



**Travel to Japan in 2020  
and enjoy a host of  
special deals  
and offers**

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Your **Japan**. Your **2020**. Your **Way**.

Learn,  
discover &  
enjoy Japan  
your way

## What's on offer in 2020

*Many opportunities for free domestic flights and unprecedented discounts on both international and domestic flights.*

*Amazing deals and fun shopping experiences with special events and benefits at more than 1,000 stores.*

- Smoother travel. Enjoy the freedom and luxury of “hands-free” travel with half-price luggage storage and delivery services.
- New opportunities to get hands-on. Plenty of experiences, such as cooking classes for foodies and washoku-lovers.
- 2020 redesigns. Pokémon and other popular characters reenergized for 2020.

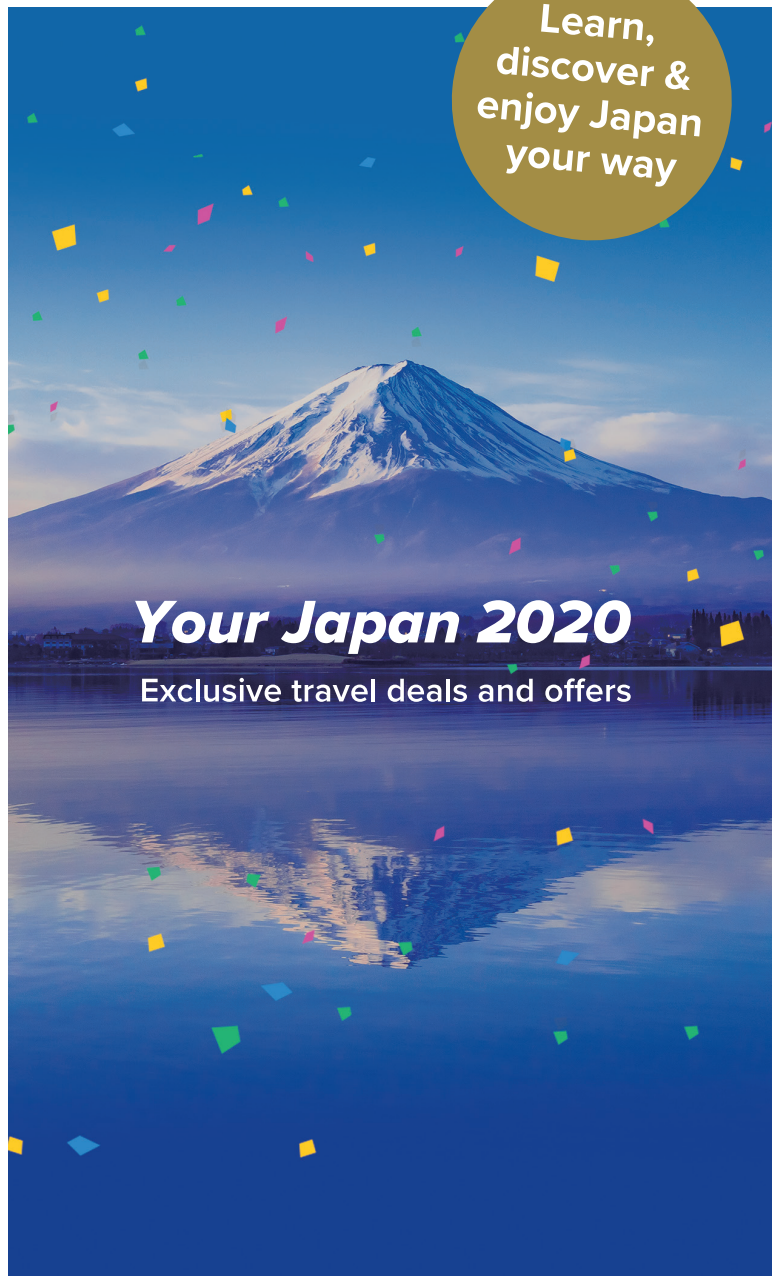
***[www.japan.travel/2020/](http://www.japan.travel/2020/)***



Your Japan 2020 Website



JNTO Official Travel APP



# Your Japan 2020

Exclusive travel deals and offers

**JNTO**

Japan National  
Tourism Organization



# Your Japan 2020 Campaign

Unveiling a steady stream of different projects that can only be experienced in 2020. Be sure to use these opportunities to enjoy touring Japan at bargain prices.

