

OKINAWA KERAMA ISLANDS

The Kerama Islands in Japan are renowned for their pristine beaches. Yet, 40 years ago, with fewer tourists, life was intertwined with nature. As tourism grew, lifestyles shifted, but many seek harmony with traditions and nature. We hope visitors experience this unique bond between culture and nature.



Tour Outline: Theme/Concept/Story

Tour Name	Island hopping in the Kerama Islands, enjoying life close to nature.
Theme	Experience a remote island lifestyle close to nature, different from modern urban life, through interaction with local people.
Tours Concept	By experiencing the unique flow of time on a remote island and the lifestyle of islanders surrounded by rich nature, one gains another parallel value of living a rich life in the midst of inconvenience.
Stories we want to tell through our tours	<p>The Kerama Islands are known for their beautiful beaches, and if you visit simply for sightseeing, the white beaches, blue sea, and marine sports are a wonderful sightseeing spot that leaves a lasting impression, but until just 30 to 40 years ago, there were not so many tourists visiting, and people's lives were much closer to nature than now.</p> <p>The sense of seasons according to the lunar calendar, awareness of the tides, daily utensils created from natural materials, traditional annual events, and food enjoyed in each season are just some of the attractive aspects.</p> <p>However, as the island has become a tourist destination, the number of immigrants has increased, and logistics have progressed, island life has also changed. Some people are attracted to a lifestyle that is close to nature and enjoy the value of learning from the elderly, and they are making efforts to pass on their skills and spirituality by interacting with the elderly on a daily basis.</p> <p>We hope that by interacting with these people through their travels, they will come into contact with the values and outlook on life that are typical of life on a remote island, and feel a change and positive impact on the distance between themselves and nature and the way they face it.</p>
Target Clients	<p>Target customers Target customers] Relatively active segment that belongs to the "assortment of experiences" type. Reason for Targeting The highlight of this tour is cycling by e-bike in the beautiful nature of the Kerama Islands, which is a medium intensity activity and suitable for people who prefer relatively active activities.</p> <p>※Please <input checked="" type="checkbox"/> the elements of the tour that will be experienced by the target clientele you have set.</p> <p><input checked="" type="checkbox"/> Experiences that change the way you look at life <input checked="" type="checkbox"/> Experiences that get to the heart of the place <input type="checkbox"/> Discovery and understanding through a wide range of experiences <input type="checkbox"/> Challenging experiences <input checked="" type="checkbox"/> Environments that feel unusual <input type="checkbox"/> Lodging and food that feel unique to the land</p>

Island hopping in the Kerama Islands, enjoying life close to nature



Length	4 days
Price	From JPY350,000 per person
Season	All year
Activity Level	3 ★★☆☆☆
Group Size	Minimum: 2 Maximum: 6
Meeting point	Naha city or Naha Airport
Price includes	<ul style="list-style-type: none">• English -speaking guide• 3 Nights Accommodation• 3 Breakfasts / 4 Lunches / 3 Dinners• All transport and listed activities• Taxes (10% Consumption Tax)• Insurance provided by the operator• Admission Fees
Price not included	Personal expenses
Other matters	Please inform us specifically if you have any allergies.

Tour Overview: Itinerary Highlights

Tour Name	Island hopping in the Kerama Islands, enjoying the spectacular scenery of the national park and living close to nature.
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Tour itinerary	Intention to experience each itinerary
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Day 1	<p>Tokashiki Island</p> <p>E-Bike Tour Muchi-Making Gekko Craft Night Tour</p>			
	Main transportation	Private Car		
	Accommodations	TOKASHIKU Marine Village		

Tokashiki has been chosen as the gateway to island hopping in the Kerama Islands. The e-bike tour will take visitors on a tour of rice cultivation and farm work, giving them a sense of the down-to-earth lifestyle of the local people, despite the fact that the island is a tourist destination.

During the tour, visitors can experience the traditional taste of Okinawan sweets (moochie) making and interact directly with the local people. You will notice the peaceful atmosphere and the slow flow of time, and feel the difference from the city.

Location. Facilities.

Day 2	<p>Aka Island</p> <p>E-Bike Island Tour Adan Leaf Craft</p>			
	Main transportation	Private Car High Speed Boat Pick-up Car		
	Accommodations	OCEANA Port Village		

The highlight of the Aka Island experience is learning adan leaf crafting from the inheritor of the traditional craft using adan leaves. The story of the revival of the technique, which was once a typical Okinawan export, but gradually fell into disuse and the number of people who could make it seemed to disappear, tells us a lot about the days when nature and daily life were close to each other.

Here, we are reminded once again of the distance between ourselves and nature, as we learn about the production of beautiful hats and crafts from plants found in nature, and how we live without placing a burden on nature.

Location. Facilities.

Tour Overview: Itinerary Highlights

Tour Name	Island hopping in the Kerama Islands, enjoying the spectacular scenery of the national park and living close to nature.
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Tour itinerary	Intention to experience each itinerary
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Day 3	Zamami Island E-Bike Tour Deserted Island Hopping Well Fair Party		
	Main transportation	Private Car	
	Accommodations	OCEANA Port Village	

First, we will go cycling on Zamami Island, famous for its beautiful beaches, by e-bike. After visiting the most scenic spots, the highlight of the day was island hopping by boat. In the past, many of the remote islands in Okinawa were poor, and these uninhabited islands were used as fields where crops were planted in the past.

Imagining such a way of life, we will feel a stronger sense of preserving the beauty of nature.

Location. Facilities.

Day 4	Breakfast at the hotel Transfer Tokashiki Port 10:00 High Speed Boat Marine Liner Tokashiki 10:40 Arrive at Tomari Port and proceed to next destination		
	Main transportation	Pick-up Car High Speed Boat	
	Accommodations		

Take a walk in the quiet village in the morning and soak in the aftermath of the trip. Conclude your trip by feeling the atmosphere of the island trip, where you are happy to see off the people involved.

Tour Outline: Sales Relations/Through Guide Introduction/Structure

Assumed Sales structure	Coordinates and sells AT products within the Kerama area upon request from domestic AT sales companies. Customer acquisition and through-guiding will belong to the client.
Brochures and Product Information Maintenance Policy	Detailed materials for B to B and cataloging of AT materials Web page for in-house sales
Assumed Sales Channels	AT (inbound) sales company based in Japan OTA
Possible timing of tour offerings	Availability All year round, 7-9 is not suitable due to high temperatures
Experiential potential of content	This content is less susceptible to weather and sea conditions and is more likely to be implemented. However, it would be difficult to implement this content during the summer months due to temperatures and strong sunlight.

Through Guide Personnel	
【Guide Person】	Preparatory stage of training
【English ability】	Preparatory stage of training
【Reasons for selection of guide personnel】	Work with local authorities and tourist associations in the region to request through guides.
Organization Members	Representative Sunny Coral Limited Liability Company Rai Ikematsu Sub Tokashiki Nature Guide Council Tokashiki Village Tourism Association