



True Japan Tour

Institute for Japanese Culture
Experience and Education

2026 AUG.

Travel Consultant

Discover Japan's Nature, Beauty & Spirit

For Agents

Guide Dispatch (French & Spanish)



Guide Dispatch



Japan's Number One in Tour Guide Human Resources

Our organization has the largest number of nationally certified guides in Japan.

These guides are bilingual professionals specialized in Japanese cuisine, tea ceremony, flower arrangement and other cultural aspects. On top of that, we don't simply remain satisfied with our present skillset, but keep on training our staff and guides with periodic professional level courses and are constantly striving to design and to offer higher level programs.

Possessing as we do Japan's largest staffing numbers for guides, our programs are run not only by language and culture specialists, but also by college professors, system engineers, accountants, and others. We have a large stock of human resources and experiences and excellent achievements to our name in taking care of many VIPs and MICE (Meeting, Incentive, Conference, Exhibition) events.

Genuine Japanese Cultural Experience, Japanese Lifestyle and Mind-set

In order to get the essence and deeper understanding of Japanese culture, actual practice and hands-on experience are much more effective than just looking at.

Japanese cuisine cooking, tea ceremony, flower arrangement, and suchlike. In addition to regular sightseeing tours, we provide many experimental style programs for our quests to have a genuine cultural experience. From the Metropolitan areas and Kansai areas, indeed in every corner of Japan, we offer a great variety of guided tours to satisfy myriad guests' requirements.

Also, we are now offering home visit style programs in order for a small group of guests to get actual experience in tea ceremony, kimono-wearing, and Japanese cooking.

As for guiding tours, rather than using DVDs or CDs, real human guides explain in their own words, thus enabling interactive communication. In this way, guests can get to know the true Japanese lifestyle and mind-set.

Flexible Offerings from the Single Guest to Big Groups

We offer flexible on-demand programs which are capable of satisfying requests from a small group of people. These programs are made possible by the Japan's largest membership of 1,400 guides and a unique human resources management system. This system enables our search for the right person in the right place, appropriate assignments, and quick response to a variety of requirements.



Fee Adjustment Compared with the Standard Grade(FIT)

Guide Grade (FIT)		Rate	General Evaluation	Qualifications	Comparison with the Previous Rate
★	Developing	85% (-15%)	- Limited knowledge, language proficiency, and customer service skills. - Lacks sufficient guiding experience.	includes non-licensed guides	
★★	Standard	100% (±0%)	- Meets the average professional standard expected of a licensed guide. - May have difficulty handling diverse clients or challenging situations.	National Government Licensed Guide Interpreter	This rate is 10% lower than our previous Standard Rate.
★★★	Advanced	115% (+15%)	Our recommendation - Performs somewhat above the average standard of licensed guides. - Can handle diverse clients and challenging situations with confidence and without major mistakes.		
★★★★	Excellent	140% (+40%)	- Performs well above the average standard of licensed guides. - Can manage diverse clients and challenging situations accurately and without mistakes.		Guides assigned under this grade will meet the same qualification standards as those previously assigned under our former VIP Rate .
★★★★★	Premium	170% (+70%)	- Demonstrates an excellent balance of knowledge, language proficiency, and customer service skills. - Can be entrusted with highly diverse clients and exceptionally demanding situations. - Fully capable of serving most VIP clients.		
★★★★★	Elite	200% (+100%)	- Demonstrates exceptional knowledge, language proficiency, and customer service skills in every respect. - Can be relied upon even in the most demanding situations with highly diverse clients. - Capable of serving any level of VIP client.		

【Guide Grade Policy】

1. We will assign a guide whose evaluation meet or exceed the grade you request. Therefore, the selected grade should be regarded as the minimum standard of qualifications and experience for the assigned guide. In some cases, you may have a higher-grade guide—for example, a Premium-level guide—while paying the Standard rate.
2. If you require a **pre-assignment interview** with the guide and/or **the submission of the guide's résumé/CV**, please request a guide of **Advanced Grade** or higher.
3. If you wish to request a specific guide by name, the assignment will be made at the **Advanced Grade** level or higher.

