

NEWS RELEASE

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Simply pick your favorite image of Japan and leave a comment !

Win a pair of Japan Airlines international round-trip tickets! ! “Japan Shopping Festival” kicks off on December 1, 2025



Japan Shopping Festival Launches Photo Campaign on Instagram and Facebook
Share your image of “Japan” for a chance to win Japan Airlines international round-trip tickets.

The Japan Shopping Festival (JSF), one of the largest shopping events for visitors to Japan, will run a special photo campaign on Instagram and Facebook from December 1 to December 20, 2025.

Taking part is simple:

Choose your favorite from four photos of Japan prepared by JSF, and leave a comment on the campaign post with the photo number and your own “image of Japan.”

Participants will have a chance to win one pair of Japan Airlines (JAL) international round-trip tickets (for 2 persons) through a prize draw.

Even if you have never visited Japan, you are very welcome to join.

Feel free to comment based on scenery and impressions you’ve seen in photos, on social media, or on TV.

※ This is a followers-only giveaway (Fans Only) for the official JSF Instagram and Facebook accounts.

【Japan Shopping Festival Campaign Overview】

■ Organizer

Japan Shopping Tourism Organization (JSTO)

■ Campaign Period

December 1, 2025 (Mon) – December 20, 2025 (Sat)

■ Entry Deadline

Until December 20, 2025 (Sat), 23:59 (Japan Standard Time)

■ Prize

🎁 Prize: 1 pair (2 persons) of Japan Airlines international round-trip tickets

Validity: Valid for travel up to and including March 31, 2026

📢 Winner Notification:

After the drawing, winners will be contacted via Direct Message (DM) from the official JSF Instagram or Facebook account.

■ Followers-Only Campaign – How to Enter

To join the campaign, please comment on the designated campaign post with:

- The number of your favorite photo
- A short comment describing your “image of Japan”



※ This campaign is open only to followers of this account.

To be eligible for the prize draw, please make sure you follow the account before entering.

⚠ Important Notes

- This campaign is not sponsored, endorsed, administered by, or associated with Instagram or Facebook.
- The prize tickets are valid only for international routes directly operated by Japan Airlines (JAL) under a JAL flight number.
- Ticket validity: for flights departing on or before March 31, 2026.
- Blackout periods for reservation and travel using the prize tickets: December 21–31, 2025 / January 1–12, 2026.
Tickets cannot be booked or used during these periods.
- The prize consists of air tickets only.
Airport taxes, fuel surcharges, transportation to and from airports, domestic transportation within Japan, accommodation, passport and other travel document fees, optional insurance, and any other personal expenses during the trip are the responsibility of the winner.
- Tickets may be used for round-trip travel in JAL Economy Class on the same route. Tickets are non-refundable and cannot be changed. ※ Flights and seats are limited, and it may not be possible to secure your preferred flight.
- Tickets will be void if not used within the validity period.

※ For full Terms & Conditions, please refer to the special campaign page on Japan Shopping Now before entering.

Campaign page:

https://japanshopping.org/search/shopping_articles/detail/jsf

※ Scheduled to be available from December 1.

Are you already using Japan Shopping Now (<http://japanshopping.org/>) when planning your trip to Japan or searching for information during your stay?

Japan Shopping Now brings together a wide range of shopping-related information designed to help visitors enjoy shopping even more in Japan – from new products and newly opened facilities to sales, special offers, unique items and services, as well as features on local areas and their attractions.

During the campaign period, Japan Shopping Now will also highlight articles that introduce Japanese lifestyles, local spots and regional products.

We invite you to check the site regularly for ideas and inspiration for your next trip to Japan.

◇Official Social Media Accounts

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

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



<Inquiries about the Japan Shopping Festival>

• Japan Shopping Tourism Organization

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