



Girl's Trip Photo Contest

If you've caught sight of the playful, yet kawaii snow monkeys, or even donned a colourful yukata, we would love for you to share these lovely moments with us!

You will stand a chance to win for yourself a pair of return air tickets, rail passes and more, if you upload your favourite kawaii photo(s) and tag them with the hashtag #bykawaii! Tag your travel companion you want to bring along! How to participate? Visit our photo contest website now!

[Photo Contest page >](#)

Our Girl's Trip campaign continues on JAPAN by Japan! Soak in Japan's essence, reveal your beauty

Let the beauty of Japan's nature and culture pervade your senses in our "Out & About" segment, and be inspired by "Slow & Chill" recommendations that reveal some of Japan's beauty secrets. You can also plan your very own girl's trip to Japan with our recommended itineraries! Want to get your hands on these tips to beautifying yourself inside and out in Japan? Just click on the link below!

[Campaign Top page >](#)



Tango Chirimen Kimono, Kyoto Prefecture

Wrap yourself in the beauty of Kyoto's finest silk with a kimono-wearing experience in Tozono, the epicentre of silk production in Japan. Take a tour through the well-preserved heritage Chirimen Street and feel the exquisite texture of Tango Chirimen silk (also known as silk crepe) at textile factories where it has been crafted for over 200 years. Soak in the historic atmosphere of the former Bito family residence – since home to Chirimen-merchants – dressed in a kimono made with fine Tango Chirimen silk while enjoying treaty-made matcha.

[Tango Chirimen Kimono, Kyoto Prefecture >](#)



Yamecha (Yame Green Tea), Fukuoka Prefecture

Feel the worries of the world melt away with each sip of Yamecha – green tea grown in the misty plains of Fukuoka's Yame district which produces tea leaves packed with theanine, an amino acid that helps reduce stress and anxiety. The region is renowned for its gyokuro, a premium Japanese green tea known for its signature sweet and rich umami flavours as a result of its labour-intensive production. Yame not only produces the most gyokuro in Japan, their teas have also won awards for 10 consecutive years at the national Tea Competitive Exhibition.

[Yamecha \(Yame Green Tea\), Fukuoka Prefecture >](#)



"LIVE THE SEASONS" Yoga Retreat, Nagano Prefecture

Experience the tranquility of the great outdoors with a yoga session in a beautiful setting surrounded by the mountains of Nagano prefecture. At the "Live the Seasons" yoga retreat, you can breathe in the fresh air in the natural outdoor studio and elevate the experience with a dip in the rejuvenating hot springs of Nozawa Onsen. Soothe your soul with the beauty of mother nature, and nourish your body with fresh, healthy food cooked with healing hot spring water.

["LIVE THE SEASONS" Yoga Retreat, Nagano Prefecture >](#)



Iwamoto-ji Temple, Kochi Prefecture

Hoist both mind and body with a yoga or meditation session at Iwamoto-ji Temple, the 37th temple along the famous pilgrimage trail of Shikoku's 88 temples. The temple's most mesmerising feature is its Iridagiremeable ceiling which showcases 575 vividly-painted tiles – with artwork ranging from Buddhist images to Marilyn Monroe – drawn by artists from all over Japan. You can also spend the night at the temple and partake in early morning meditation sessions to find your inner peace.

[Iwamoto-ji Temple, Kochi Prefecture >](#)

Hot News



Register now for our exclusive member-only online event!!

Join us on 28th August for our second JAPAN by Japan members-only online event! This time, we will be catching special video presentation about Okayama – home to the scenic Kurashiki Bikan Historical Quarter – and some of the stunning natural landscapes of the Shikoku region. We will be joined by special guest Mizuki, who will share her favourite views from her own travels in Japan. The winners of the photo contest for "Feel Japan, Breathe Your Japan" campaign will also be unveiled.

The event will be hosted live via Zoom Video Webinar, and is limited to the first 50 participants who register via the link below. During the event, registered participants can interact with us directly and even participate in our virtual Quiz session to win great prizes!

[Online Event page >](#)

Important Notification

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

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

About This Newsletter

This newsletter is exclusively brought to you by Japan National Tourism Organization, Singapore Office. Through our specially curated contents, we continue to connect with our JAPAN by Japan community and members as you are special to us.

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