

# OKINAWA

## Battle of Okinawa

An in-depth experience of Okinawa's history and culture. While visiting historical war sites, participants will enjoy the beauty of nature and local life, and learn about the importance of peace.



# Tour Outline: Theme/Concept/Story

<b>Tour Name</b>	A trip to relive the Battle of Okinawa through all five senses
<b>Theme</b>	Beloved Okinawa
<b>Tours Concept</b>	This trip is an in-depth experience of Okinawa's history and culture. While visiting historical war sites, participants will enjoy the beauty of nature and local life, and learn about the importance of peace.
<b>Through Tours Through the tour Through the tour, we want to tell Story</b>	<p>The first day is a gateway to history. Through a bike ride to Shuri Castle, you will get your first taste of Okinawa's rich history and culture. The reading of an officer's diary at the army headquarters bunker will give you a sense of the reality of life during the war. An evening stay at the Okinawan traditional house Inn Nanatsuboshi will deepen your respect and interest in the traditional way of life.</p> <p>The theme of the second day is the intersection of war and modernity. A visit to the Naval Headquarters bunker provides an opportunity to understand the complexity and impact of war. In front of the monument to the Battle of Sugarloaf, you will feel the tragedy of war and be inspired by the tales of heroism. Local cuisine in Naha City and bar hopping in Sakae Town will allow you to experience the vibrancy and warmth of modern Okinawan life.</p> <p>The theme of the third day is coexistence with nature. Free time at the market will allow you to become familiar with everyday Okinawan life through interaction with the locals. Time spent relaxing on Hyakuna Beach while admiring the beautiful coastline will give you peace of mind and an opportunity to appreciate the beauty of nature. A Japanese Ryukyu Kaiseki dinner and overnight stay at Hyakumei Kyan will allow you to experience Okinawa's excellent cuisine and hospitality.</p> <p>The theme of the fourth day is contemplation of peace. The Gama experience and wartime meal experience will deepen your empathy and understanding of the hardships of the past. A visit to Himeyuri Pagoda will remind participants of the tragedy of war and the preciousness of peace. At the end of the tour, participants will be reminded of Okinawa's history, culture, and natural beauty, and renew their wish for peace.</p> <p>This tour provides participants with an experience that will make them deeply reflect on war and peace through the rich history, culture, and natural beauty of Okinawa. At the end of each day, participants will have a deeper understanding of Okinawa and a stronger appreciation and desire for peace.</p>
<b>Target Clients</b>	<p><b>【Target Clients】</b>  Belonging to the cultural explorers, the layer that explores and deeply investigates nature and culture.</p> <p><b>【Reason for target setting】</b>  We believe that "Yanbaru" falls into the category of cultures and lifestyles different from our own that cultural explorers seek. The more one delves into "Yanbaru," the more one gets swamped, and this segment was selected because it was felt to have the greatest potential to lead to new to return visits.</p> <p>※Please tick <input checked="" type="checkbox"/> the elements of the tour that you would like your target clientele to experience.  <input type="checkbox"/>Experiences that change one's outlook on life <input type="checkbox"/>Experiences that get to the heart of a place <input type="checkbox"/>Discovery and understanding through a wide range of experiences  <input type="checkbox"/>Challenging experiences <input type="checkbox"/>Environments that are extraordinary <input type="checkbox"/>Lodging and food that are unique to the area</p>

# A trip to relive the Battle of Okinawa through all five senses





Length	4 days
Price	From JPY240,000 per person
Season	All year
Activity Level	2 ★★☆☆☆
Group Size	Minimum: 2 Maximum: 8
Meeting point	Naha city or Naha Airport
Price includes	<ul style="list-style-type: none"><li>• English -speaking guide</li><li>• 3 Nights Accommodation</li><li>• 3 Breakfasts / 3 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>
Price not included	Personal expenses
Other matters	Please inform us specifically if you have any allergies.

