

# OKINAWA YAEYAMA ISLANDS

The Yaeyama Islands are known for their biodiversity, highlighted by the World Natural Heritage site, Iriomote Island. The marine region links to the "Coral Triangle", with the Ishigaki reef lagoon representing its rich marine diversity. This place promotes a harmonious coexistence between humans and nature through immersive tours.



# Tour Outline: Theme/Concept/Story

<b>Tour Name</b>	Feel the Nature in Yaeyama
<b>Thema</b>	Experience the untouched nature of the islands and the lives of the people who have lived alongside and made the most of it.
<b>Tours Concept</b>	Defining "inconvenience" and remembering the value of "knowing enough."
<b>Stories we want to tell through our tours</b>	<p>Okinawa has a mild and humid climate compared to tropical and arid regions of the world at similar latitudes, and is one of the few areas in the world where visitors can easily enjoy subtropical jungles and beach resorts within a few hours' travel from major cities, with safety and hygiene standards that are up to Japanese standards. The land area of Yaeyama boasts "biodiversity" as represented by Iriomote Island, which is registered as a World Natural Heritage site. The Yaeyama sea area is connected to the Coral Triangle, which has the highest biodiversity in the world, and the diversity of marine life is represented by Ishinishi lagoon, one of the largest coral reefs in the northern hemisphere, which is formed in the center of the coral triangle. The tour will be held in a box garden-like field unique to the island area, where the forest and ocean are integrated and the cycle of nature and water can be experienced, and we hope that the coexistence of people and nature will become our own thing.</p>
<b>Target Clients</b>	<p>Target customers] Assortment of experiences (U.S. West Coast, Europe (Spain, Italy))          (A couple around 46 years old, two children 18 &amp; 17 years old, annual household income about 15 million yen)          Nationality: Spain/Italy (30s~early 50s with experience visiting Japan) / USA (20s~30s with experience visiting Japan/50s with no experience) / UK (late 20s~50s with experience visiting Japan) Household disposable income: 15 million Japanese yen equivalent          Targets are those who can afford to stay for more than 2 weeks, including the Golden Route, for the purpose of the business. The target group is those who find value in "koto" consumption and want to contribute to the local community while getting to know nature, culture, people, etc. through travel. Nationality is based on the ratio of long-stay visitors from the JNTO's Japan Inbound Marketing Strategy (2023.6) and information by inbound market, and the JMA AT Knowledge Collection overseas survey results, trends in activities preferred by travelers, and segment distribution, with particular attention paid to customers from Spain, the U.S., and the U.K. Assumed S2 "Experience Assortment Challenger" as an attribute. Overall, the main target group is the AT-interested group, which is Modern Luxury oriented and fits into the "travel behavior types (3) Truth seeking moments (4) Discovery seeking moments (5)" of the Japan Tourism Agency's "Tourism Strategy Study Committee for Creating High Quality Inbound Tourism Services". (3) Truth seeking moments (4) Discovery seeking moments It is assumed that the targets of these groups will match the tours connecting these two areas.</p> <p>Please <input checked="" type="checkbox"/> what elements of the tour will be experienced by the target clientele you have identified.  <input checked="" type="checkbox"/> Life-changing experiences <input checked="" type="checkbox"/> Quintessential local experiences <input checked="" type="checkbox"/> Discovery and understanding through a wide range of experiences  <input checked="" type="checkbox"/> Challenging experiences <input checked="" type="checkbox"/> Environments that feel unusual <input checked="" type="checkbox"/> Lodging and food that feel local</p>

# Feel the Nature in Yaeyama

<b>Length</b>	4 days
<b>Price</b>	From JPY320,000 per person
<b>Season</b>	All year
<b>Activity Level</b>	3 ★★★★★
<b>Group Size</b>	Minimum: 2 Maximum: 8
<b>Meeting point</b>	Naha city or Naha Airport
<b>Price includes</b>	<ul style="list-style-type: none"><li>• English -speaking guide</li><li>• 3 Nights Accommodation</li><li>• 3 Breakfasts / 4 Lunches / 3 Dinners</li><li>• All transport and listed activities</li><li>• Taxes (10% Consumption Tax)</li><li>• Insurance provided by the operator</li><li>• Admission Fees</li></ul>
<b>Price not included</b>	Personal expenses
<b>Other matters</b>	Please inform us specifically if you have any allergies.

