

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

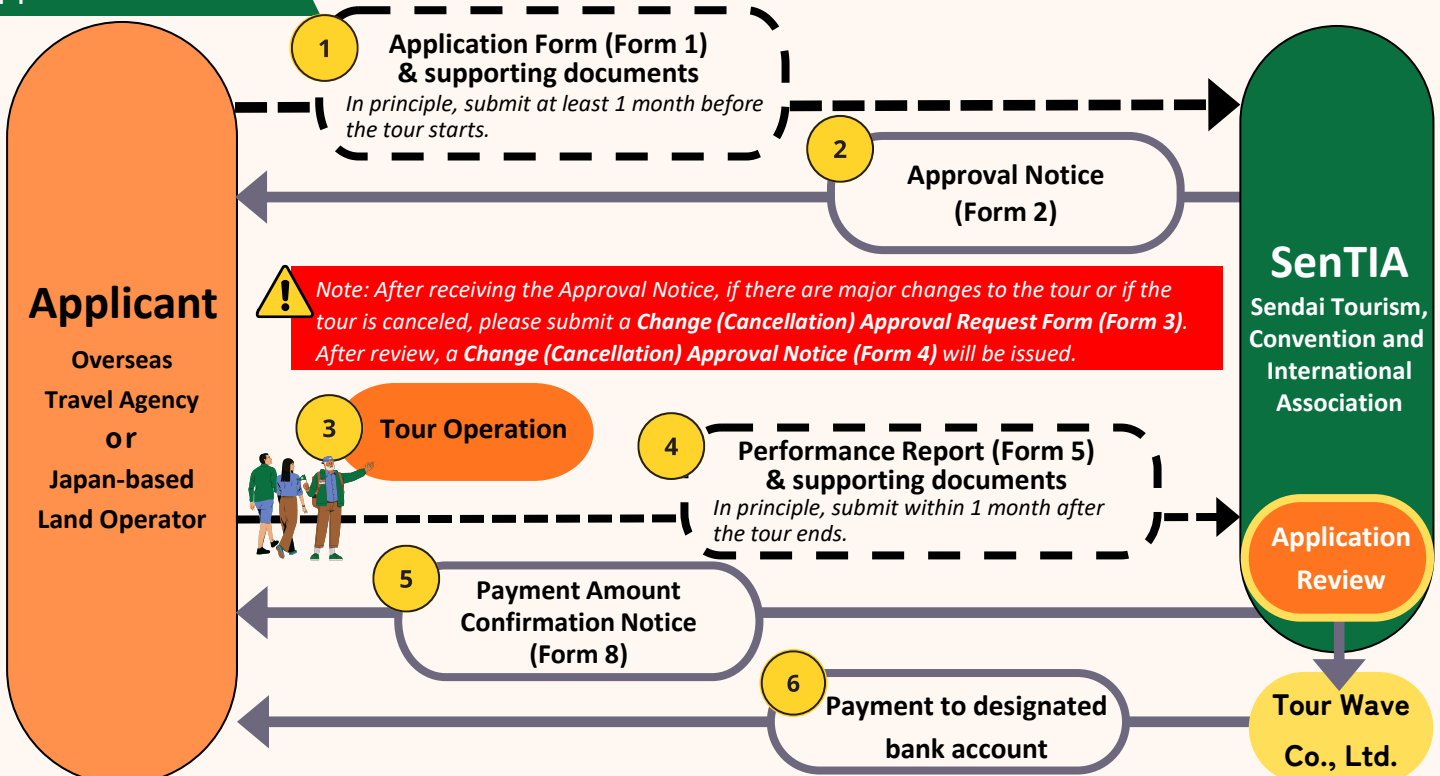
Note: Sightseeing spots means group visits to tourism or dining facilities in Sendai City (excluding hotel breakfast).
Paid and free facilities are both included.

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 **February 5, 2027**.

Application Process



Contact Us

SenTIA

Sendai Tourism,
Convention and
International Association

Inbound Promotion Section (MICE & Inbound Division)

E-mail: inbound@sentia-sendai.jp

TEL: 022-268-9568

