

## NEWS RELEASE



December 1, 2025

Committee for TOHOKU HIGHWAY BUS TICKET

# Special Limited-Time Campaign for Inbound Travelers “TOHOKU HIGHWAY BUS TICKET”

The Tohoku Highway Bus Common Inbound Free Pass Council—comprised of 17 bus operators in the Tohoku region, the Federation of Tohoku Bus Associations, and the Tohoku Tourism Promotion Organization—will launch a special discount campaign for inbound travelers for the “TOHOKU HIGHWAY BUS TICKET” (hereafter “THBT”), which allows unlimited rides on highway buses and selected local bus routes within Tohoku during the ticket validity period.

During the campaign period, travelers can enjoy THBT at up to 30% off the regular price, making their journey through Tohoku even more enjoyable and enhancing overall travel satisfaction.

We hope this special campaign will encourage more visitors to discover the convenience of THBT and the charm of the Tohoku region.

The Council will continue its efforts to provide inbound travelers with a comfortable and pleasant travel experience in Tohoku.

## Special Campaign for the TOHOKU HIGHWAY BUS TICKET

### 1 Campaign Period

Discount applies to tickets purchased between December 1, 2025 and February 28, 2026.

### 2 Sales Price

Area	Ticket Type	Regular Price	Campaign Price
Southern Tohoku (Miyagi, Yamagata, Fukushima)	2 Day Pass	¥ 7,000	¥ <b>5,800</b>
	3 Day Pass	¥ 9,000	¥ <b>6,500</b>
Northern Tohoku + Miyagi (Aomori, Akita, Iwate, Miyagi)	2 Day Pass	¥ 9,000	¥ <b>7,500</b>
	3 Day Pass	¥ 11,000	¥ <b>8,400</b>
ALL Tohoku (6 prefectures)	2 Day Pass	¥ 11,000	¥ <b>9,000</b>
	3 Day Pass	¥ 14,000	¥ <b>9,800</b>

### 3 THBT Overview

#### Validity Period

Valid for one month from the date of purchase.

#### Usage Conditions

Non-consecutive (non-continuous) use of travel days is allowed.

#### Eligible Users

International visitors to Japan (holders of a passport issued by a country other than Japan).

#### Applicable Routes

Highway buses and select local bus routes (approximately 80 routes) operating within the six Tohoku prefectures.

#### How to Purchase

Online payment via the JBL website only.

No paper tickets or sales through other websites are available.

#### Sales Website

- English <https://japanbuslines.com/en/thbt/>
- Traditional Chinese <https://japanbuslines.com/tw/thbt/>
- Korean <https://japanbuslines.com/ko/thbt/>



English



Traditional Chinese



Korean

#### How to Use

Register for a free account on the JBL website and purchase the ticket.

Reserve the bus you wish to board, and present the ticket screen and your passport to the driver when getting on and off the bus.

The JBL website is an inbound-focused portal that allows users to reserve, pay for, and use more than 150 highway and airport bus routes across Japan—all in one place.

«For inquiries, please contact»

WILLER Call Center

(English and Vietnamese)

From Japan: (050) 5805-0383

From overseas: +81 (50) 5805-0383  
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10:00 am - 2:00 pm, 3:00 pm - 7:00 pm  
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**Committee for TOHOKU HIGHWAY BUS TICKET**

The Council is an organization comprised of 17 bus operators in Tohoku, the Tohoku Federation of Six Prefectural Bus Associations, and the Tohoku Tourism Promotion Organization.