# Tour Overview: Itinerary Highlights

Tour Name		A trip to relive the Battle of Okinawa through all five senses	
Tour itinerary		Intention to experience each itinerary	
Day 1	<p>Morning Transportation</p> <p>13:00 Rent a bicycle. ※Basic transportation is cycling</p> <p>14:00 Tour of Shuri Castle, visit to the army headquarters bunker, and receive a briefing on basic knowledge of the Battle of Okinawa</p> <p>17:00 check-in</p> <p>18:00 Dinner at the hotel</p>		<p>Bicycle rental and cycling to Shuri Castle. Guided tour of the history of Shurijo Castle and its role in the Battle of Okinawa.</p> <p>Tour of the army headquarters bunker. Learn about the strategy and life of the Japanese Army during the Battle of Okinawa. Reading from the diaries of the officers of the time and reenactment of wartime stories.</p>
	Main transportation	Bicycles and Cars	
	accommodations	Okinawa Traditional House Nanatsuboshi	
Day 2	<p>8:00 Breakfast at the hotel</p> <p>10:00 Tour of the Naval Headquarters Bunker</p> <p>12:00 Lunch in Naha City</p> <p>14:00 Visit the monument to the Battle of Sugarloaf in Omoromachi</p> <p>18:00 Dinner, followed by a tour of Sakae-machi bars.</p>		<p>After breakfast at the hotel, visit the Naval Headquarters bunker. Focus on the role of the Navy and life during the war.</p> <p>Lunch will be in Naha City, where we will enjoy local cuisine.</p> <p>Visit to the monument of the Battle of Sugar Loaf. Narrating the tragedy and heroism of the war.</p> <p>Bar hopping in Sakae-machi. Experiencing life in modern Naha and interacting with the locals.</p>
	Main transportation	Bicycles and Cars	
	accommodations	Okinawa Traditional House Nanatsuboshi	



# Tour Overview: Itinerary Highlights

Tour Name			A trip to relive the Battle of Okinawa through all five senses	
Tour itinerary			Intention to experience each itinerary	
Day 3	8:00 Breakfast at the hotel 9:00 Free time. Stroll around the public market, shopping, etc. 12:00 Lunch on your own 13:00 Cycling to the southern region 14:00 Free time at Hyakumei Beach 17:00 check-in 18:00 Dinner at the hotel		 	
	Main transportation	Bicycles and Cars		
	accommodations	Hyakuna Garan	After breakfast at the hotel, free time. Shopping and strolling in the market. Enjoy socializing with the locals. Lunch on your own. Enjoy the taste of Okinawa at the market and nearby restaurants. Cycling to the south. On the way, enjoy the beautiful coastline. Relaxation at Hyakuna Beach. Feel the blessings of the sun and sea. Japanese Ryukyu Kaiseki dinner at the hotel.	
			Inn of Okinawa's natural beauty and traditional culture	
Day 4	8:00 Breakfast at the hotel 9:00 Change into wartime clothing and experience a gama (cave). 12:00 Lunch in a gama. Cooking rice to experience wartime meals. 14:00 Thinking about peace at a facility for peace.		 	
	Main transportation	Bicycles and Cars		
	accommodations	None	After breakfast at the hotel, transfer. Change into wartime clothing and experience a gama (cave). Imagine the life of evacuees during the war. Lunch in a gama cave. Cooking rice to experience wartime meals. Visit to Himeyuri Tower. Learn about the role and sacrifice of female students during the war. Learn about the tragedy of war and the importance of peace	



# Tour Outline: Sales Relations/Through Guide Introduction/Structure

<b>Assumed Sales structure</b>	Work with travel agencies. Introduce tours to member clients
<b>Brochures and Product Information Policy for</b>	Tour introduction website, detailed itinerary documents
<b>Assumed Sales Channels</b>	Overseas Wealth Travel Expo, local travel agencies
<b>Tour Offerings Available at</b>	year round
<b>Experiential potential of content</b>	It is an important part of all courses through war and peace. This course can be linked to all courses as an optional tour.

Through Guide Personnel	
<p>【Guide】 Ai Munakata, President of Tour Designers, Inc.</p> <p>【English Proficiency】 National Certified Interpreter Guide (National Qualification)</p> <p>&lt;Academic Background&gt; Studied in Vancouver, Canada for approximately 5 years / Completed the International Tourism and Hotel Management program at the University of California, Irvine in 2019.</p> <p>&lt;Work Experience&gt; Engaged in more than 120 tours per year so far since 2017. Interpreter for overseas media (BBC U.S. TV, French magazines, etc.).</p> <p>Reasons for selecting her as a guide: She is a "guide who provides high value-added inbound tourism services" as designated by the Japan Tourism Agency, and her extensive experience in inbound tours is expected to enable her to respond to customer needs in detail and make the entire trip highly satisfying. In addition, they have completed the following training programs, and can be expected to provide guidance that accurately captures the needs of adventure tourism clients, who are the target of the tours they organize: Cabinet Office Core Human Resources Development Project "Human Resources Development Program for Coordinators in Adventure Tourism" in FY2020 / Okinawa in FY2021 Adventure Tourism Through-Guide Development and Tour Planning Training" by the Okinawa General Secretariat / Selected as a delegate to represent Okinawa Prefecture at the ATWS2022 Swiss Convention in FY2022.</p>	
<b>Organization Members</b>	<p>Main (Representative): Kaori Kumagai(Tobu Top Tours)</p> <p>Sub: Ai Munakata, Akihiro Shiraishi</p>