

## 4 Effective marketing

### <Basic Directions>

In order to promptly respond to changes in the market and effectively attract tourists, we will conduct market researches and analyses that are high in effectiveness, take strategic approaches to exploit new markets based on the results of the analyses, and undertake promotions attentive to each target market.

In addition, we will attempt to establish a tourism brand for Okinawa in order to enhance Okinawa's competitive edge and increase the awareness of the prefecture.

### <Development of Measures>

- (1) Conduct highly prompt surveys and proper analyses on markets
- (2) Strategically exploit new markets
- (3) Establish a brand for tourism in Okinawa
- (4) Undertake effective promotions

## 5 Reorganizing the promotion structure

### <Basic Directions>

We will reorganize the structure for cooperation for all parties involved so that all the relevant people, including our citizens, can cooperate in concerted efforts.

We will also promote tourism-oriented community building in collaboration with the citizens, and deepen their understanding of tourism by promoting tourism education, and travels in the prefecture by the citizens themselves.

In addition, we will consider the use of indicators to objectively share the information on Okinawa's tourism situations.

### <Development of Measures>

- (1) Organize a structure for cooperation
- (2) Build a tourism-oriented community in collaboration with the prefecture's citizens
- (3) Adopt policies based on objective indicators



## 11 Basic Directions by Regions

Basic directions by regions in the field of tourism promotion will be determined taking the regional features into account, based on the five basic policy directions set out in the Plan based on "Chapter 5 Basic Directions in Implementation by Regions" of the Basic Plan of Okinawa 21st Century Vision, a superior plan to this Plan.

## 12 Measurement of Achievements

The Plan will set achievement indicators for four future pictures in materializing the "world-class tourist and destination", so that relevant parties can share information and see the achieved distances of these goals through efforts based on the Plan.

In addition, target figures for achievement indicators will be individually discussed and set, considering the future target of 10 million inbound tourists.