Fee Adjustment Compared with the Standard Grade (Group/ Multi-day Tour)

Guide Grade (Group)		Rate	General Evaluation	Qualification Requirements	Comparison with the Previous Rate Schedule
★★	Standard	100% (±0%)	- Meets the average professional standard expected of a licensed guide. - May have difficulty handling diverse clients or challenging situations.	National Government Licensed Guide Interpreter	This rate is 10% lower than our previous Standard Rate.
★★★	Advanced	115% (+15%)	Our recommendation - Performs somewhat above the average standard of licensed guides. - Can handle diverse clients and challenging situations with confidence and without major mistakes.		
★★★★	Excellent	140% (+40%)	- Performs well above the average standard of licensed guides. - Can manage diverse clients and challenging situations accurately and without mistakes.		
★★★★★	Premium	170% (+70%)	- Demonstrates an excellent balance of knowledge, language proficiency, and customer service skills. - Can be entrusted with highly diverse clients and exceptionally demanding situations. - Fully capable of serving most VIP clients.		

【Guide Grade Policy】

1. We will assign a guide whose evaluation meet or exceed the grade you request. Therefore, the selected grade should be regarded as the minimum standard of qualifications and experience for the assigned guide. In some cases, you may have a higher-grade guide—for example, a Premium-level guide—while paying the Standard rate.
2. For group bookings, requests for a **pre-assignment interview** with the guide and/or the submission of the **guide's résumé/CV** are available starting from the **Standard Grade**.
3. If you wish to request a specific guide by name, the assignment will be made at the **Advanced Grade** level or higher.

Guide Fee for French and Spanish Tour Guides(FIT)

“FIT” refers to a one-day guided tour for a group of 9 or less people.

※Sales tax is not included.

★1:Developing Is ★2:Standard * 0.85

Duration	Tokyo/Around Tokyo		Kyoto/Osaka Around Kyoto and Osaka	
	Regular	Peak Season	Regular	Peak Season
Within 3 hours	JPY 13,923	JPY 16,907	JPY 16,907	JPY 19,890
3 hours to less than 5 hours (half day)	JPY 19,890	JPY 23,868	JPY 23,868	JPY 27,846
5 hours to less than 8 hours (Full day)	JPY 28,841	JPY 34,808	JPY 34,808	JPY 40,775
8 hours to less than 10 hours	JPY 34,808	JPY 41,769	JPY 41,769	JPY 48,731
10 hours to less than 12hours	JPY 39,780	JPY 47,736	JPY 47,736	JPY 55,692
Overtime charge (beyond 12 hours): JPY / per hour	JPY 3,315	JPY 3,978	JPY 3,978	JPY 4,641

★2:Standard

Duration	Tokyo/Around Tokyo		Kyoto/Osaka Around Kyoto and Osaka	
	Regular	Peak Season	Regular	Peak Season
Within 3 hours	JPY 16,380	JPY 19,890	JPY 19,890	JPY 23,400
3 hours to less than 5 hours (half day)	JPY 23,400	JPY 28,080	JPY 28,080	JPY 32,760
5 hours to less than 8 hours (Full day)	JPY 33,930	JPY 40,950	JPY 40,950	JPY 47,970
8 hours to less than 10 hours	JPY 40,950	JPY 49,140	JPY 49,140	JPY 57,330
10 hours to less than 12hours	JPY 46,800	JPY 56,160	JPY 56,160	JPY 65,520
Overtime charge (beyond 12 hours): JPY / per hour	JPY 3,900	JPY 4,680	JPY 4,680	JPY 5,460

★3:Advanced Is ★2:Standard * 1.15

Duration	Tokyo/Around Tokyo		Kyoto/Osaka Around Kyoto and Osaka	
	Regular	Peak Season	Regular	Peak Season
Within 3 hours	JPY 18,837	JPY 22,874	JPY 22,874	JPY 26,910
3 hours to less than 5 hours (half day)	JPY 26,910	JPY 32,292	JPY 32,292	JPY 37,674
5 hours to less than 8 hours (Full day)	JPY 39,020	JPY 47,093	JPY 47,093	JPY 55,166
8 hours to less than 10 hours	JPY 47,093	JPY 56,511	JPY 56,511	JPY 65,930
10 hours to less than 12hours	JPY 53,820	JPY 64,584	JPY 64,584	JPY 75,348
Overtime charge (beyond 12 hours): JPY / per hour	JPY 4,485	JPY 5,382	JPY 5,382	JPY 6,279

