

Inbound Tourism Promotion Program Subsidy Grant Outline

Administrative office: Sera Tourist Association

Content

In order to attract more overseas tourists to Sera Town, Sera Tourist Association (hereinafter referred to as “Association”) will grant subsidies to travel agencies within the limits of the budget.

The Eligible Recipient

Subsidies shall be granted to a domestic and overseas travel agency when the agency conducts a group tour that fulfills the specified requirement.

Basic Requirements for Tour

Developing package tours that include overnights stay in Sera Town. 10 or more tour participants are required per tour. (Tour conductors and other related staff are not included in this subsidy.)

Implementation Period

From August 1st, 2025 to March 31st, 2026*

(*Check out must be completed within the implementation period. However, subsidies will only be granted within the range of the budget and will no longer be granted once the total budget has been allocated.)

Subsidy Amount (per tour participant)

3,000 JPY per 1-night stay. *

(*Subsidy eligible: Only group travel. Tour conductors and other related staff are not included in this subsidy.)

(*It is possible to combine this program with subsidy programs of other prefectures, cities, towns, and organizations.)

Forms and Documents for Application

The applicant shall submit Application and Claim Form for Subsidy under the Inbound Tourism Promotion Program (Form No. 1) along with the following documents to the Association. This must be done no later than 30 days after the end of the tour (Only email allowed).

- Form No. 1: Application and Claim Form for Subsidy under the Inbound Tourism Promotion Program
- Form No. 2: The Stays Certificate of Inbound Tourism Promotion Program
- Tour itinerary
- Copy of a passbook for the bank account to be transferred into, showing the bank name and account number. (only the first application)

Please Note

- If the applicant hopes to apply for this subsidy, please contact the Association in advance. *
(*Phone support is available in Japanese only. For inquiries in English, please contact the Association by email.)
- When submitting forms, please write legible characters and indicate all amounts in Japanese Yen.
- The transfer fees for making a subsidy payment are given below.
If the applicant has a Japanese bank account, there is no charge for the transfer fee. If the applicant does not have a Japanese bank account, the actual transferred subsidy amount may be subject to bank transfer fees, which will be deducted from the amount stated above.
- If the entire budget is used up, the subsidy will be terminated even during the implementation period.

Applications and Inquiries

Sera Tourist Association

Name of the contact person: Nishihara / Suzuki

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