Here are examples of campaigns being conducted in each of the below regions around Japan. Details are being updated on our website, so be sure to check them out!

And much more on offer —only in 2020!

## SPRING

*Samurai in castles & blooming cherry blossoms —awakening of soldiers & spring flowers*

Coincide your spring visit with a trip back in time to the Age of Samurai. Visit various historical hotspots and enjoy brand new experiences such as staying in a castle and dressing as a stealthy ninja—all to a backdrop of cherry blossom as they bloom from late March in the south to early May up north.

### Experiences include:

- A stay at OzuCastle (Ehime) : Experience a night in a Japanese castle from April 2020
- Must-see tour for history lovers hopping tourist sites steeped in the traditions of samurai and ninja at a half price (Chubu)
- Special Exhibition (Kansai) : The Thirty-three Pilgrimage Sites of Western Japan, a public exhibition of national treasures to mark the 1,300th anniversary of the sites' founding

## SUMMER

*Summer festivals and boat cruises —hot summer deals for 2020*

Summer in Japan is about stunning firework festivals, plenty of food stalls, and one-of-a-kind festivals. Summer 2020 is gearing up to be even more spectacular. Dress up in yukata—a lightweight kimono—board a cruise boat and feast on tasty summer treats from traditional food carts.

### Experiences include:

- Tohoku summer festival (Tohoku) : Experience large, traditional and exciting festival
- The latest adventure travel program experience (Hokkaido) : Your nature and outdoor guides will provide you with unique and appealing experiences
- Tokyo Bay cruise 2020 (Tokyo) : Enjoy plenty of food stalls, traditional dance and one-of-a-kind festivals on board

## AUTUMN

*Autumn is foodie season in Japan —savor wonderful washoku and crisp sake*

Food is at its peak in autumn after the plentiful harvest. Head to Japan with a big appetite and take advantage of fresh and filling local cuisine paired with beautiful sake.

### Experiences include:

- Savor Japan campaign (across Japan) : Experience countryside stays and authentic Japanese food.
- Special tour of Iya Valley (Tokushima) : A remote and hidden gem. This tour is conducted by Alex Kerr—an Eastern culture researcher and noted author.
- Awaji Flower Festival 20th Anniversary (Hyogo) : Flower, greenery fair and food culture

## WINTER

*Come winter, come Japan's famed powder snow —hit the slopes for less in 2020*

Japan is a leading snow destination. Snow travelers enjoy top-class skiing and snowboarding conditions, snow festivals, and warming hot springs and hot pot.

### Experiences include:

- Sapporo Kokusai Ski Resort (Hokkaido) : For sightseeing, fun in the snow, and skiing head to the largest ski resort in the Sapporo area!
- Hakusan Ichirino Onsen Ski Resort (Ishikawa) : Enjoy a free lift pass for the day at this ski resort and relax in a hot spring
- Niigata Sake-no-Jin Fair 2020 (Niigata) : Brand new Sake over 500 brands experience

## FAQ

### Why travel to Japan in 2020?

National airlines, hotels, and tour companies will be offering discounts and plenty of deals. Find the details on each company's website.

### When does the campaign start and end?

Throughout 2020. The duration of some offers and programs may differ depending on the service provider. Please check the JNTO website or the respective organizations' websites.

### How can I apply?

Application and registration procedures differ by organization. Refer to the JNTO website or organizations' websites to view the campaign terms and conditions.