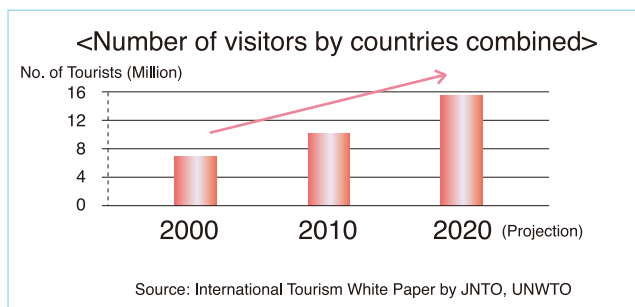
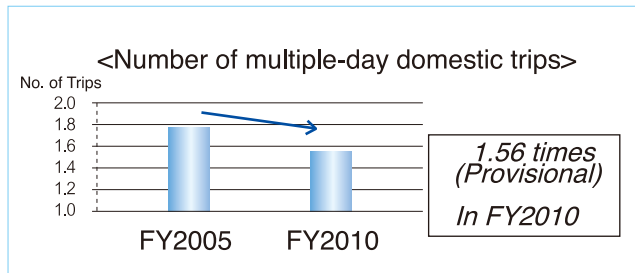


4 Domestic and International Trends in Tourism

Currently more than 90% of the tourists to Okinawa are Japanese. In Japan, however, the number and the length of domestic multiple-day trips per head are on the decline as well as travel-related spending per household.

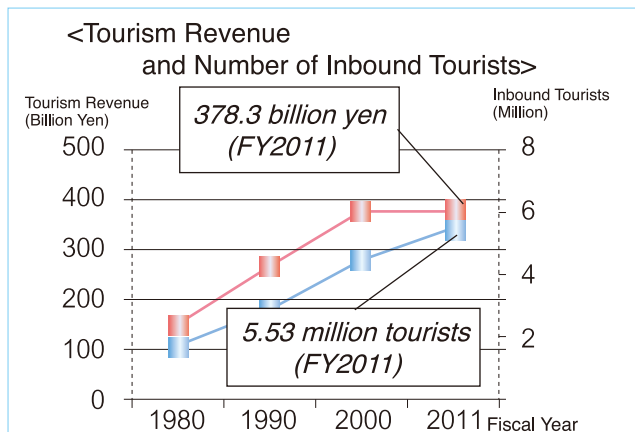
On the other hand, the number of tourists is increasing in the world as a whole, and the growth is expected to continue in the future. In light of this, the Government of Japan has set a target of receiving 25 million foreign visitors by early 2020, and 30 million visitors beyond that.



5 Situations of Tourism in Okinawa

Although the tourism-related revenue and the number of inbound tourists saw steady growth since 1972, this growth has slowed in the recent years, standing at around 4 billion yen and 5-6 million visitors, respectively. In addition, the number of nights stayed in Okinawa shows a declining trend, and in recent years, the figures have remained on the same level. Average spending in the prefecture per tourist has slowly been declining as well.

Air routes that are crucial to attract tourists have been shrinking since FY2007 for domestic flights. However, international air routes are expanding with the addition of two routes in FY2011, for Beijing and Guam, to the existing routes for Seoul, Taipei, Hong Kong and Shanghai, making the total number of international air routes to six.



6 Issues of Tourism in Okinawa that Need to be Addressed over the Next 10 Years

Considering the outer and inner situations of tourism in Okinawa, we have identified, as follows, issues that need to be addressed over the next 10 years in order to materialize the vision of Okinawa's tourism in 10 years, which is the goal of the Plan.

Issues of Tourism in Okinawa that Need to be Addressed over the Next 10 Years

- | | |
|--|--|
| 1. Responding to international competitions among tourist destinations | 4. Establishing a basis for sustainable tourism |
| 2. Responding to environmental problems | 5. Furthering understanding of tourism among citizens |
| 3. Playing a role as a mainstay industry | 6. Promoting the development of human resources that can contribute to tourism development |