★4:Excellent Is ★2:Standard * 1.4

Duration	Tokyo/Around Tokyo		Kyoto/Osaka Around Kyoto and Osaka	
	Regular	Peak Season	Regular	Peak Season
Within 3 hours	JPY 22,932	JPY 27,846	JPY 27,846	JPY 32,760
3 hours to less than 5 hours (half day)	JPY 32,760	JPY 39,312	JPY 39,312	JPY 45,864
5 hours to less than 8 hours (Full day)	JPY 47,502	JPY 57,330	JPY 57,330	JPY 67,158
8 hours to less than 10 hours	JPY 57,330	JPY 68,796	JPY 68,796	JPY 80,262
10 hours to less than 12hours	JPY 65,520	JPY 78,624	JPY 78,624	JPY 91,728
Overtime charge (beyond 12 hours): JPY / per hour	JPY 5,460	JPY 6,552	JPY 6,552	JPY 7,644

★5:Premium Is ★2:Standard * 1.7

Duration	Tokyo/Around Tokyo		Kyoto/Osaka Around Kyoto and Osaka	
	Regular	Peak Season	Regular	Peak Season
Within 3 hours	JPY 27,973	JPY 33,813	JPY 33,813	JPY 39,780
3 hours to less than 5 hours (half day)	JPY 39,780	JPY 47,736	JPY 47,736	JPY 55,692
5 hours to less than 8 hours (Full day)	JPY 57,681	JPY 69,615	JPY 69,615	JPY 81,549
8 hours to less than 10 hours	JPY 69,615	JPY 83,538	JPY 83,538	JPY 97,461
10 hours to less than 12hours	JPY 79,560	JPY 95,472	JPY 95,472	JPY 111,384
Overtime charge (beyond 12 hours): JPY / per hour	JPY 6,630	JPY 7,956	JPY 7,956	JPY 9,282

★6:Elite Is ★2:Standard * 2

Duration	Tokyo/Around Tokyo		Kyoto/Osaka Around Kyoto and Osaka	
	Regular	Peak Season	Regular	Peak Season
Within 3 hours	JPY 32,760	JPY 39,780	JPY 39,780	JPY 46,800
3 hours to less than 5 hours (half day)	JPY 46,800	JPY 56,160	JPY 56,160	JPY 65,520
5 hours to less than 8 hours (Full day)	JPY 67,860	JPY 81,900	JPY 81,900	JPY 95,940
8 hours to less than 10 hours	JPY 81,900	JPY 98,280	JPY 98,280	JPY 114,660
10 hours to less than 12hours	JPY 93,600	JPY 112,320	JPY 112,320	JPY 131,040
Overtime charge (beyond 12 hours): JPY / per hour	JPY 7,800	JPY 9,360	JPY 9,360	JPY 10,920

Guide Fee for French and Spanish Tour Guides (GROUP)

"Group" refers to tours of 10 or more people or tours by chartered bus

※Sales tax is not included.

★2:Standard

Duration	Regular	Peak Season
Within 3 hours	JPY 26,520	JPY 29,835
3 hours to less than 5 hours (half day)	JPY 37,440	JPY 42,120
5 hours to less than 8 hours (Full day)	JPY 54,600	JPY 61,425
8 hours to less than 10 hours	JPY 65,520	JPY 73,710
10 hours to less than 12hours	JPY 74,880	JPY 84,240
Overtime charge (beyond 12 hours): JPY / per hour	JPY 6,240	JPY 7,020

★3:Advanced Is ★2:Standard * 1.15

Duration	Regular	Peak Season
Within 3 hours	JPY 30,498	JPY 34,310
3 hours to less than 5 hours (half day)	JPY 43,056	JPY 48,438
5 hours to less than 8 hours (Full day)	JPY 62,790	JPY 70,639
8 hours to less than 10 hours	JPY 75,348	JPY 84,767
10 hours to less than 12hours	JPY 86,112	JPY 96,876
Overtime charge (beyond 12 hours): JPY / per hour	JPY 7,176	JPY 8,073

★4:Excellent Is ★2:Standard * 1.4

Duration	Regular	Peak Season
Within 3 hours	JPY 37,128	JPY 41,769
3 hours to less than 5 hours (half day)	JPY 52,416	JPY 58,968
5 hours to less than 8 hours (Full day)	JPY 76,440	JPY 85,995
8 hours to less than 10 hours	JPY 91,728	JPY 103,194
10 hours to less than 12hours	JPY 104,832	JPY 117,936
Overtime charge (beyond 12 hours): JPY / per hour	JPY 8,736	JPY 9,828

★5:Premium Is ★2:Standard * 1.7

Duration	Regular	Peak Season
Within 3 hours	JPY 45,084	JPY 50,720
3 hours to less than 5 hours (half day)	JPY 63,648	JPY 71,604
5 hours to less than 8 hours (Full day)	JPY 92,820	JPY 104,423
8 hours to less than 10 hours	JPY 111,384	JPY 125,307
10 hours to less than 12hours	JPY 127,296	JPY 143,208
Overtime charge (beyond 12 hours): JPY / per hour	JPY 10,608	JPY 11,934

1. Remarks

(1) Peak season / Area division

- The fee varies depending on the time of year and the area where the guide is assigned.
- Peak season : March 10 - April 20 and October 10 - November 20
Regular Season: Dates other than above
- The dispatch area is divided into "Tokyo/Around Tokyo" (Eastern Japan) area and "Kyoto/Osaka Around Kyoto and Osaka" (Western Japan) area.

