

2023 Subsidy Program for the Creation of Tochigi Prefecture Inbound Travel Products Guidelines

This guideline stipulates the requirements for Tochigi Prefecture to subsidize a part of expenses for overseas travel products to visit Tochigi Prefecture (hereinafter referred to as "Tochigi Prefecture Tour") offered by travel agencies, travel agents, and travel service providers (hereinafter referred to as "Travel Agency") who conduct tours for foreign visitors to Japan.

(Purpose)

Article 1 The aim of this project is to encourage inbound tourists from overseas countries to visit Tochigi Prefecture and increase expenditure within the prefecture through group tours by subsidizing a portion of the expenses involves the creation and sales of overseas travel products to visit Tochigi Prefecture.

(Eligible Recipients)

Article 2 Travel Agency that is registered under Article 3 or Article 23 of the Travel Agency Act that conducts tours for inbound tourists from overseas countries, has a sales office in Japan and has the ability to complete documents and respond to inquiries in Japanese.

(Subsidy Conditions)

Article 3 All of the following conditions must be met for each Tochigi Prefecture Tour.

- (1) The applicable period is from April 28 (Friday), 2023 (Reiwa 5) to March 11 (Monday), 2024 (Reiwa 6). The Tochigi Prefecture Tour must be completed by the last day of the applicable period.
- (2) The tour must stay at an accommodation facility in Tochigi Prefecture for two or more nights.
- (3) The Tochigi Prefecture Tour must use fee-based tourist facilities (including restaurants and dining facilities, etc.) in two or more of the five areas of Tochigi Prefecture (Nikko, Nasu, Central Tochigi, East Tochigi, and South Tochigi). (*Please refer to Table 1 for classification of the different areas of Tochigi Prefecture)
- (4) The tour group must have 10 or more participants.

(Application Period)

Article 4 The acceptance period for subsidy applications is from April 17 (Monday), 2023 (Reiwa 5) to February 26 (Monday), 2024 (Reiwa 6). Regardless of the travel dates, applications will be processed on a first-come-first-served basis. The subsidy program will end once the allocated budget has been reached.

(Subsidy Amount)

Article 5 There are two types of subsidies, a basic subsidy and an additional subsidy. The subsidy amount for each subsidy per tour participant is outlined in Table 2. However, the subsidy amount per Tochigi Prefecture Tour has a maximum limit and the amount is specified in the same Table.

2 Regardless of the provisions detailed in the previous paragraph, the maximum receivable subsidy amount per Travel Agency is limited to 4,000,000 yen.

(Subsidy Application)

Article 6 Eligible Travel Agency who wish to apply for the subsidy must, in principle, submit the following documents with the Subsidy Application Form (Form 1) to the Tochigi Prefecture Travel Product Creation Subsidy Program Bureau (hereinafter referred to as the "Travel Subsidy Bureau") by email at least 15 days before the scheduled start date of the Tochigi Prefecture Tour (see Table 3). Additionally, if the same applicant is planning to conduct the Tochigi Prefecture Tour multiple times, the applicant is required to submit the documents other than the Subsidy Application Form and Tour Itinerary only for the first tour.

(The Subsidy Application Form and Tour Itinerary must be submitted for each planned Tochigi Prefecture Tour)

- (1) Written Oath (Form 2)
- (2) Tour Itinerary (no fixed format)
- (3) A photocopy of the bank account passbook (for internet banking, a screenshot showing the receiving account details is acceptable) in the name of the business (for self-employed applicants, the name of the representative is acceptable) designated to receive the subsidy.
- (4) A copy of documentation proving that the Travel Agency is registered under Article 3 or Article 23 of the Travel Agency Act.
- (5) A copy of the transportation reservation acceptance form from the arranged bus company or a copy of other documentation that confirms the reservation details (when applying for an additional subsidy).

(Approval and Notification of Issuance)

Article 7 After receiving the documents specified in Article 6, the Travel Subsidy Bureau shall assess the application and, if it is found to meet the Subsidy Conditions, shall issue a Notification of Approval of Subsidy Application (Form 3) by email to the applicant within three business days from the date the application is received.

2 If an error is found in the submitted documents and the applicant receives an email from the Travel Subsidy Bureau requesting a correction, the applicant must resubmit their corrected documents within 10 days from the date of receipt. If the applicant fails to resubmit within 10 days, the application will be considered invalid.

(Changes, Etc.)

Article 8 If the content of the subsidy application is to be changed, the applicant must promptly submit the Subsidy Application Change Form (Form 4) to the Travel Subsidy Bureau by email and receive approval. However, this shall not apply to minor changes such as Travel Itinerary schedule, or reduction of less than 20% of the approved subsidy amount.

