated to captivating **stage performances**, showcasing traditional arts, modern interpretations, and everything in between. Engaging **giveaways and lucky draws** will also be a highlight, with extraordinary prizes to be won by eventgoers: a pair of economy class round-trip tickets to Tokyo from Japan Airlines or three individual round-trip tickets to Okinawa from Jetstar Asia.

**Opening Ceremony:** The grand opening ceremony is scheduled for **29 September (Friday)** at **5pm**, marking the official commencement of this exceptional event.

### Event Highlights

Here are some exciting activities participants can expect at the event!

1. **Mascot Grand Prix:** Learn more about Japan and its culture through the adorable Japanese mascots (called *Yuru-chara* in Japanese). 15 *Yuru-chara* will gather for this grand prix from various prefectures. During the three-day event, you will get to meet eight of them in person and take pictures with your favourite ones. Don't forget to vote for the *Yuru-chara* that steals your heart – as they battle for first place in this year's Mascot Grand Prix. Special online voting website will be going live on the 22<sup>nd</sup> of September. Latest updates will be shared on the official JTF webpage, <https://japanbyjapan.com/jtf/>, and the winning mascot will be announced at the awards ceremony on 1<sup>st</sup> October! Here are some of the participating *kawaii* mascots that you will get to choose as the winner.



*Fukka-chan*  
(Credits: FUKAYA CITY)



*Komachi-chan*  
(Credits: 湯沢市)



*MICAN*

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2. **Live Performances:** Take a spiritual journey through Japan with the energetic traditional Japanese instrumental performances by Hibikiya. Let the rhythm and warmth of Japanese culture move you!



Image Credits: [Hibikiya](#)

3. **Lucky Draws:** Participate in Stamp Rally to stand a chance to win return flight tickets to Japan! Win a pair of economy class round-trip tickets to Tokyo from Japan Airlines or three individual round-trip tickets to Okinawa from Jetstar Asia.



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4. **Quiz Competitions:** Think you know enough about Japan? Put your knowledge to the test and compete for exciting prizes!



JNTO Singapore Office believes that JTF 2023 (second edition) will not only inspire wanderlust but will also foster cultural exchange and understanding between Singapore and Japan. As we navigate a new era of travel, this fair provides an exciting opportunity for both countries to be even more connected and for residents in Singapore to explore the beauty of Japan even to a greater extent.

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The event has the Embassy of Japan in Singapore as its official partner and is supported and sponsored by All Nippon Airways, Japan Airlines, Jetstar Asia Airways, Singapore Airlines, AIRSIM SG, Klook and Rakuten Travel. For more information on partners and the full list of exhibitors and latest updates on JTF, visit <https://japanbyjapan.com/jtf/>.

Don't miss the chance to experience the magic of Japan – mark your calendars for the Japan Travel Fair 2023 (second edition)!

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

Japan National Tourism Organization (JNTO) is the official tourism organization of Japan. It was established in 2006, with JNTO Singapore Office as one of its 25 overseas offices scattered worldwide to date. 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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