

January 22, 2020
Japan Shopping Tourism Organization (JSTO)

Please come to Japan and enjoy shopping or sightseeing during Chinese New Year.
“Japan Shopping Festival 2019-2020” is currently being held throughout Japan !

~A shopping festival unique to the regions is currently being held in popular “Tohoku area”
and “Matsuyama City, Ehime Prefecture”.~

Japan Shopping Festival 2019-2020 (JSF2019-2020) currently being held in Japan is Japan’s largest shopping campaign for foreign tourists. Local nations, commercial facilities, shopping streets, retail stores, electronic appliance retailers, and outlet stores participate and look forward to welcoming foreign tourists.

The shopping portal site, Japan Shopping Now (<http://japanshopping.org/>), includes information about 1,000 stores throughout Japan. In addition, information of local attractiveness, events, sales and special products are being collected and transmitted to the world.

A photo contest using Instagram ([@japanshoppingfestival](https://www.instagram.com/japanshoppingfestival)), where attractive Japanese products are won by lottery, is also being held.

Click here for details of JSF2019-2020 → <http://jsf.japanshopping.org>

■ Shopping festivals are also being held in the Tohoku area and Matsuyama City, Ehime Prefecture !

1. Japan Shopping Festival in Tohoku (2019/12/1 ~ 2020/2/29) <http://tohoku.japanshopping.org/>

This is a welcome shopping campaign currently being held in the six prefectures of the Tohoku region. You can enjoy specialty goods, such as sake, fruits and folkcraft articles unique to the Tohoku region. During the period, you can get an original Hello Kitty novelty!

(※Distribution conditions vary for each store, so check the website for details.)

2. Japan Shopping Festival in Matsuyama (2019/12/1 ~ 2020/3/31) <http://matsuyama.japanshopping.org/>

This is a welcome shopping campaign currently being held in Matsuyama City, Ehime Prefecture. Matsuyama is a place full of attractions such as shopping, sightseeing, hot springs, and cuisine. “Shopping & Bal Festival MATSUYAMA Special Week 2020” will be held from January 24th, Friday, to February 1st, Saturday. Eating and drinking events will be held in the Okaido shopping arcade. There will be plenty of events, such as a gift plan for original can batches of Hello Kitty, a well-known character in Japan, a gift of 500yen QUO card by shopping using JCB card, and a photo contest using Instagram.

【Contact details for inquiries】

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