

FY2025 Guidelines on the Travel Product Development Subsidy (Fukushima Inbound Tourism Promotion Project)

(Intent)

Article 1: In order to attract more overseas tourists to Japan and to increase consumption within the prefecture, the Fukushima Prefectural Tourism and Products Exchange Association (hereinafter referred to as the "Association") will, in accordance with the provisions of these guidelines, subsidize, within the limits of its budget, a portion of the expenses related to travel planning, etc. to travel businesses (hereinafter referred to as "Travel Agencies") that plan and sell tours for foreigners to sightsee and stay in Fukushima Prefecture by soliciting overseas.

(Amount of Financial Support and Recipients)

Article 2: The subsidy shall be granted to a Travel Agency in the amount specified in the attached table to support the expenses required for planning, etc. the said trip when the Travel Agency organizes the trip specified in the said table. However, in special circumstances, applications may be made by proxy (see Article 7)

2. Eligible travel products shall be those targeted at foreigners solicited overseas and include visiting Fukushima Prefecture's sightseeing spots and staying at an accommodation facility for one or more nights.

(Period of Support)

Article 3: The period of support shall be from May 12, 2025 to February 28, 2026, and the application period will be divided into two periods as follows. However, applications shall be closed once the budget runs out.

First Period	Eligible Tours	Departure dates from May 12, 2025 to October 31, 2025
	Application acceptance period	From April 21 to October 24, 2025
Second Period	Eligible Tours	From departure on November 1, 2025 through return on February 28, 2026
	Application acceptance period	From October 24, 2025 to February 20, 2026

(Submission of Application)

Article 4: Travel Agencies wishing to apply for the subsidy shall submit the following

information to the Association by email between 35 to 7 days prior to the start of the trip (excluding the departure date) during the application period. Please note that applications can only be made for travel products that have already been confirmed to run, and applications for travel products made more than 35 days prior to the start of the trip shall not be accepted in principle.

Information to be Submitted

(1) Travel Product Development Subsidy Application Form

(Fukushima Prefecture Inbound Tourism Promotion Project) (Excel Application Form No. 1)

(2) Tour Information (Excel Application Form "Sheet B")

(3) Itinerary

(4) Documents that Confirm Details of the Tour Publicity / Planning

① In the case of agent-organized tours, copies of the publicity media related to the tour

*The Travel Agency name and sales price shall be displayed.

② In the case of custom-built tours, the plan proposed to the customer

(the itinerary alone is not acceptable)

Or advertisements and announcement documents for solicitation within the customer's organization

*The Travel Agency name and sales price shall be displayed.

(5) Travel Product Development Subsidy Applicant Information Sheet (Fukushima Inbound Tourism Promotion Project) (Excel Application Form "Sheet A")

(6) Copies of Business Cards of the Applicant's Representative and the Person in Charge of the Application

(7) A Copy of the Bankbook for the Transfer Account

(Internet Banking Account Information Is Acceptable)

*In principle, the name accepted for the bank transfer account shall be the name of the corporation or the name of the corporation's representative. In the case of unavoidable circumstances, power of attorney must be submitted and approval must be obtained from the Association (Article 7).

*Items (5) to (7) should only be submitted for the initial application or if any information changes.

(Application for Notification of Changes and Approval of Cancellation)

Article 5: If, following notification of the subsidy decision, there is an increase or decrease of 25% or more in the amount applied for, the Travel Agency shall notify the Association immediately. In the event that an increase is approved, the Association shall provide support

within the limits of its budget.

2. In the event that a project is cancelled, the Travel Agency shall promptly submit an Application for Approval to Cancel the Travel Product Development Subsidy (Fukushima Prefecture Inbound Tourism Promotion Project) (Excel Application Form No. 2) by email to the Association.

(Performance Report/Request for Issue)

Article 6: Upon completion of the project, the Travel Agency shall submit the following information to the Association by email within 14 days from the date the project was completed or by February 28, 2026, whichever comes first.

Information to be Submitted

- (1) Travel Product Development Subsidy Performance Report and Invoice
(Fukushima Inbound Tourism Promotion Project) (Excel Application Form No. 3)
- (2) Tour information (enter the details in the "Performance Report Time" column on "Sheet B" of the Excel application form)
*If there are any changes to the "place of stay" and "place of visit," they should be revised.
- (3) Final itinerary (final travel arrangements)
- (4) Final participant list (room arrangement list acceptable)
- (5) A copy of any of the following as a record of the stay *However, only those that clearly state the number of guests are acceptable.
 - ① Accommodation Certificate (issued by the accommodation facility)
 - The accommodation facility's seal must be affixed to the document.
 - ② Receipt (issued by the accommodation certificate)
 - As long as it is clear that the document was issued in the official format of the accommodation facility, it does not matter whether it has a seal or not.
 - ③ Detailed Statement
 - The detailed statement must have a receipt seal containing the name of the accommodation facility.

(Delegation of the Applicant)

Article 7: If an applicant wishes to obtain approval to delegate the application for subsidy funding for this project to a proxy, they shall submit the following and receive approval from the Association. The original of the power of attorney must be mailed to the Association.

- (1) Power of Attorney (Excel Application Form No. 4)
- (2) A Copy of the Requester's Business Card
- (3) A Copy of the Delegate's Business Card

(Payment of the Subsidy)

Article 8: When the Association determines, as a result of careful examination of the project performance, that the support requirements are met, it shall pay the subsidy without delay.

(Return of the Subsidy)

Article 9: If an organization that has received a subsidy makes a false statement in its subsidy application form or performance report, etc., the Association may revoke the decision to grant the subsidy and require the return of all or part of the subsidy already paid.

(Maintenance of Accounting Books, Etc.)

Article 10: A recipient of a subsidy shall maintain accounting books and other documents that record the income and expenditure of the subsidy, and must retain them for five years starting from the fiscal year following the fiscal year that includes the date of completion of the project.

Supplementary Provisions

These guidelines shall come into effect on April 21, 2025.

Attached Table

Eligible recipients	Travel Agency handling inbound travel to Japan	
Location of PR to attract customers (Departure and Return Points)	Europe, USA, and Australia	
Financial support conditions	Eligible travel products	Support amount
	<p>Travel products (agent-organized tours and custom-built tours) that visit Fukushima Prefecture shall meet all of the following conditions.</p> <p>(1) Staying at an accommodation facility in Fukushima Prefecture for <u>three nights or more</u>.</p> <p>(2) <u>Five or more</u> sightseeing spots in Fukushima Prefecture shall be included in the course.</p> <p>(3) There shall be <u>four or more tour customers</u>.</p>	<p>The support shall <u>amount to 5,000 yen per person</u>.</p>

*Support shall be provided within budgetary limits.

*In principle, the maximum amount of support per company is 10,000,000 yen.

*In principle, the maximum amount of support per tour is 1,000,000 yen.

*Travel products using charter flights for Fukushima Airport are not eligible for support.

*Support shall not be provided to tour conductors, tour guides, or other personnel involved in travel operations.

*In principle, travel products from projects implemented by Fukushima Prefecture are not eligible.