

Guidelines for the Sendai Inbound Group Tour Bus Subsidy Program

(Purpose)

Article 1

These Guidelines establish that the Sendai Tourism, Convention and International Association (hereinafter referred to as “the Association”) shall provide partial subsidies for tour bus costs when overseas travel agencies develop and operate group tour products that include Sendai City as a destination and involve overnight stays within the city. The purpose of this program is to promote inbound group travel to Sendai City, encourage the use of local accommodation and tourism facilities, maximize tourism-related consumption, and contribute to the revitalization of the regional economy.

(Eligible Applicants and Eligibility Requirements)

Article 2

The Sendai Inbound Group Tour Bus Subsidy (hereinafter referred to as “the Subsidy”) shall be provided to overseas travel agencies and Japan-based land operators that have operated group tours (hereinafter referred to as “Tours”) meeting all of the following requirements:

1. The tour must be a travel product for the purpose of “tourism” from overseas.
2. The number of participants must be 15 or more (excluding tour conductors, guides, drivers, and other related personnel).
3. A chartered bus must be used for all or part of the itinerary.
4. The tour must either:
 - include at least two nights’ stay in Sendai City and at least one sightseeing activity within Sendai City in the itinerary, or
 - include at least one night’ s stay in Sendai City and at least two sightseeing activities within Sendai City in the itinerary.

Note: “Two nights in Sendai City” does not need to be consecutive stays.

Note: “Sightseeing within Sendai City” refers to group visits to tourist facilities or dining establishments within the city (excluding hotel breakfast use), regardless of whether they are paid or free of charge.
5. The applicant must not have received, nor be expected to receive, subsidies from Sendai City or Miyagi Prefecture for the expenses applied for under this subsidy program within the relevant fiscal year.
6. The tour product must not have been applied for under the Sendai Tourism, Convention and International Association’ s “FY2026 Sendai Corporate Meetings and Incentive Travel Support Program.”
7. The Chairperson of the Association (hereinafter referred to as “the Chairperson”)

must deem the tour appropriate.

(Applicants)

Article 3

1. Applicants shall be any of the following:
 - (1) Overseas travel agencies that plan and sell the tour
 - (2) Japan-based land operators that arrange and organize the tour upon request from item (1) above
2. Only one company may apply per tour.

Note: If a tour of identical content is operated multiple times within one month, it shall be counted as one application.
3. As a general rule, tour participants must stay at the same accommodation facility. However, if unavoidable circumstances arise, such as full occupancy of the same facility, applications involving split accommodation may be accepted.
4. When an application is submitted by an entity listed in item (2), the name and branch of the travel agency that planned and sold the tour must be clearly specified.

(Eligible Expenses for Subsidy)

Article 4: The expenses eligible for the subsidy shall be the cost of chartered buses used for the tour.

(Amount of Subsidy)

Article 5 The amount of the subsidy shall be as follows; provided, however, that the subsidy amount shall not exceed the actual amount of the eligible expenses applied for.

1. The subsidy shall be 150,000 yen per bus. In addition, if a bus company that is a supporting member of the Association is used, an additional 50,000 yen per bus shall be granted.
2. For each travel agency or branch office, subsidies within the grant period shall be limited to a total of two applications and a maximum total amount of 600,000 yen.
3. This shall not apply in the case of applications submitted by land operators; however, as stated in Article 3, Paragraph 4, the name of the travel agency and branch office that planned and sold the tour must be clearly indicated.

(Eligible Period for Subsidy)

Article 6 The eligible period for the subsidy shall be tours that are implemented and completed between June 1, 2026 and February 5, 2027. (Revised on October 1, 2026)

(Application for Subsidy)

Article 7 Applicants shall, in principle, submit the Sendai Inbound Group Tour Bus Subsidy Grant Application Form (Form No. 1) to the Chairperson at least one month prior to the scheduled tour date, attaching the documents listed in the following items:

- (1) Application Form (Form No. 1)
- (2) Tour overview including the itinerary (a proposal document is also acceptable if it includes the itinerary)
- (3) A copy of the quotation for bus-related expenses
- (4) Any other documents deemed necessary by the Chairperson

In cases where tours of identical content are conducted multiple times within a one-month period, the applicant shall submit a single application at the time of the initial application, covering all such tours as one application reflecting the total number of operations.

