

※ This press release is from JNTO Singapore Office.

28 September 2023

Gift your best friend an unforgettable birthday in Japan – sponsored through JbyJ!

- Calling all food enthusiasts to Kyushu to head out to the final monitored tour of the three organised by the Japan National Tourism Organization (JNTO) Singapore Office this year.
- Presented by JAPAN by Japan (JbyJ), this unique opportunity is for friends who wish to embark on a culinary journey across Kyushu for an unforgettable 4-night stay in this gastronomic paradise!
- As part of JbyJ's endeavours to inspire "endless discovery" for Singapore residents to Japan, this exciting tour is curated specially for foodies who wish to explore the culinary wonderland that Japan is.



Thursday, 28 September 2023 - Japan National Tourism Organization (JNTO) Singapore Office has announced an exciting opportunity for a fully sponsored, monitored trip to Kyushu, one of Japan's tourist destinations popular for the variety of its culinary offerings. The final tour of a three-part campaign inviting Singapore residents to discover Japan's hidden gems, the Kyushu tour is made possible through JAPAN by Japan (JbyJ), the official community website of JNTO Singapore Office for Japan enthusiasts across Singapore. The Big-4 Cities of Kyushu, the official tourism organization for the four main cities in the Kyushu region and JNTO's partner for this trip, is not only offering their generous sponsorship towards this tour, they will also offer their support in curating a memorable a tour for the participants, including authentic elements that can only be delivered by local experts!

After the resounding success of the two tours to Hokkaido, and Hiroshima and San'in, JbyJ brings this special opportunity designed especially for foodies who wish to celebrate a friend's birthday together against the backdrop of the breathtaking landscapes of Japan.

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The tour itinerary will be collaboratively crafted by the participants and representatives from JbyJ to ensure a meaningful and rewarding partnership between both parties. The overarching theme of these trips focuses on the celebration of a loved one's birthday in the captivating Japan.

All expenses, encompassing airfare, accommodation, transportation, as well as meals and beverages included in the itinerary and solely for the filming, will be generously covered by the organiser and its partner.

Get ready to experience the culinary wonders of Kyushu at these exciting destinations!

1. Fukuoka

Explore the birthplace of the rich *Tonkotsu* (pork bone broth) Ramen. Fukuoka boasts around 100 *yatai* stalls offering not just *Tonkotsu* Ramen but also mouth-watering *yakitori* and other local specialties.



2. Kitakyushu

Find yourself entranced by the charming Mojiko Retro district, reminiscent of late 19th-century Japan with cobblestone streets and vintage buildings. This is your chance to savour dishes crafted from fresh local seafood and vegetables while enjoying the stunning views of the Kanmon Straits, known for one of the best nightscapes in Japan.



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3. Kumamoto

Kumamoto, one of the leading producers of strawberries in Japan, is a strawberry lover's paradise. Try your hands at strawberry picking experiences and taste the different juicy, luscious varieties that Kumamoto has to offer. Visit the historic Kumamoto Castle and savour the local delicacy, the melt-in-your-mouth *Akaushi* beef.



