



True Japan Tour

Institute for Japanese Culture
Experience and Education

2026 AUG.

Travel Consultant

Discover Japan's Nature, Beauty & Spirit

For Agents

Guide Dispatch (English)



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】

- 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.
- 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.
- If you wish to request a specific guide by name, the assignment will be made at the **Advanced Grade** level or higher.
- The qualification requirements above may not apply to guides working in languages other than English or to individuals who demonstrate exceptional skills and qualities as a guide.

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.
4. The qualification requirements above may not apply to guides working in languages other than English or to individuals who demonstrate exceptional skills and qualities as a guide.

Guide Fee for English 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 10,710	JPY 13,005	JPY 13,005	JPY 15,300
3 hours to less than 5 hours (half day)	JPY 15,300	JPY 18,360	JPY 18,360	JPY 21,420
5 hours to less than 8 hours (Full day)	JPY 22,185	JPY 26,775	JPY 26,775	JPY 31,365
8 hours to less than 10 hours	JPY 26,775	JPY 32,130	JPY 32,130	JPY 37,485
10 hours to less than 12hours	JPY 30,600	JPY 36,720	JPY 36,720	JPY 42,840
Overtime charge (beyond 12 hours): JPY / per hour	JPY 2,550	JPY 3,060	JPY 3,060	JPY 3,570

★2:Standard

Duration	Tokyo/Around Tokyo		Kyoto/Osaka Around Kyoto and Osaka	
	Regular	Peak Season	Regular	Peak Season
Within 3 hours	JPY 12,600	JPY 15,300	JPY 15,300	JPY 18,000
3 hours to less than 5 hours (half day)	JPY 18,000	JPY 21,600	JPY 21,600	JPY 25,200
5 hours to less than 8 hours (Full day)	JPY 26,100	JPY 31,500	JPY 31,500	JPY 36,900
8 hours to less than 10 hours	JPY 31,500	JPY 37,800	JPY 37,800	JPY 44,100
10 hours to less than 12hours	JPY 36,000	JPY 43,200	JPY 43,200	JPY 50,400
Overtime charge (beyond 12 hours): JPY / per hour	JPY 3,000	JPY 3,680	JPY 3,680	JPY 4,200

★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 14,490	JPY 17,595	JPY 17,595	JPY 20,700
3 hours to less than 5 hours (half day)	JPY 20,700	JPY 24,840	JPY 24,840	JPY 28,980
5 hours to less than 8 hours (Full day)	JPY 30,015	JPY 36,225	JPY 36,225	JPY 42,435
8 hours to less than 10 hours	JPY 36,225	JPY 43,470	JPY 43,470	JPY 50,715
10 hours to less than 12hours	JPY 41,400	JPY 49,680	JPY 49,680	JPY 57,960
Overtime charge (beyond 12 hours): JPY / per hour	JPY 3,450	JPY 4,140	JPY 4,140	JPY 4,830

★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 17,640	JPY 21,420	JPY 21,420	JPY 25,200
3 hours to less than 5 hours (half day)	JPY 25,200	JPY 30,240	JPY 30,240	JPY 35,280
5 hours to less than 8 hours (Full day)	JPY 36,540	JPY 44,100	JPY 44,100	JPY 51,660
8 hours to less than 10 hours	JPY 44,100	JPY 52,920	JPY 52,920	JPY 61,740
10 hours to less than 12hours	JPY 50,400	JPY 60,480	JPY 60,480	JPY 70,560
Overtime charge (beyond 12 hours): JPY / per hour	JPY 4,200	JPY 5,040	JPY 5,040	JPY 5,880

★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 21,420	JPY 26,100	JPY 26,100	JPY 30,600
3 hours to less than 5 hours (half day)	JPY 30,600	JPY 36,720	JPY 36,720	JPY 42,840
5 hours to less than 8 hours (Full day)	JPY 44,370	JPY 53,550	JPY 53,550	JPY 62,730
8 hours to less than 10 hours	JPY 53,550	JPY 64,260	JPY 64,260	JPY 74,970
10 hours to less than 12hours	JPY 61,200	JPY 73,440	JPY 73,440	JPY 85,680
Overtime charge (beyond 12 hours): JPY / per hour	JPY 5,100	JPY 6,120	JPY 6,120	JPY 7,140

★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 25,200	JPY 30,600	JPY 30,600	JPY 36,000
3 hours to less than 5 hours (half day)	JPY 36,000	JPY 43,200	JPY 43,200	JPY 50,400
5 hours to less than 8 hours (Full day)	JPY 52,200	JPY 63,000	JPY 63,000	JPY 73,800
8 hours to less than 10 hours	JPY 63,000	JPY 75,600	JPY 75,600	JPY 88,200
10 hours to less than 12hours	JPY 72,000	JPY 86,400	JPY 86,400	JPY 100,800
Overtime charge (beyond 12 hours): JPY / per hour	JPY 6,000	JPY 7,200	JPY 7,200	JPY 8,400

Guide Fee for English Tour Guides(FIT)

"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 20,400	JPY 22,950
3 hours to less than 5 hours (half day)	JPY 28,800	JPY 32,400
5 hours to less than 8 hours (Full day)	JPY 42,000	JPY 47,250
8 hours to less than 10 hours	JPY 50,400	JPY 56,700
10 hours to less than 12hours	JPY 57,600	JPY 64,800
Overtime charge (beyond 12 hours): JPY / per hour	JPY 4,800	JPY 5,400

★3:Advanced Is ★2:Standard * 1.15

Duration	Regular	Peak Season
Within 3 hours	JPY 23,460	JPY 26,393
3 hours to less than 5 hours (half day)	JPY 33,120	JPY 37,260
5 hours to less than 8 hours (Full day)	JPY 48,300	JPY 54,338
8 hours to less than 10 hours	JPY 57,960	JPY 65,205
10 hours to less than 12hours	JPY 66,240	JPY 74,520
Overtime charge (beyond 12 hours): JPY / per hour	JPY 5,520	JPY 6,210

★4:Excellent Is ★2:Standard * 1.4

Duration	Regular	Peak Season
Within 3 hours	JPY 28,560	JPY 32,130
3 hours to less than 5 hours (half day)	JPY 40,320	JPY 45,360
5 hours to less than 8 hours (Full day)	JPY 58,800	JPY 66,150
8 hours to less than 10 hours	JPY 70,560	JPY 79,380
10 hours to less than 12hours	JPY 80,640	JPY 90,720
Overtime charge (beyond 12 hours): JPY / per hour	JPY 6,720	JPY 7,560

★5:Premium Is ★2:Standard * 1.7

Duration	Regular	Peak Season
Within 3 hours	JPY 34,680	JPY 39,015
3 hours to less than 5 hours (half day)	JPY 48,960	JPY 55,080
5 hours to less than 8 hours (Full day)	JPY 71,400	JPY 80,325
8 hours to less than 10 hours	JPY 85,680	JPY 96,390
10 hours to less than 12hours	JPY 97,920	JPY 110,160
Overtime charge (beyond 12 hours): JPY / per hour	JPY 8,160	JPY 9,180

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)	100% of JPY 30,000	JPY 30,000
Day 3 (Cancelled two days prior to the service date)	50% of JPY 30,000	JPY 15,000
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 117,000

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