# Tour Overview: Itinerary Highlights

<b>Tour Name</b>	Feel the Nature in Yaeyama
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## Tour itinerary

<b>Day 1</b>	<p>Area Transfer            AM: Arrival at Ishigaki Airport            Transfer by private car (30 min)            Transfer to Iriomote (Ishigaki Port 1130/Ohara Port 1210)            Visit Iriomote Wildlife Conservation Center            Check in hotel            Sundowner at the adjacent Tudumari Beach (Tsuki ga Hama)            Night tour            Dinner: Italian &amp; island cuisine by local owner, live sanshin (Okinawan traditional three-stringed instrument)</p>	
	<b>Main transportation</b>	Airplane - private car (assuming jumbo cab) - liner
	<b>Accommodations</b>	Iriomote Island / Iriomote Hotel



<b>Day 2</b>	<p>1 Day Trip in Iriomote Island            Breakfast: Buffet at the hotel (Box is available at the beach)            Movement by private car/bicycle            Trek from the river to the forest. Trekking to the waterfall (Assuming Urauchi River) + 1 back beach cleanup            Lunch: Handmade lunch box by local people</p>	
	<b>Main transportation</b>	Private car (assuming jumbo cab), walking, boat, e-bike
	<b>Accommodations</b>	Iriomote Island / Iriomote Hotel



## Intention to experience each process

<p>A bird's-eye view of the entire area, including the background of biodiversity and activities to conserve the Iriomote wildcat, an endangered species, at the facility.</p>
<p>A beachside hotel with climate and environmental changes. Select accommodations that are adjacent to the ocean, with light pollution countermeasures and SDGs in mind for sea turtle spawning and stargazing.</p>
<p>Visit the forests of Iriomote Island, a registered World Heritage site, to experience more deeply the relationship between the forest and the river that leads to the sea. Through the river, minerals from the forest are carried to enrich the sea, and rainwater becomes subsoil water and springs from the mangrove river to the sea.</p> <p>The contents of the tour will allow visitors to experience the environment of the river and its brackish water area that leads to the sea, and the subtropical forest surrounding the headwaters of the river, making it a time to tour the water cycle and feel more strongly the cycle of the natural world and the ecosystem. An immersive experience in a field where you can feel the overwhelming subtropical environment at once.</p>
<p>Accommodations that allow you to fully experience the natural environment of Iriomote, a World Heritage site, and that take into consideration the SDGs.</p>

# Tour Overview: Itinerary Highlights

<b>Tour Name</b>	Feel the Nature in Yaeyama
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## Tour itinerary

<b>Day 3</b>	<p>1 Day Trip in Iriomote Island (Iriomote District)            Breakfast: Buffet at the hotel            Transportation by private car or bicycle            By traditional wooden boat "Sabani" (without sails)            From the sea to the river and to the mangrove            (In the mangrove area, you can actually experience the environment by walking around.)            Snorkeling            Dinner: BBQ at Shirahama Community Center            (Menu: Ryukyu wild boar and local fish)</p>	
	<b>Main transportation</b>	Private car
	<b>Accommodations</b>	Iriomote Island / Iriomote Hotel



## Intention to experience each itinerary

This content allows visitors to experience the environment of the river and its brackish waters that lead to the ocean, as well as the subtropical forest surrounding the headwaters. It is a time to go around the water cycle and feel the reincarnation of the natural world and ecosystem more strongly. In addition, just like the mechanism by which the posts and boats washed away by the tsunami in Tohoku have been washed up to Yaeyama after several years due to the subtropical circulation and the Kuroshio Current, the huge amount of marine debris that exists in the stream is one of the reasons why people in Yaeyama feel close to the world currents and want visitors in this area to take this as their own. It is a fact.  
 (1 back beach cleanup).

