

Subsidy for Projects that Promote International Tourism to Tottori

The following subsidies are available to help cover the cost of creating and selling tourism products that will bring international visitors to Tottori

Types of Costs Eligible for Subsidy, Rate of Support, Subsidy Maximum Limit

① Operating FAM tours, etc.	}	Rate of Subsidy 10/10	· max. 500,000 yen
② Advertising travel products			
③ Creating sales promotion tools			
④ Broadcasting on cable TV home shopping programs	}	Rate of Subsidy 10/10	· max.1,000,000 yen
⑤ Implementing promotion using the website of one's own company			
⑥ Cycling tour expenses	}	Rate of Subsidy 10/10	· max.300,000 yen
⑦ Walking tour expenses			
⑧ Bus rental expenses	}	Fixed Amount	· max. 80,000 yen per day for transport vehicle · max. 20,000 yen per day for guide (max. 2 guides)
		Fixed Amount	· max. 20,000 yen per day for guide (max. 2 guides) · max. 30,000 yen per night for bus rental expenses (max. 2 nights)

※⑧ are only applicable to tours that consist of over 15 people with at least one night stay in Tottori Prefecture. In principle, these subsidies are only offered when using local service providers.

Examples

- Television programs and commercials that promote tourism to Tottori Prefecture
- Magazine and newspaper advertisements for newly produced tourism products
- Promotion of travel products on cable television home shopping programs
- Bus rentals and guides for operating tourism products