Japan’s ‘random travel’ trend

So-called random trips, in which destinations are determined randomly by lottery or other means, are gaining popularity in Japan.

In addition to the thrill of leaving travel plans up to chance, railway operators and airlines making using such strategies are providing the incentive of affordability through discounts.

The move is aimed at reviving the demand for travel, which slumped during the COVID-19 crisis.

In July, West Japan Railway, also known as JR West, released the “Saikoro Kippu,” which is an app-based train ticket in which destinations are decided by the roll of virtual dice.

Source: Japan Times