

The Concept of “Caribbean of the East”

— Aiming To Become A Cruise Hub In East Asia —

[Digest Version]



*Okinawa is a place of beautiful nature and
warm-hearted people,
where You can be your true self*



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Okinawa Prefecture

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(1) Objectives and Effects of the "Concept of 'Caribbean of the Asia'"

The world's leading cruise industry is an important industry that greatly contributes to Okinawa's economy, and promoting cruising is a vital measure for the tourism administration. For that reason, we will propose measures for promoting cruising in Okinawa entitling the "Concept of 'Caribbean of the Asia'" at home and abroad.

- ① Raise interest of clients such as cruise ship firms, shipping agents, travel firms, and port officials from all over the world
- ② Win port calls of cruise ships from around the world, as well as those in Asia-Pacific
- ③ Other measures such as attracting many investors with Okinawa's potential attractiveness (nature, culture, and high population growth)

(2) Okinawa's Advantage as Cruise Area

- ① Geographical advantage due to cruise market growth in South China such as Hong Kong
- ② Subtropical rich nature, history, culture, various events, experience tours, and the like

(3) Circumstances Surrounding Cruise Tourism in Okinawa

- ① Increase in number of cruise ship port calls (approx. 3.1 times greater in 4 years – 125 in 2012, 388 in 2016)
- ② Increase in number of foreign tourists arriving by cruise ships (approx. 5 times greater in 4 years – 146,800 in 2012, 718,100 in 2016)
- ③ Two cruise ship firms Carnival and Genting Hong Kong decided to invest in Okinawa in forming "international cruise port bases by public-private partnerships"
- ④ Progress in port infrastructure development (accelerated development of berths, terminals, and the like for accepting cruise ships)

(4) Schedule for Port Development in Okinawa Prefecture

- ① Port development progressing, and physical port capacity to increase in 2020
- ② Endeavor to develop floating piers and the like for ship's tenders in order to attract cruise ships to small outlying islands

Naha Port	Tomari Pier Wharf No. 8 (Depth: 10m; length: 372.5m) (up to 160,000 tons (total length approx. 335m)) Shinko Pier Wharves No.9 and No.10 (Depth: 13-15m; length: 800m) (up to 200,000 tons) Shinko Pier Wharves No.12 and No.13 (Depth: 12m; length: 430m) [undeveloped]	
Motobu Port	Motobu District Wharf (Depth: 10m; length: 420m) (up to 200,000 tons) [in progress*]	*Service planned to start in 2020
Nakagusuku Wan Port	Shinko District Wharf (Depth: 10-13m; length: 445m) (up to 160,000 tons)	
Ishigaki Port	Shinko District Wharf (Depth: 10m; length: 420m) (up to 200,000 tons) [in progress*] Shinko District Wharf (Depth: 12m; length: 410m) (up to 140,000 tons) [undeveloped]	*Partial service planned to start in 2018 (up to 70,000 tons)
Hirara Port	Harimizu District Wharf (Depth: 10m; length: 420m) (up to 140,000 tons) [in progress*1] Harimizu District Wharf (Depth: 10m; length: 340m) (up to 110,000 tons) [in progress*2]	*1 Service planned to start in 2020 *2 Partial service since Dec 2017 (up to 50,000 tons)

(5) Heading Towards Becoming the "Caribbean of the Asia" (Efforts to become a cruise hub in East Asia)

【Public Relations, Image-Building Strategy】

- Present Okinawa's future vision for cruise promotion by strongly and steadily advertising "Concept of 'Caribbean of the Asia'" at home and abroad
- Gain recognition of Okinawa as a cruise hub by proactively attracting cruise conventions in the Asia-Pacific region

【Measures for Attracting, Accepting Cruise Ship Port Calls】

- Continually attend cruise conventions, share information with local parties such as the Cruise Promotion Council, meet with key persons in the industry, visit cruise ship firms, and host FAM tours
- Execute tailored cruise promotions based on port capacities, and cruise line types such as casual, premium, and luxury
- Promote the visits of explorer-type cruise ships that can dock at small islands, and of larger ships to attractive outlying islands with subtropical mountains by tendering
- Develop tour courses to visit tourism resources in various regions in Okinawa Prefecture in order to improve satisfaction of cruise ship passengers and to propagate the economic effect to the entire prefecture

【Promoting Okinawa as Cruise Ship Departure/Arrival Port】

- Undertake initiatives aimed at becoming a departure/arrival port, base port, and home port in a progressively way
- Promote Okinawa as a turnaround port

【Activities Calling for Support】

- Request support of the government and other bodies for steady cruise port development in Okinawa, and for improving CIQ system/resources

(6) Schematic image of "Concept of 'Caribbean of the Asia'"



- ① Promote as international cruise port bases by public-private partnerships, and steadily develop prefecture's cruise ports
- ② Attract cruise ships and promote tours in Nansei Islands
- ③ Promote fly-and-cruise trips by utilizing various domestic/international flights to/from Okinawa
- ④ Promotions aimed at becoming the departure/arrival port, base port, and home port
- ⑤ Gain recognition of Okinawa as a cruise hub by hosting (inviting) cruise conventions such as Seatrade Cruise events