

# FUKUI x MICE

## MAKE NEW DISCOVERIES IN FUKUI

As the birthplace of Zen Buddhism in Japan, and the area where most of the dinosaur fossils discovered in the country were found, Fukui Prefecture — located between Kyoto and Kanazawa, Ishikawa Prefecture — is a unique place where dinosaurs from time immemorial coexist with the teachings of Zen, which have continued to soothe the hearts of people since ancient times.



### CITY x MICE

Less than 3 hours from Tokyo Station  
by Hokuriku Shinkansen



With the extension of the shinkansen line in 2024, the number of hotels -including international brands- and conference facilities greatly increased, making Fukui a smart choice for your MICE event.



### Hot Spring x MICE

A truly Japanese experience  
for your participants



Boasting dozens of hot spring inns, some of which offer over 150 rooms, guests can enjoy hot spring baths and a lavish reception in the evening, right there at the venue.

## Unique Venues x MICE

Unusual venues for a memorable event

### Zen x MICE



### Dinosaurs x MICE



### Noh Stage x MICE



Have your event at historic buildings, cultural facilities, and other special venues you can only find here.

### Attraction x MICE

Local entertainment for a night your  
participants will never forget

Financial  
support  
available



A special event regular  
tourists cannot experience

Local performing arts



Cheer dance performance



Local sake tasting

### Excursion x MICE

A special excursion to discover the best of Fukui

Financial  
support  
available

#### Transportation



Customize the experience  
to your participants'  
needs and interests

#### Transportation



Immersive bus trip

#### Experience



Experience Zazen meditation

#### Experience



Make your own  
Japanese knife

#### Experience



Make Echizen Soba  
noodles

Generous financial support available  
Subsidies for every kind of MICE  
Easy to get, easy to organize

UP TO  
1,380,000  
JPY !



① Subsidy for Conventions



For groups of 50 or more participants from outside the prefecture and / or overseas  
Amount to increase with number of participants and nights spent in Fukui

▶ **【 Up to 9,000,000 JPY 】**

② Special Subsidy  
for International Conventions



For groups of 10 or more participants from overseas  
Amount to increase with number of participants and nights spent in Fukui

▶ **【 Up to 3,000,000 JPY 】**

The subsidies below can only be used if the above subsidies ① or ② are applicable

Subsidy for Attraction



Applicable to hospitality events held at the opening ceremony or reception and that feature the local culture of Fukui Prefecture and its host city or town

▶ **【 Up to 50,000 JPY 】**

Subsidy for Shuttle Bus Service



Applicable to conventions of more than 300 participants offering shuttle bus service between the venue and accommodation facilities

▶ **【 Up to 100,000 JPY 】**

Subsidy for Excursion



Applicable to visits to sightseeing spots and companies within Fukui Prefecture

▶ **【 Up to 200,000 JPY 】**

Additional Subsidy for  
Large-Scale Conventions



Applicable to conventions of 1,000 or more in-person participants

▶ **【 Up to 1,000,000 JPY 】**

Special Subsidy for Reinan



Applicable to conventions held in Reinan, the southern part of Fukui Prefecture

▶ **【 Up to 350,000 JPY 】**

Subsidy for Site Inspection



Applicable to preliminary inspection trips to Fukui by organizations considering holding a convention in the prefecture.

▶ **【 Up to 100,000 JPY 】**

The number of organizations using our subsidies is increasing year by year.  
You, too, find out why so many choose Fukui for their next MICE event in Japan!

15 grants  
in 2022

35 grants  
in 2023

83 grants in 2024

※ Number of actual grants for 2022 and 2023, and number of applications so far for 2024

【 For inquiries 】Fukui Prefectural Tourism Federation (Convention Division)

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