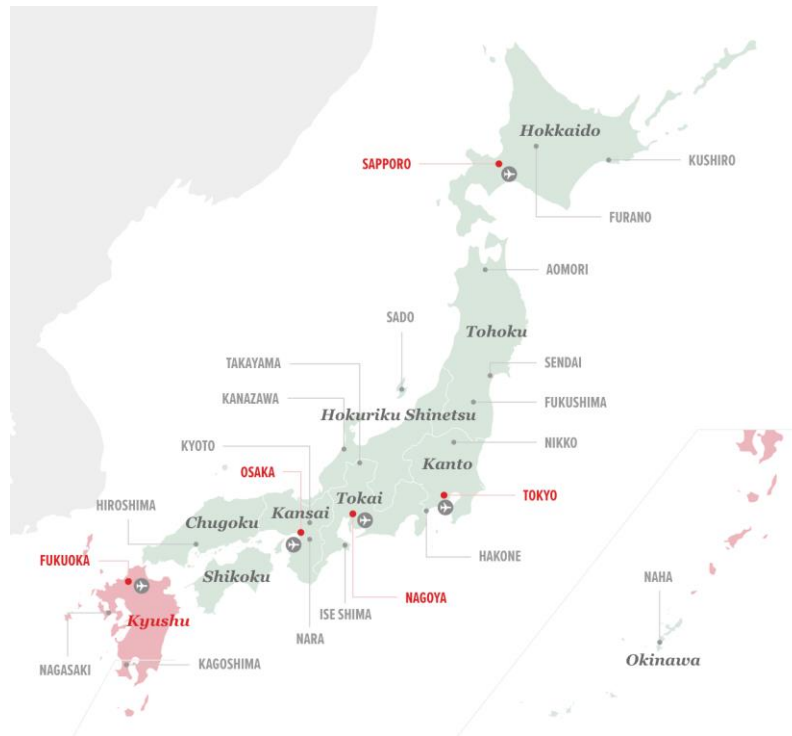
4. Kagoshima

Indulge in Kagoshima's local favourites, including *Kurobuta* (black pork) *shabu-shabu* and award-winning *Kagoshima Kuroushi* (black beef) Wagyu. While you are there, remember to check out the *Shirokuma kakigori*, a local shaved ice treat that resembles a polar bear!



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Kyushu is Japan's southernmost island, comprising 7 prefectures, namely Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, Kagoshima. However, this tour will bring the participants on a deep dive straight into the 4 main, big cities of the region.



(Kyushu is the region highlighted in red)

Who Can Participate?

Similar to the previous two route applications, this experience is only open to those residing in Singapore and in the participating group it is required to have at least one Singapore Citizen (SC). Participants (and their best friend) must also be agreeable to having their pictures and videos taken by the accompanying JbyJ staff throughout the trip. These photographs and videos will be used for various purposes, such as social media, advertisements, and other materials to help promote Japan as the ideal tourist destination.

Air tickets, accommodation, transportation, and meals included in the finalised itinerary will be provided for. Participants may extend their stay in Japan at their own expense.

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Does this Sound Like You?

Anyone can apply to be considered for the all-expenses paid tour of Kyushu during the filming period.

If you and your best friend fit the description of the participants mentioned above for the Kyushu trip, you are most welcome to apply and win a free trip to Japan to celebrate a birthday like never before!

How You Can Apply

Application Period

- Application opens: 28 September 2023
- Application closes: 15 October 2023

Travel Schedule:

- Trip dates: January 2024
- Duration: 4 nights in Kyushu

Create an Introductory Video: Come up with and submit a video in English introducing yourself and addressing the following:

- Who and how you would be celebrating on this trip.
- Why you would like to gift the recipient a trip to Japan for the recipient's birthday.
- What destinations and activities in Kyushu you would like to experience during the trip.

Complete the Application: Log in or register as a JAPAN by Japan member and complete the application form for the Kyushu route, including the necessary information and upload your introductory video.

Interview: Only shortlisted candidates will be contacted via email from JbyJ's Campaign Office for an in-person or online interview. Please do remember to check your email, including your junk inbox, for notifications.

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What Next?

Upon selection, the winning pair gets to create an itinerary in collaboration with JbyJ staff.

Winners get to then travel to Japan, accompanied by JbyJ staff and professional photographer/videographer to capture your moments!

A few pointers to take note of would be that participants should ensure your passport has at least six months of validity and it is strongly encouraged for you to acquire travel insurance from your preferred insurance company.

For more information, please visit the campaign page linked [here](#).

You can also enquire on the application for the Kyushu route and travelling in Kyushu just by visiting booth 25 “THE BIG-4 CITIES OF KYUSHU” during Japan Travel Fair (JTF) to be held from 29 September 2023 to 1 October 2023 at Marina Square Central Atrium.

For more information on JTF, please visit event page linked [here](#).

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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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