2 If the applicant wishes to withdraw their subsidy application, the applicant must promptly submit the Withdrawal of Subsidy Application Form (Form 4-2) by email to the Travel Subsidy Bureau and receive approval.

3 The provisions of Article 7 shall apply mutatis mutandis when the procedures in the preceding two paragraphs are carried out.

(Subsidy Program Report)

Article 9 The applicant shall submit the Subsidy Program Report and Claim Form (Form 5) along with the following documents to the Bureau by email within 10 days of the completion date of the Tochigi Prefecture Tour.

- (1) Finalized tour itinerary (no fixed form)
- (2) Certificate of Confirmation of Accommodation Usage (Form 6)
- (3) Certificate of Use of Fee-Based Tourist Facilities (Form 7)
- (4) A copy of the transportation reservation acceptance form from the arranged bus operator (when applying for an additional subsidy)

(Determination of Amount to be Subsidized)

Article 10 After receiving the documents specified in Article 9, the Bureau will promptly review the documents. If the subsidy application is approved, the Bureau shall finalize the amount to be subsidized and notify the applicant via the Notice of Finalized Amount (Form 8) sent by email within 3 business days of receipt of the Subsidy Program Report.

2 If an error is found in the submitted documents and the applicant receives an email from the Travel Subsidy Bureau requesting a correction, the applicant must resubmit their corrected documents within 10 days from the date of receipt.

(Payment of Subsidy)

Article 11 In principle, the Travel Subsidy Bureau shall transfer the subsidy amount to the account designated by the applicant at the time of application within 14 days from the date of sending the documents specified in Article 10 to the applicant by e-mail.

(Cancellation of Subsidy)

Article 12 The Travel Subsidy Bureau may revoke their decision to grant a subsidy or have the applicant refund the full amount of the subsidy in the case that the applicant who has been approved for or received the subsidy falls under any of the conditions outlined below.

- (1) The applicant received the subsidy through fraudulent or other wrongful means
- (2) The applicant does not submit the required documents for each procedure by the

specified date

(3) The applicant violates any of the provisions in this guideline

(Storage of Relevant Documents, etc.)

Article 13 The applicant shall store and maintain the relevant documents, books, etc., which detail the income and expenditure related to the project that was the subject of the subsidy for a period of five years from the year following the completion date of the project.

(Other)

Article 14 Any matters not stipulated in this guideline shall be decided following separate consultation and deliberation between Tochigi Prefecture and the Travel Subsidy Bureau.

Supplementary Provision This guideline shall come into effect on April 10, 2023.

(Table 1) Classification of the 5 different areas of Tochigi Prefecture

Area	Town/City
Nikko	Nikko City
Nasu	Otawara City, Yaita City, Nasushiobara City, Shioya Town, Nasu Town
Central Tochigi	Utsunomiya City, Kanuma City, Sakura City, Nasukarasuyama City, Kaminokawa Town, Takanezawa Town, Nakagawa Town
South Tochigi	Ashikaga City, Tochigi City, Sano City, Oyama City, Shimotsuke City, Mibu Town, Nogi Town
East Tochigi	Moka City, Mashiko Town, Motegi Town, Ichikai Town, Haga Town

(Table 2) Subsidy Amount/Maximum Subsidy Amount

Subsidy Type	Subsidy Conditions	Subsidy amount per participant	Maximum amount per Tochigi Prefecture Tour
Basic Subsidy	As stipulated in Article 3	10,000 yen	1,000,000 yen
Additional Subsidy	Use of a chartered bus operated by a bus company that has a head office or branch office in Tochigi Prefecture	2,500 yen	250,000 yen

*Additional subsidy shall be provided in addition to the basic subsidy.

*The following persons are not eligible to be subsidized.

- (1) Participants who hold Japanese nationality
- (2) Persons involved in the operation of the tour such as tour guides, tour conductors, etc.
- (3) Participants who do not incur any accommodation charges

(Table 3) For Submitting Relevant Documents

Tochigi Prefecture Travel Product Creation Subsidy Program Bureau (Nippon Travel Agency Utsunomiya Branch)	
E-mail address:	tochigi_hounichi@nta.co.jp
Phone:	028-346-4171 *Inquiries are to be submitted by email, except in urgent cases.
Reception Hours	Monday - Friday 10:00 am to 5:00 pm *Closed weekends, holidays, and Year-End holidays (Dec.28 - Jan.4)
Tochigi Prefecture Travel Product Creation Subsidy Program Bureau (Nippon Travel Agency Utsunomiya Branch)	
E-mail address:	tochigi_hounichi@nta.co.jp
Phone:	028-346-4171 *Inquiries are to be submitted by email, except in urgent cases.
Reception Hours	Monday - Friday 10:00 am to 5:00 pm *Closed weekends, holidays, and Year-End holidays (Dec.28 - Jan.4)