



The magnificent scenery of Japan campaign has just launched on JAPAN by Japan.

Explore the magnificent scenery of Japan in our brand new campaign on JAPAN by Japan

Coped up in your room? Don't be! See and feel the full majesty of Japan's alluring landscapes with our "Recommended Itinerary" and destination suggestions, so you can start to dream about your next trip to Japan right from the comfort of your chair.

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### Magnificent Scenery Photo Contest

JAPAN by Japan is calling all avid fans of Japan to share photos that capture Japan's magical landscapes taken during your past visit(s) to Japan! To participate, post your best photo on Instagram with the hashtag #jbyjscenery and stand a chance to WIN exclusive prizes. Feel free to also share with us your experience and why the chosen photo means so much to you! For more information, visit our photo contest website!

[Photo Contest page >](#)



**Sanjusangen-do, Kyoto City, Kyoto**  
Officially known as Rengeo-in, Sanjusangen-do is a temple in Kyoto that is known for its 1,001 statues of Kannon, the goddess of mercy. "Sanjusen" translates to "33", which is said to represent the 33 forms that Kannon possesses. In the dimly-lit Main Hall of the temple, the large, seated Thousand-Armed Kannon statue is flanked by 1,000 life-size standing Kannon in orderly rows, creating a surreal atmosphere. Each of the statues has a name and a unique facial expression.



**Nagaoka Fire Festival, Nagaoka City, Niigata Prefecture**  
The Nagaoka Fire Festival is one of Japan's beloved fireworks festivals, held along the banks of the Shinano River in early August. With over 200,000 colourful fireworks illuminating the night sky for a couple of hours, the highlight is "Phoenix" – lasting 5 minutes and timed perfectly with Ayaka Hirahara's "Jupiter"; its emotional melody moves many attendees to tears. The finale stretches across two kilometres of the river, making it the widest fireworks show in the world.



**Kumano Kodo Iseji Route, Mie Prefecture**  
The Kumano Kodo is a network of ancient pilgrimage trails that link some of Japan's holiest sites in Mie Prefecture. A 2.5-hour hike along the Iseji Route from Miyama to Owase traverses the Magose-Toge Pass at an elevation of 325m, where a beautiful centuries-old stone path leads to a viewpoint called "Zou no Se" – meaning "elephant's back" – that offers extensive views of Owase city, the sea, and surrounding nature.



**Tsunoshima Bridge, Shimonoseki City, Yamaguchi Prefecture**  
Spanning the azure sea, the 1,780m-long Tsunoshima Bridge is one of Japan's longest bridges, connecting Shimonoseki City on mainland Japan with the remote Tsunoshima, an island hidden in the west coast of Yamaguchi Prefecture. Traverse the toll-free bridge by car for a truly scenic drive over the open water and explore the island's many pristine beaches or drop by the iconic lighthouse – it is one of the oldest Western-style lighthouses in Japan.

### Important Notification

We would like to inform you that you may find Japan's latest updates of COVID-19 situation from the below website. Please refer to it to see how COVID-19 may affect your plans to visit Japan.

[Coronavirus \(COVID-19\) Advisory information >](#)



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