



Flower Photo Contest is happening NOW!

JAPAN by Japan is calling all avid fans of Japan to share your pretty flower photos taken during your visits to Japan!

Uploaded photos are now more than 432!

Our Photo Contest is happening right now! During such tough times, all the more we should spread our love and joy. So, share your best moments and inspirations of your flower-inspired trip(s) of Japan and temporarily forget the stress and frustrations. Let these images be your inspiration for your future trips to Japan once it is safe to travel again. Plus, you will stand a chance to win amazing prizes simply by uploading your favourite photo(s) onto Instagram with the hashtag #bjyflower.

[Photo Contest Page >](#)

The exclusive Japan flower campaign has already just launched on JAPAN by Japan!

While travel is restricted, your imagination does not have to be. Our campaign website will take you on a virtual journey to Japan to enjoy the country's beautiful seasonal flowers. So, relax yourself while learning more about the alluring attractions of seasonal flowers in Japan through our "Recommended Itinerary" and relevant travel tips – perfect for flower lovers!

[Flower Campaign Top page >](#)



[Amur Daylilies, Sado City, Niigata Prefecture](#)

A million blooms of Amur Daylilies burst open at this picturesque spot at Onogame in June. This magnificent cluster may be the largest of its kind in Japan, and a festival celebrating this involves taiko drumming and folk songs.



[Cherry Blossoms in Koyasan, Wakayama Prefecture](#)

A sacred century-old temple town located at an altitude of 800m, Koyasan's cherry blossoms (sakura) bloom from the end of April until early May. As these flowers fade, blooming rhododendrons soon take over the mountain landscape.



[Water Hyacinth of Shoen-no-Ike Pond, Kagoshima Prefecture, Kyushu](#)

Shoen-no-Ike is a large pond where countless native Water Hyacinth flowers bloom from June to early July, turning the pond into a sea of lilac shades. Admire the continually blooming flowers from the boardwalks.



[Yuushien Garden, Shimane Prefecture, Chugoku](#)

The paths at this beautifully landscaped Japanese garden are coloured differently each season by the varieties of flowers and trees. Springtime brings the arrival of peonies (botan) when over 20,000 species of peony decorate the garden during the Peony Festival.

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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