

NEWS RELEASE

August 20, 2024



Find the Charms of Local Japan and Win Round-Trip Tickets to Japan on Japan Airlines!

"Find Japan's Treasures" Campaign Launch

20.Aug-20.Oct,2024



Famous sightseeing spots are not the only things to see in Japan. For travelers who want to experience the "everyday life of ordinary Japan," we have good news!

The campaign "Find Japan's Treasures," organized by the Japan Shopping Tourism Organization, will be held from August 20 to October 20.

Participating is easy!

All you have to do is read one of the following four articles introducing Japan's local charms and answer a questionnaire. Two lucky winners will receive round-trip tickets to Japan on Japan Airlines.

Find Japan's treasures and get your tickets to Japan!



■ Unforgettable Japanese faces in unexplored regions

Oboke, Tokushima Prefecture

In Oboke, an unexplored region in Tokushima Prefecture, where legends of yokai (monsters) have been passed down through the generations to protect people from the harsh natural environment, we introduce a village

where 350 scarecrows based on real villagers live and a traditional lunch box called the 'Yusan-bako'.



■ A town full of sunshine: Kushimoto, Wakayama Prefecture

Located on the largest peninsula in Japan, facing the Pacific Ocean, Kushimoto in Wakayama Prefecture offers dynamic scenery that changes with the movement of the sun from morning till night and a sky full of stars at night. It's a place full of Instagram-worthy spots related to the sun. Additionally, you can find unique souvenirs like "binchotan" charcoal, which is also excellent for interior decoration.



■ First Kyoho Wine In Japan: Tanushimaru, Fukuoka Prefecture

The "winery" is located in the deep forest of "Tanushimaru" in Fukuoka Prefecture, Kyushu. There, the winery handles all aspects of the grape industry, from grape cultivation to winemaking and sales of "Kyoho grape wine," which was considered difficult to make. Kyoho grape wine is said to be the King of grapes. How does it taste like?



■ A town where both deer and people coexist in harmony: Naramachi, Nara Prefecture

The entire town of Nara is a World Heritage Site. In Naramachi, Nara Prefecture, which is also famous as a sightseeing spot where deer live, we will introduce a "Chinese herbal medicine shop" that has long been a good adviser to residents, a famous shaved ice shop and a "sock shop" that is visited by many people with foot problems.

[Campaign Details]

Application Period: August 20, 2024 - October 15, 2024, 11:59 PM (Japan Time)

Application Page:

Japanese

https://japanshopping.org/ja/special/special_feature/detail/find-japans-treasures

English

https://japanshopping.org/special/special_feature/detail/find-japans-treasures

Simplified Chinese

https://japanshopping.org/zh-CN/special/special_feature/detail/find-japans-treasures

Traditional Chinese

https://japanshopping.org/zh-TW/special/special_feature/detail/find-japans-treasures

Korean

https://japanshopping.org/ko/special/special_feature/detail/find-japans-treasures

<Inquiries related to “Find Japan’s Treasure” >

Japan Shopping Tourism Organization <https://jsto.or.jp/>

mail: jstf_support@jsto.or.jp TEL:03-6435-9116