

Let's travel to
OKAYAMA,
JAPAN!

Northern Okayama
MIMASAKA Area
Rental Car Discount
Campaign

Max **8,000 yen OFF**
Per Vehicle

Applicable Period

Jul. 5, 2026 – Feb. 28, 2027

Vehicle must be returned by March 10, 2027.

Stay in Northern Okayama's Mimasaka Area and get up to 8,000 yen off your rental car.



What is the Mimasaka Area?

The Mimasaka Area is the northern part of Okayama Prefecture, known for its hot springs, highlands, historic castle town, forests, scenic drives, and seasonal nature. It is an ideal area to explore by rental car.



Applicable Period (The return deadline is Wednesday, March 10.)
From July 5, 2026 (Sunday) to February 28, 2027 (Sunday)

Application Period

From July 1, 2026 (Wednesday) to February 23, 2027 (Tuesday)

※**Up to 4 days before pickup**

※Some periods are excluded (see website)



Discount (Per Vehicle)

Vehicles with a seating capacity of up to 5: 5,000 yen (per vehicle)

Vehicles with a seating capacity of 6 or more: 8,000 yen (per vehicle)

※However, in the event that the discount amount is greater than the rental car fee, the discount will be equal to the actual fee.

Rental Car Discount Campaign
in Okayama Prefecture for Tourists from Abroad



How to Use

※Up to 4 days before pickup



Eligible Participants • Basic Requirements

Individuals with non-Japanese passports

(individuals from abroad visiting Okayama Prefecture for the purpose of tourism)

① The rental car pickup and return must be at a rental office within Okayama Prefecture.

② The condition required to receive discount is to stay in an accommodation facility in Mimasaka area at least for one night.

※The offer does not apply to stays at the homes of relatives, acquaintances, or friends.

PRECAUTIONS

①:Times Car • Orix Rent-a-Car

The offer applies only to reservations made for on-site payment at the relevant car rental office on the day of use.

(The offer does not apply to prepaid reservations and travel product coupons.)

2:Toyota Rent a Car Okayama

Applicable to "online prepayment" and "on-site payment on the day"

3:NIPPON RENT-A-CAR

Applicable to "Online prepayment through the Nippon Rent-A- Car website" and "on-site payment on the day"

4:Heisei Car Rentals

Applicable to "Online prepayment through the Heisei Car Rentals website" and "on-site payment on the day"

(2 and 3and 4 :travel agency coupons are not applicable)

② The rental rates displayed on the respective car rental company's website or booking platforms are the regular rates.

③ You can drop the rental car off in Okayama Prefecture with one-way rental options. (Please inquire about the fee with the car rental company.)

④ The offer does not apply to cars returned at locations outside Okayama Prefecture.

⑤ Travel product coupons cannot be used for this promotion.

⑥ If the rental car cost is less than the subsidized amount, you will receive a subsidy equal to the actual cost.

⑦ This offer can be combined with transportation subsidies from other organizations.

⑧ The campaign will end once the budget limit is reached.

English

Explore Okayama

