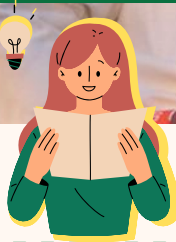


# Welcome to Sendai!

May 11  
Applications Start!

## Bus Subsidy for Group Tours Visiting Sendai



Let's create group tours to **Sendai, TOHOKU!**

**1**



**×15  
or more**

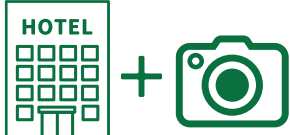
Groups of 15 or more people  
(excluding tour escorts and guides)

**2**



Tours using a chartered bus  
for inbound leisure travel

**3**



2 nights in Sendai + 1 or more spots  
or  
1 night in Sendai + 2 or more spots

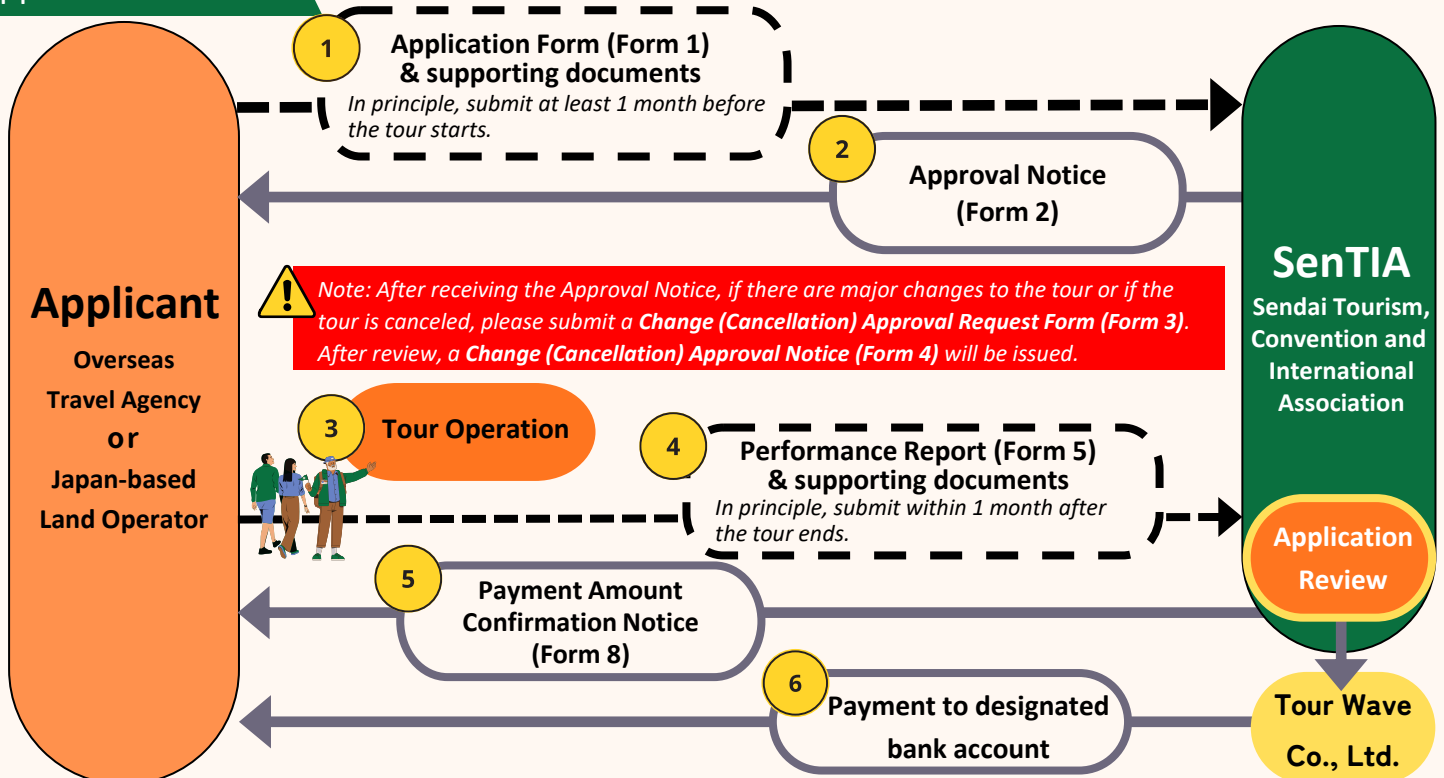
Note: Sightseeing spots means group visits to tourism or dining facilities in Sendai City (excluding hotel breakfast).  
Paid and free facilities are both included.

### Subsidy Details

**Subsidy Amount** JPY 150,000 per bus Note: An additional JPY 50,000 per bus is available when using a member bus company.

- Applications will close once the budget limit is reached.
- Each travel agency (per branch) may apply up to twice per year. The maximum subsidy amount is JPY 600,000.
- Eligible tours must be conducted and completed between June 1, 2026 and January 31, 2027.

### Application Process



### Contact Us

**SenTIA** Sendai Tourism,  
Convention and  
International Association

Inbound Promotion Section (MICE & Inbound Division)

E-mail: [inbound@sentia-sendai.jp](mailto:inbound@sentia-sendai.jp)  
TEL: 022-268-9568

