NEWS RELEASE

October 26, 2026

Japan. Shopping!
Japan Shopping Tourism Organization

Take the Tax-Free Quiz for a Chance to Win Round-Trip Flights to Japan on Japan Airlines (JAL)! New Tax-Free Shopping Awareness Campaign

Japan Shopping Festival launches November 1, 2026



The Japan Shopping Tourism Organization (JSTO) will run the “Enjoy! Japan Tax-Free Shopping” quiz campaign from November 1 to November 30, 2026, as part of Japan Shopping Festival (JSF), a shopping promotion for international visitors to Japan.

Participants who read “**How to Get a Tax Refund**” on TaxFree.jp (https://taxfree.jp), which explains the new tax-free shopping system taking effect on November 1, and answer the quiz will be entered into a prize draw. Two winners will each receive a round-trip international ticket to Japan on Japan Airlines (JAL).

The campaign will use an easy-to-follow quiz to explain the main changes to the tax-free shopping system and the key points travelers need to know.

Japan Shopping Festival Tax-Free Shopping Campaign Overview

◇**Campaign period** Sunday, November 1–Monday, November 30, 2026

◇**Organizer** Japan Shopping Tourism Organization

◇**Campaign name** Enjoy! Japan Tax-Free Shopping

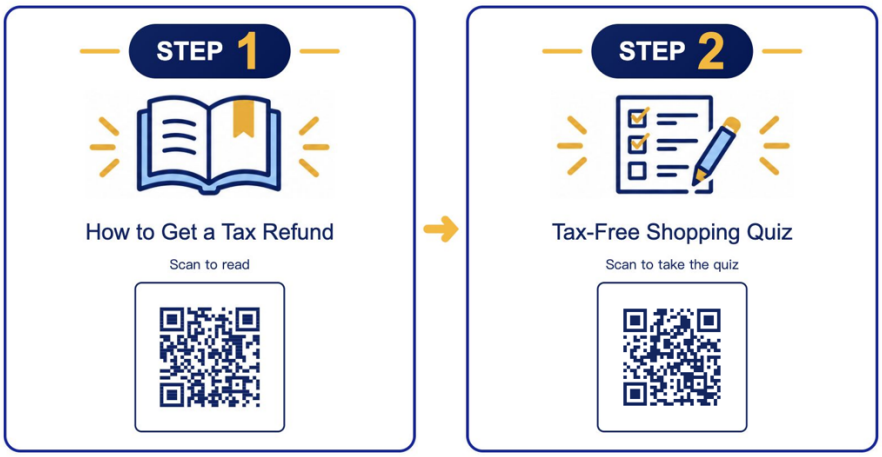
◇**Eligibility** Residents outside Japan planning or considering a trip to Japan, and international visitors currently traveling in Japan

◇**Prize** Round-trip international tickets to Japan on Japan Airlines (JAL), departing from an overseas city served by JAL, for two winners

JAPAN AIRLINES

* Eligible departure cities and routes, travel periods, taxes and fuel surcharges, and change and cancellation conditions are set out in the terms and conditions. * Each winner will receive one round-trip ticket, valid for flights taken on or before March 31, 2027.

◇**How to enter** (Please read the terms and conditions carefully before entering.)



Step 1. Learn about Japan's new tax-free shopping system: Read "**How to Get a Tax Refund**" or watch the video covering the same information to learn about the new system taking effect on November 1, 2026.

Step 2. Take the tax-free shopping quiz. Open the entry form on Google Forms and answer the questions.

For participants in mainland China

Step 1. Read “How to Get a Tax Refund When Shopping in Japan” on JSTO’s official Weibo or RED (Xiaohongshu) account.

Step 2. Review the quiz questions and post your answers in the comments on the campaign post to complete your entry.

◇**Winner notification**

• After the draw, winners will be contacted at the email address provided when entering.

For participants in mainland China

• After the draw, winners will receive a direct message from the official account on the Weibo or RED (Xiaohongshu) account they used to enter.

Key points of the new tax-free shopping system



1. The two procedures required to receive a tax refund

Under the new system, shoppers first pay the price including consumption tax at a tax-free shop. On departure, Customs confirms that the purchased tax-free goods are being taken out of Japan. The amount equivalent to consumption tax is then refunded.

At the time of purchase, the tax-free shop will explain how to register a refund method and payment details. Refund methods and registration procedures vary by shop or service provider, so shoppers must check the instructions provided. If tax-free goods are packed in checked baggage, the tax-free procedures must be completed before checking in that baggage.

2. Customs confirmation is conducted for each purchase transaction (such as a receipt)

Customs confirmation is conducted for each purchase transaction (such as a receipt). If even one item has been consumed in Japan and is no longer in the shopper’s possession at the time of confirmation, none of the goods in that transaction can receive customs confirmation.

Using even one item affects all goods listed on the same receipt or purchase record. Shoppers should take particular care.

3. The JPY 500,000 limit per store per day and sealed-bag (special packaging) requirements will be abolished

Shoppers buying premium cosmetics or whisky will enjoy greater freedom without this spending cap. The minimum purchase requirement remains unchanged: purchases at the same store on the same day must total at least JPY 5,000, excluding tax. The sealed-bag (special packaging) requirement, which has caused inconvenience for travelers, will also be abolished. Shoppers can open the packaging at their hotel, making it easier to organize their luggage. However, purchased goods must not be used during a stay in Japan. Goods used before departure will not qualify for a tax refund. To receive a refund, shoppers must have the purchased goods in their possession at customs confirmation. All required procedures must be completed before checking in baggage.

4. Customs confirmation is required on departure within 90 days of purchase

To qualify for tax-free shopping, shoppers must depart Japan within 90 days of purchase, receive customs confirmation on departure and take the purchased tax-free goods out of Japan. Goods must be presented if requested by Customs.

Campaign information and official accounts (languages: English, Simplified Chinese, Traditional Chinese and Korean)

TaxFree.jp https://taxfree.jp/

Campaign page taxfree.jp/en/jsf

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

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

Weibo https://weibo.com/u/5160300665

RED https://xhslink.com/m/AVrYuBrXNnO

TATAMI https://app.tatamijapan.com

Let's Go! Japan
https://www.letsgojp.com/archives/914248/?utm_source=facebook&utm_mediu

GOOD LUCK TRIP https://www.gltjp.com/en/article/item/21594/

Japan Shopping Festival inquiries

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