

# Japan National Tourism Organization

Press Release

## Japan National Tourism Organization (JNTO) at the MITM 2019 Travel Fair Penang

Japan National Tourism Organization (日本国家旅游局) is pleased to inform that we are participating in the MITM 2019 TRAVEL FAIR Penang at SPICE Arena, from 6 - 7 July 2019.

### ★ MITM 2019 Travel Fair Penang Theme: Japan Wanderlust (美轮美奂)

Japan is known as one of the most unique places in the world with experiences suited to any traveler. From bustling cities to lush zen forests, this country is full of wonders and surprises begging to be explored.

The four seasons in Japan bring different experiences to travelers when traveling at different times of the year. After the vibrant Spring months comes Summer, the best time to witness the many colorful festivals throughout the country. Some of the best Matsuri (Festivals) include Kyoto's Gion Matsuri, Osaka's Tenjin Matsuri, Aomori's Nebuta Matsuri, and the Awa Odori festival in Tokushima are only held during the summer months. Summer is the best time to hike the legendary Mount Fuji and take in the breeze from the summit. The season usually lasts from June to August. Next comes Autumn, which lasts from September to November. Travel back in time to when you stroll through the old streets covered in Autumn colors by the fall foliage, do not miss out the chance to take the best pictures during this time of the year.

JNTO is bringing you all the information you need to know to about your trip to Japan. This year JNTO will be inviting representatives from various parts of Japan. Learn more on what you can experience in the island of Okinawa, Okayama, Hokkaido Government, the Hoshino Resorts Risonare in Hokkaido and magical moments of Tokyo Disney Resort.

### ★ List of Japan exhibitors includes: prefectural offices, government and private organizations

#### JAPAN Exhibitors

1. Okinawa / 沖縄
2. Okayama / 岡山
3. Tokyo Disney Resort
4. Hokkaido Government
5. Hoshino Resorts Risonare

Join us for fun and games at the MITM 2019 Travel Fair. Test your accuracy in Wanage (Popular Japanese Game), hand balancing in Kendama, and take pictures with stunning views of Japan as you dress up with Happi.

Do come and visit our booth at SPICE ARENA this 6 - 7 July to learn more about the beautiful gems of Japan! See you there!

Booth No.: 121-129

# Japan National Tourism Organization

## ★ Gift Redemption and Free Gift



This is your chance to grab great travel packages or travel passes to Japan. Get a FREE Vacation Foldable Travel Bag or a Luggage Strap when you purchase Japan Travel Packages or Travel Pass at MITM 2019 TRAVEL FAIR Penang. You can redeem your gifts on the day of purchase at the JNTO Booth (Booth No. 121 – 129). Present your original copy of the booking receipt and itinerary to redeem your gift, while stocks last.

We will also be giving away a FREE gift when you participate in our simple questionnaire at the JNTO booth, get another one for liking our Facebook Page! (Visit MY Japan) Meanwhile, come and grab a cotton candy and enjoy a Bon Odori dance performance.

In addition to the choice of gift above, visitors may also stand a chance to bring home an additional gift at the Quiz Session and Sumo Game.

## ★ Highlights of the Japan Booth

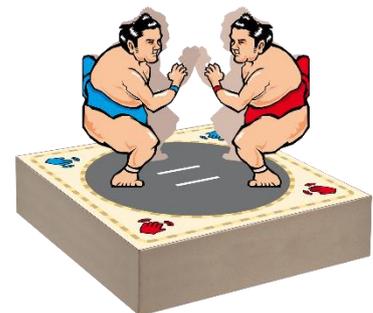
### Games: Table Sumo Game

Sumo is a famous and practiced professionally sport originated in Japan. Although we are not professional, but we still can experience the excited atmosphere with slapping table and make your “sumo” to knock down the match and get a small gift.

#### Dates & Times:

6<sup>th</sup> July (Sat) / 11:30am-12:00pm, 3:00pm-3:30pm, 6.30pm-7.00pm

7<sup>th</sup> July (Sun) / 11:00am-12:00pm, 4.:00pm-4:30pm, 6.15pm-6.45pm



### Games: Wanage

Wanage (輪投げ) is one of the popular small game in Japanese Festival, especially summer time. It's a bit tricky, because you've got to have amazing aiming skills, but you usually get around three or five chances, so keep trying!

#### Dates & Times:

6<sup>th</sup> July (Sat) / 11.00am-11.30am

7<sup>th</sup> July (Sun) / 11.00am-11.30pm



# Japan National Tourism Organization

## ★ Highlights of the Japan Booth

### Games: Kendama

Kendama (けん玉) is a Japanese toy. The ken has three cups and a spike which fits into the hole in the ball. It is a variant of classic cup-and-ball game. The principle of these toys is the same: catching one object with another, where both are joined by a string.



### Dates & Times:

6<sup>th</sup> July (Sat) / 4.45pm-5.15pm

7<sup>th</sup> July (Sun) / 4.30pm-5.00pm

### Games: Quiz Time

Emcee will come out with a series question about Japan and those was chosen and answer the correct answer will get a small gift!



### Dates & Times:

6<sup>th</sup> July (Sat) / 12pm-12.15pm, 2.45pm-3.00pm

7<sup>th</sup> July (Sun) / 6.45pm-7.00pm

### Activities: Happi Photo Session

Happi coats are traditional short sleeved cotton shirts worn at Japanese festivals and printed with bold icons and patterns. Try and enjoy taking photo with Japanese beautiful backdrop.



### Dates & Times:

6<sup>th</sup> July (Sat) / 11:00am-11.30am, 4.45pm-5.15pm

7<sup>th</sup> July (Sun) / 11:00am-11.30pm, 4.30pm-5.00pm

### Activities: Cotton Candy (Candy Floss) Giveaway

We have several flavours, come and enjoy and grab one!



### Dates & Times:

6<sup>th</sup> July (Sat) / 12.15pm-1.00pm, 3.30pm-4.30pm, 5.30pm-6.30pm

7<sup>th</sup> July (Sun) / 12.00pm-1.00pm, 3.30pm-4.00pm, 5.15pm-6.15pm

### Activities: Bon Odori Dance Performance

Obon (お盆) or just Bon (盆) is a Japanese Buddhist custom to honor the spirits of one's ancestors. It has been celebrated in Japan for more than 500 years and traditionally includes a dance, known as Bon Odori. Come and join us and dance together!



### Dates & Times:

7<sup>th</sup> July (Sun) / 2.00pm-2.15pm, 3.00pm-3.15pm

# Japan National Tourism Organization

*To find out more, kindly visit Japan National Tourism Organization's Malaysia Website: [www.jnto.org.my](http://www.jnto.org.my)*

JNTO Kuala Lumpur Office  
Executive Director Ms. Chiemi MARUYAMA

■ For media and other enquiries, please contact:

Mr. Wataru Kobayashi ([info\\_kul@jnto.go.jp](mailto:info_kul@jnto.go.jp))

Address: 1st Floor, Chulan Tower, 3 Jalan Conlay, 50450 Kuala Lumpur, Malaysia

Tel: +60-3-2712-4770

FAX: +60-3-2722-7516

Website: (Local) [www.jnto.org.my](http://www.jnto.org.my) (Language: English)

Website: (Global) [www.jnto.go.jp](http://www.jnto.go.jp)

Like us on Facebook! : <http://facebook.com/Visit.My.Japan/>