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## **Hot Topics**

**I. 2024: U.S.-JAPAN TOURISM YEAR Announced by JNTO and JTA**

**II. JAPAN #1 IN CONDÉ NAST TRAVELER'S 2023 READERS' CHOICE AWARDS**

**III. Japan Triumphs as Asia's Top Destination at 2023 Travvy Awards**

**IV. UNWTO's Best Tourism Villages 2023 Celebrate Japan's Distinct Charm**

**V. Vogue Reveals Tokyo's Enchanting Tea Culture**

**VI. Types of JR rail passes for international tourists visiting Japan**

## **Hot Topics**

### **I. 2024: U.S.-JAPAN TOURISM YEAR Announced by JNTO and JTA**



In a remarkable event aligned with the UN General Assembly week in New York, the "U.S.-JAPAN TOURISM YEAR 2024" was unveiled. This initiative marks a significant stride, celebrating and strengthening the dynamic tourism ties between the United States and Japan.

[Learn More](#)

### **II. JAPAN #1 IN CONDÉ NAST TRAVELER'S 2023 READERS' CHOICE AWARDS**



Japan shines as 2023's top travel destination in Condé Nast Traveler's Readers' Choice Awards, reflecting a resilient tourism industry and the enchanting allure of Japanese cities and cultural experiences.

[Learn More](#)

### **III. Japan Triumphs as Asia's Top Destination at 2023 Travvy Awards**



Japan has been crowned the premier travel destination in Asia, claiming the Gold award at the esteemed 2023 Travvy Awards, a testament to its

enchanting allure and cultural richness.

[Learn More](#)

#### **IV. UNWTO's Best Tourism Villages 2023 Celebrate Japan's Distinct Charm**



In the prestigious UNWTO awards, Japan's villages of Biei, Hakuba, Oku-Matsushima, and Shirakawa shine amongst the world's best. Experience Japan's heart through these picturesque villages where every corner is imbued with extraordinary natural beauty and profound cultural richness.

[Learn More](#)

#### **V. Vogue Reveals Tokyo's Enchanting Tea Culture**



*Photo by Geyman*

Explore the rich tapestry of Tokyo's tea culture in a captivating article featured in Vogue. Dive into a journey interweaving the artful traditions of tea, the serene landscapes of its origins, and the heartfelt stories of its cultivators and artisans. Experience the profundity of Japan's tea culture through this insightful guide.

[Learn More](#)

## **VI. Types of JR rail passes for international tourists visiting Japan**



Discover Japan in a new light with updated JR Passes, now offering the latest features to enhance your journey. Each pass is refreshed, providing the most up-to-date information and options. Uncover the beauty and diversity of Japan's regions and cultures with the ultimate travel companion, the JR Pass.

[Learn More](#)

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