(Subsidy Decision Notice)

Article 8 In order to ensure the proper administration of the subsidy, the Chairperson shall, upon receipt of an application for the subsidy, examine the submitted documents to determine whether the application satisfies the prescribed requirements, and shall decide whether to approve the grant. However, applications shall be reviewed in the order in which they are received, and no grants shall be awarded in excess of the budget for the relevant fiscal year.

2. Where, on the same day of application, the total estimated subsidy amount calculated pursuant to Article 5 exceeds the budget amount, the projects to be subsidized shall be determined by lottery.
3. For approved projects, the Chairperson shall notify the applicant by issuing a Sendai Inbound Group Tour Bus Subsidy Decision Notice (Form No. 2).

(Changes to Application Details, etc.)

Article 9 Where any changes occur to the tour implementation details after submission of the application, the applicant shall, except in cases of minor changes, submit a Sendai Inbound Group Tour Bus Subsidy Project Change (Cancellation) Approval Application Form (Form No. 3) to the Chairperson and obtain approval thereof.

2. Upon receipt of an application for approval of changes pursuant to the preceding paragraph, the Chairperson shall examine the proposed changes and notify the applicant of the approved changes and any related changes to the grant conditions by issuing a Sendai Inbound Group Tour Bus Subsidy Project Change (Cancellation) Approval Notice (Form No. 4).

(Performance Report and Claim for Payment of Subsidy)

Article 10 The applicant shall, within one month after completion of the tour, submit a Sendai Inbound Group Tour Bus Subsidy Project Performance Report (Form No. 5) to the Chairperson, together with the following documents:

- (1) A bus operation certificate or equivalent document (such as a transport contract form)
 - (2) Documents certifying hotel accommodation, or an accommodation certificate (Form No. 6)
 - (3) Actual itinerary
 - (4) Documents verifying the use of tourist facilities (such as receipts issued at facilities or bus stop records)
 - (5) Invoice (Form No. 7)
 - (6) Documents confirming the bank account for payment (such as a copy of a bankbook or documents showing the account details and the account holder's company name)
 - (7) Any other documents deemed necessary by the Chairperson
2. Where the Chairperson determines that there is a significant discrepancy between the application details and the performance report, the applicant shall separately submit a report stating the reasons for such discrepancy.

(Determination and Payment of Subsidy Amount)

Article 11 Upon receipt of the report submitted under Article 10, the Chairperson shall examine its contents, and where deemed appropriate, shall notify the applicant of the determined subsidy amount by issuing a Sendai Inbound Group Tour Bus Subsidy Amount Determination Notice (Form No. 8), and shall pay the determined subsidy amount based on the invoice submitted.

(Revocation of Grant Decision or Refund of Subsidy)

Article 12 Where the Chairperson deems that any of the following items apply, the Chairperson may revoke all or part of the subsidy grant decision, or order the refund of all or part of any subsidy already paid:

- (1) Where documents prescribed in Article 9 have been submitted and the tour has been cancelled;
- (2) Where, based on the actual performance, the eligibility requirements for subsidy under Article 2 have not been satisfied;
- (3) Where any false statements are found in the application, reports, or other submitted documents;
- (4) Where there has been a violation of any provisions of these Guidelines;

- (5) Where any violation of laws or regulations is found in relation to the application;
 - (6) Any other cases deemed inappropriate by the Chairperson.
2. In the event that the tour is cancelled or reduced in scale, the Association shall not bear any costs incurred as a result thereof, regardless of the reason.

(Inspection and Verification, etc.)

Article 13 In order to ensure the proper administration of the subsidy, the Chairperson may, when necessary, request the applicant to provide explanations regarding the contents of the submitted documents, including the application form and attached documents. The Chairperson may also make inquiries to the relevant service providers (such as accommodation facilities, bus companies, and tourist facilities), and may request the submission of accounting records and other related documents concerning the handling of the subsidy.

(Delegation of Authority)

Article 14 Any matters necessary for the implementation of these Guidelines shall be separately determined by the Chairperson.

Supplementary Provisions (Effective Date)

These Guidelines shall come into effect on April 1, 2026.

Supplementary Provisions (Revised on October 1, 2026)

These Guidelines shall come into effect on October 1, 2026.