Accommodations that allow you to fully experience the natural environment of Iriomote, a World Heritage site, and that take into consideration the SDGs.

On the last day, we will not set any contents, so that each participant can spend the morning at the hotel's beach, pool, or forest hideaway spot to relax and reflect on the trip. Early morning tours (SUP, canoeing, yoga, etc.) are also available for those who want to be more active. In the afternoon, return to Ishigaki Island and explore the city center where you can catch a glimpse of modern life.

<b>Day 4</b>	<p>Transfer to Ishigaki Island (Uehara Port - Ishigaki Port)            Breakfast: Buffet at the hotel            After breakfast, relax at the pool or beach.            OP: Mincer weaving experience and mangrove dyeing experience            Transfer: Transfer to Ishigaki Island (Yaeyama Kanko Ferry, Uehara Port 12:30/13:30 )            Lunch: Ishigaki beef barbecue lunch (the island's proud brand of beef served at the summit)            3:30 p.m.            Explore the city (markets, museums, etc.)            Transfer to Tokyo (or other international airports)            Depart ISG A/P around 1900 - Arrive HND/NRT A/P around 2200</p>	
	<b>Main transportation</b>	Shuttle bus, high-speed boat, private car
	<b>Accommodations</b>	—

<b>Assumed Sales structure</b>	Partner companies: Attractive Japan EXO Travel, etc. Role of the project team: Cooperation in regional cooperation and tour creation and implementation, information dissemination at the Travel Showcase, creation of tools for business meetings and sales, coordination with sales travel agencies, etc.
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<b>Policy on maintenance of brochures and product information</b>	<p>English-language tariffs Digital pamphlet development Development of PR videos</p> <p>The project will collect materials and develop English-language tariffs and pamphlets together with through-guide candidates.</p>
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<b>Assumed Sales Channels</b>	<ul style="list-style-type: none"> <li>• Sales by OTAs (Attractive Japan, Exo Travel, etc.) Business meetings</li> <li>• Adventure Travel World Summit (Fall 2023)</li> <li>• FITUR (2025.1 Spain)</li> <li>• Sales by travel agencies (Tobu Top Tours, etc.)</li> </ul>
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<b>Available tour dates</b>	<p>Depending on the availability of each content, the operators' availability, and public transportation rates, the tour operation period will vary between the following two seasons.</p> <p>April to October (south wind) and November to March (north wind).</p>
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<b>Experiential potential of content</b>	Plan to hold the event in a field that is not easily affected by weather, etc., and envision multiple locations that can be selected based on the purpose of each content (e.g., different snorkel sites are comfortable and safe depending on wind direction, but design for several locations so that the purpose can be fulfilled even if the locations are different).
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## Through Guide Personnel



【Guide Person】 Seiko Kuniba  
 Affiliation: Okinawa Interpreter Guide Association (Vice President)  
 【English Proficiency】  
 National Guide Interpreter Guide EN00034 (obtained on Feb 22, 2008)  
 Training for Strengthening Local Tourism Personnel's Ability to Respond to Inbound Travel"  
 Certified by the Japan Tourism Agency as an instructor and first-class lecturer  
 More than 100 days of operation per year as an interpreter-guide

Reason for selection of guide  
 Experienced in tour planning, sales, arrangements, and escorting more than 100 tours at an outbound travel agency in Tokyo, and traveled to more than 50 countries. Moved to Okinawa upon marriage. She has worked not only as an attendant but also as an interpreter for business meetings, conferences, etc. throughout Okinawa Prefecture. With the motto of "service that makes everyone happy," she aims to provide work that makes clients, guests, and local residents happy. She is also highly regarded for her trustworthy and proven itinerary management and her attitude of always remembering to learn. He has lived in Yaeyama for a long time and is an ideal guide for tours in this area.

<b>Organization Members</b>	<p>Main (Representative): Blue Moon &amp; Co. Yuka Maeda                  Sub: Mari Hasegawa, Yaeyama Kanko Ferry Co.</p>
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