

1 Significance of Developing the Plan

Okinawa Prefectural Government (OPG) has positioned tourism as a leading industry in Okinawa's economy and has been making various efforts to promote it. As a result, the prefecture is now regarded as one of the best tourist and resort destinations in Japan. However, the tourism industry in Okinawa is recently facing tough realities due to the sluggish growth in the number of inbound tourists against the backdrop of various factors such as the unstable world economy, the global outbreak of the H1N1 flu, occurrences of conflicts and terrorism, and the Great East Japan Earthquake.

In order to ensure the sustainable development of tourism in Okinawa under such circumstances, it is required to take proactive measures in various ways including strategically exploiting overseas markets, developing into an eco-friendly destination, and establishing Okinawa's tourism brand. Therefore, OPG has set up the Okinawa Prefecture Basic Plan for Tourism Promotion, and other relevant plans, to take various strategic and aggressive approaches based upon these plans.

2 Nature of the Plan

The Plan has been drawn up according to Article 7 of the Okinawa Prefectural Ordinance on Tourism Promotion (Ordinance No. 39 of 1979) to define basic directions for tourism development.

The Plan presents a vision of Okinawa's tourism 10 years from now that all those involved in Okinawa's tourism, including its citizens, should recognize, and offers basic policies to achieve the vision through concerted efforts of relevant parties.

3 Period of the Plan

The Plan targets a period of 10 years from FY2012 to FY2021.



Outline of Plans Related to Tourism in Okinawa

Okinawa 21st Century Vision

Future Goal of Okinawa in 2030
Drawn up in March 2010

Okinawa 21st Century Vision Master Plan (Period of the Plan: FY2012-FY2021)

A comprehensive basic plan inclusive of all previous areas of promotion of Okinawa, which also serves as the Okinawa Promotion Plan defined in the Act on Special Measures for the Promotion and Development of Okinawa.
Drawn up in May 2012

Okinawa 21st Century Vision Implementation Plan (Period of the Plan: FY2012-FY2021)

A plan that clarifies what OPG will do based on various schemes set out in the Okinawa 21st Century Vision Master Plan and the Okinawa Prefecture Basic Plan for Tourism Promotion.

Okinawa Prefecture Basic Plan for Tourism Promotion (Period of the Plan: FY2012-FY2021)

A plan that presents basic directions in the field of tourism promotion, based on the Okinawa 21st Century Vision Master Plan.

Drawn up in May 2012

Visit Okinawa Plan (Period of the Plan: Single Fiscal Year) (Drawn up every fiscal year)

A specific action plan drawn up to attract tourists, based on the Okinawa 21st Century Vision Master Plan and the Okinawa Prefecture Basic Plan for Tourism Promotion, with target figures for each fiscal year.

Drawn up in May 2012