

International Tourism Division, Office of Tourism and Promotion, Iwate Prefecture
Department of Commerce, Industry, Labor and Tourism

2024 Fiscal Year Inbound Prefectural Tourism Support Project

Application Guidelines

We are providing financial support to companies who provide tour packages to northern and coastal Iwate in order to promote inbound tourism, increase expenditure and extend the length of stay in the prefecture by foreign tourists.

1. Businesses Eligible for Support

1. Foreign travel agencies
2. Travel agencies, travel agents, and travel service providers registered in accordance with Article 3 or Article 23 of the Travel Agency Act

*Must not be a member of an organized crime group or similar as defined in Article 2, Item 3 of the Iwate Prefecture Organized Crime Exclusion Ordinance (2011 Iwate Prefecture Ordinance No. 35)

2. Grant Issuance Requirements

1. Eligible visitor countries/regions of origin
China, Hong Kong, Taiwan, South Korea, Southeast Asia (Thailand, Malaysia, Singapore, etc.), Australia, United States
2. Eligible travel period
Tours conducted between Sunday, September 1st, 2024 and Sunday, February 2nd, 2025
3. Number of Guests
At least 4 per tour
4. Place of accommodation
Must stay at accommodation facilities within Iwate Prefecture for at least two nights^{Note 1}
5. Sightseeing Locations
Must visit at least one northern or coastal area^{Note 2} tourist attraction^{Note 3} within Iwate Prefecture
6. Means of transportation to be used
Must use a charter bus, charter taxi, or charter chauffeur^{Note 4} as main means of

transportation during stay in Iwate Prefecture

7. Advance registration (details provided below in Section 4. Application Process)

Must apply for business registration in advance and pass screening before conducting tour

(Note 1) At least two nights: Accommodations within the prefecture do not need to be on consecutive nights as long as they are on the same itinerary. Furthermore, even if different accommodations are used for the first and second nights, the tour will still be eligible.

(Note 2) Northern or coastal area: The northern and coastal areas included in this project are as follows.

Area	City, town, or village
Northern	Kuji, Ninohe, Fudai, Karumai, Noda, Kunohe, Hirono, Ichinohe
Coastal	Miyako, Ofunato, Rikuzentakata, Kamaishi, Sumita, Otsuchi, Yamada, Iwaizumi, Tanohata

(Note 3) Tourist attraction: The definition of “tourist attraction” in this project is as follows.

Scenic spots, museums, aquariums, facilities providing hands-on experiences, accommodation facilities, restaurants, roadside stations, souvenir shops, etc.

- Also includes taking sightseeing boats and riding the Sanriku Railway.
- Convenience stores, drugstores, etc., and facilities used only for bathroom breaks are not included.

(Note 4) Limited to cases utilizing an operator approved by the Director-General of the Transportation Bureau in accordance with Article 4, Paragraph 1 of the Road Transportation Act.

3. Grant Amount

Grants will be paid according to the number of nights and number of people staying in Iwate Prefecture (excluding tour conductors, drivers, etc).

Grant amount per person per night	Maximum amount
¥1,000	Up to ¥200,000 per tour
	Maximum amount per company* is ¥1,000,000

*Grant will be determined and paid in Japanese yen, and exchange rate fluctuations will not be taken into account

**“Company” refers to the travel company (commissioning party) that plans the tour, not the travel service provider commissioned to provide the tour

Example 1: Company A in the United States sends 5 visitors for 2 nights in Iwate Prefecture

⇒ Number of Guests x number of Nights = ¥10,000 will be paid

Example 2: Company B in Taiwan sends 50 visitors for 12 2-night tours in Iwate Prefecture

⇒ Number of Guests x number of nights x number of tours = ¥1,200,000

However, only ¥1,000,000 will be paid because ¥1,000,000 is the maximum amount per company

Example 3: If there are multiple departure dates for one tour, up to ¥200,000 will be paid for each departure date

Company C in China conducts “Enjoy Iwate [...] Tour” (2 nights in Iwate Prefecture) 3 times

Number of visitors: (1) 100 (2) 110 (3) 95

⇒ (1) ¥200,000 will be paid, (2) only ¥200,000 will be paid because ¥200,000 is the maximum amount per tour, (3) ¥190,000 will be paid

4. Application Process

I. Entry Application: Businesses will be screened to verify their eligibility.

Submission of the Entry Application and passing screening by the Iwate Tourism Support Project Office before any tours are conducted are required to receive grants.

A link to the Entry Application Form will be provided on the Iwate Prefecture official website (<https://www.pref.iwate.jp/sangyoukoyou/kankou/1009340/1076806.html>), or in a notice from the Iwate Tourism Support Project Office. If your business would like to apply for a grant, please review the contents and enter the required items in the Entry Application Form.

<Input fields> Required fields are underlined

(1) Company name (native language/English), (2) Address, (3) Business’s official website URL, (4) Approval check for pledge details, (5) Corporate number *Required for Japanese companies, (6) Itinerary (uploader or URL), (7) Expected number of people and nights during project period, (8) Desired ID and password (both at least 8 alphanumeric characters), (9) Contact name, (10) Contact email address

Businesses that have filled out the Entry Application Form will be given an ID and password.

Businesses found to be ineligible for a grant as a result of screening will be notified separately by email to the contact person.

*Applications will be accepted in order of reception regardless of travel dates, and applications will be closed when the budget is expected to run out, even if still within the original application period.

II. Tour Application: Conducted tours will be reviewed to see if they meet the Grant Issuance Requirements.

Businesses that have passed entry screening and obtained an ID will log into the Tour Application Form and enter the required items after conducting a tour. Please fill out one application per tour.

<Input fields/required documentation>

(1) Company name (entered automatically based on ID), (2) Tour results (denomination: person-nights), (3) Final itinerary^{Note 5} (uploader), (4) Accommodation certificate^{Note 6}: Form 03 (uploader), (5) Payee Bank Account Information

(Note 5) Please make sure that the final itinerary clearly specifies the travel period, visited locations, use of chartered buses, etc.

(Note 6) Please fill in the necessary sections of the accommodation certificates in advance and obtain a stamp or other certification from each accommodation facility. In cases where it is difficult for tour conductors or guides to collect the certifications on the day of the tour, such as with domestic tour operators, please contact the accommodation facilities in advance and collect them by mail or other means after the tour is completed.

Grants will be issued to businesses that pass the screening.

*Cases where grants will not be issued (examples)

- Tour content does not fulfill items 1 - 7 in 2. Grant Issuance Requirements
- Required documentation is missing or inadequate, and there is a failure to respond to requests for resubmission
- Application contains false statements
- If duplicate applications are made for a single tour under items 1 and 2 in 1. Businesses Eligible for Support, the grant will not be issued with respect to item 2

5. Application Period

- (1) Entry applications: Monday, August 26th, 2024 to Friday, January 10th, 2025
- (2) Tour applications: Monday, September 2nd, 2024 to Tuesday, February 4th, 2025

6. Scheduled Grant Payment Dates

Foreign travel agencies: Friday, March 14th, 2025 *Lump-sum payment

Domestic travel agencies, travel agents, and travel service providers:

- (1) If grant issuance was confirmed by Monday, November 25th, 2024: Friday, December 20th, 2024
- (2) If grant issuance was confirmed by Monday, February 17th, 2025: Friday, March 14th, 2025

Contact for application inquiries

Iwate Tourism Support Project Office (JTB Morioka Branch)

Reception hours: 10:00 a.m. - 5:00 p.m. (Japan time), excluding weekends/holidays

Phone: 070-8693-4009 Email: iwatetabi@jbx.jtb.jp