

## NEWS RELEASE

March,8,2024



**Take a photo and apply!**

**A total of 110 winners will receive a Universal Studios Japan "1-Day Studio Pass" and other Japanese experiences / products!**

**"Japan Shopping Festival " will be held!**

**Take a selfie with this poster and WIN A PRIZE!**

**Win 1 of 59 Prizes**  
Mar 15 to Apr 30, 2024

**UNIVERSAL STUDIOS JAPAN**  
1 Day Studio Pass ..  
**2 persons per couple**

**Have Fun in Kansai**  
1 Week Free Pass ..  
**50 pairs of winners**

**Assorted "NIPPON OMIYAGE AWARD" winning products**  
**8 Prizes**

\*\*Universal Studios Japan "1 Day Studio Pass" and "Have Fun in Kansai 1 Week Free Pass" will be awarded as points in the Travel Contents app.  
Points can be exchanged for the respective prizes within the app. Downloading and using the app is required to receive points, exchange prizes, and use prizes.  
\* Images and illustrations are for illustrative purposes only. \* The prizes cannot be selected.

Good news for those traveling to Japan this spring!

Japan Shopping Festival (hereinafter referred to as "JSF"), one of the largest shopping events for foreign visitors to Japan, will be held from March 15 to April 30. The main event is a giveaway campaign for 110 people to win a Universal Studios Japan "1-Day Studio Pass" and "Have Fun in Kansai Pass 1 Week Free Pass" to enjoy Kansai to the fullest, and assortment of products that won the NIPPON OMIYAGE AWARD. It's easy to participate. All you have to do is take a photo with the posters and POP posted inside and outside JSF participating stores nationwide and upload it to SNS. Check out the stores with campaign posters across the country and join the campaign!

### ◇Campaign Page

[https://japanshopping.org/special/special\\_feature/detail/jsf-spring](https://japanshopping.org/special/special_feature/detail/jsf-spring)

\*It will be available from March 15th.

### 【Japan Shopping Festival Campaign overview】

◇Event period March 15, 2024 to April 30, 2024

◇Sponsored by Japan Shopping Tourism Organization

◇Stores All over Japan \* Stores are listed on the campaign website

### ◇Prize

- Universal Studios Japan "1-Day Studio Pass" (2 persons per couple)\*
- [Have Fun in Kansai Pass 1 Week Free Pass] (50 pairs of winners)\*
- "Assortment of souvenirs of NIPPON OMIYAGE AWARD winning products" (8 people)  
(1. Asahiya Meyer Lemon Cake 2. Fruit Japanese Black Tea 3. Daruma Shichitenyaki "RED" paper ornament 4. Nori Ichimo Hyakumi 5. Bag Assortment)

In addition, coupons will be given away at the same time (limited to stores that have adopted WeChat Pay)!

A campaign will also be held at the same time, in which visitors can scan the QR code on the WeChat Pay campaign poster to receive a random amount of cash vouchers and preferential rates of exchange that can be used for purchases!

\*\*Universal Studios Japan "1 Day Studio Pass" and "Have Fun in Kansai 1 Week Free PASS" will be awarded as points in the Travel Contents app. Points can be exchanged for the respective prizes within the app. Downloading and using the app is required to transfer points, exchange prizes, and use prizes.

\*Rewards cannot be chosen. \*Images of rewards are for illustration purposes.

### ◇How to Participate

(Please read the application terms and conditions on the campaign page carefully before applying)

- ① Follow one of the official Japan Shopping Festival accounts (Instagram, 微博、小红书)
- ② Take photos with campaign posters and cards posted inside and outside JSF participating stores nationwide

(Your face does not have to be in the picture.)

- ③ Please post your photo along with the hashtag "#JSF2024" and the location of the store where you took the photo (if you don't have location information, you can post "#store name" or a photo showing the store name at the same time) from your Instagram, Weibo, or Red.

Are you using Japan Shopping Now(<http://japanshopping.org/>) to prepare for your trip or to search during your trip? We collect and disseminate shopping information such as new products, new facilities, sale information, special products and services, and information on local attractions to help you enjoy shopping more during your visit to Japan. Among them, don't miss the articles reported and written by the staff of the Japan Shopping Tourism Organization. JSF in this term will also strengthen its efforts to provide information on duty-free stores, which are frequently searched for by guests. We are also sending out daily information on Facebook, 微博, instagram, and 大衆点評. We have also set up an account on 小红书. Please take a look. Enjoy Shopping!

#### ◇SNS Account

Facebook <https://www.facebook.com/JapanShoppingFestival/>

微博 [https://weibo.com/5160300665?refer\\_flag=1001030103\\_](https://weibo.com/5160300665?refer_flag=1001030103_)

Instagram <https://www.instagram.com/japanshoppingfestival/>

大衆点評

[https://m.dianping.com/userprofile/merchant/317758452?shareid=MgdBYZoYVP\\_1692848653075](https://m.dianping.com/userprofile/merchant/317758452?shareid=MgdBYZoYVP_1692848653075)

【NEW】小红书

<https://www.xiaohongshu.com/user/profile/6411235200000000290176f8?xhsshare=CopyLink&appuid=6411235200000000290176f8&apptime=1707133303>



< Inquiries about the Japan Shopping Festival >

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