However, we will provide a separate quote for areas within the above areas where it is difficult to arrange a tour guide.

(2) Transportation

The guide's transportation costs from/to their homes are not included in the guide fee.

※Should a proposed guide candidate require the use of the Shinkansen or other long-distance transportation, we will notify you in advance and assign the guide only upon receiving your approval.

(3) Accommodation

If overnight accommodation is required for the assigned guide to carry out the tour, we kindly ask the client requesting the guide arrangement to either arrange the guide's accommodation directly or cover the cost of the guide's accommodation.

※Should a proposed guide candidate require overnight accommodation, we will notify you in advance and assign the guide only upon receiving your approval.

(4) Meals

The following meal allowances for the guide/interpreter will be charged when the guiding starts during breakfast/lunch/dinner time.

Breakfast: JPY 1,000 Lunch: JPY 1,500 Dinner: JPY 2,000

For FIT bookings: If the guide is required to stay overnight, please also cover the cost of the guide's breakfast on the tour day.

For Group bookings: If the guide is required to stay overnight, please provide or cover the cost of the guide's breakfast, lunch, and dinner.

2. Additional Fees

In the following cases, a surcharge will be charged in addition to the base guide fee.

Case	Detail	Surcharge
Advance preparatory meeting	A separate charge for cases in which an advance preparatory meeting with the guide are necessary or requested.	JPY 3,000 / 1 hour * Transportation costs will also be charged"
Early morning/late night service	A surcharge for duties requested between 10:00pm ~ 6:59am.	JPY 2,000 / 30minutes
Reserved Day Allowance (standby fee)	When a guide is assigned as a through guide and there is a free day (a day without Guiding Service) within the itinerary, the guide will still need to be reserved and remain unavailable for other assignments on that day. In such cases, we kindly ask for the standby fee.	FIT bookings: JPY 10,000 per day (excluding tax) Group bookings: JPY 18,000 per day (excluding tax)
Last-minute arrangements	A handling fee for requests received the day of or day prior to the tour day.	2-day prior : 10% of base guide fee 1-day prior : 15% of base guide fee Same day : 25% of base guide fee"
New Year's Dispatch Allowance (Jan.1 st -3 rd)	For guide dispatch from January 1 to January 3	Additional 10,000 yen (Jan.1 st) 20% of the total fee (Jan 2 nd /3 rd)

3. Cancellation Policy

Cancellation charges will apply when the notification of cancellation is received:

- 14-3 days before the tour day: 20% of the total fee
- 2 days before the tour day: 50% of the total fee
- 1 day before, on the tour day, or cancellation without notice: 100% of the total fee.

* With regards to the cancellation of multiple tours, the cancellation policy will apply to the date of the first tour.

For example, if a guide has been booked for a 10-day assignment at a fee of JPY 30,000 per day (excluding tax), the cancellation for a same-day cancellation would at a total be calculated as follows: (excluding tax)

	Calculation	Cancel Fee
Day 1 (Same-day cancellation)	100% of JPY 30,000	JPY 30,000
Day 2 (Cancelled on the previous day)	50% of JPY 30,000	JPY 15,000
Day 3 (Cancelled two days prior to the service date)	20% of JPY 30,000	JPY 6,000
Day 4 (Cancelled three days prior to the service date)	20% of JPY 30,000	JPY 6,000
Day 5 (Cancelled four days prior to the service date)	20% of JPY 30,000	JPY 6,000
Day 6 (Cancelled five days prior to the service date)	20% of JPY 30,000	JPY 6,000
Day 7 (Cancelled six days prior to the service date)	20% of JPY 30,000	JPY 6,000
Day 8 (Cancelled seven days prior to the service date)	20% of JPY 30,000	JPY 6,000
Day 9 (Cancelled eight days prior to the service date)	20% of JPY 30,000	JPY 6,000
Day 10 (Cancelled nine days prior to the service date)	20% of JPY 30,000	JPY 6,000
Total		JPY 93,000

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