

# OKINAWA Central Area

The "Okinawa Wellness" tour immerses participants in Okinawa's unique "Champloo Culture," encompassing its food, nature, history, and lifestyle. Highlights include hands-on farming, traditional cultural experiences like Eisā dance, and wellness activities. Participants will gain insights into Okinawa's blend of culture and its therapeutic values.



Central Area

Naha  
City

60mins



# Tour Outline: Theme/Concept/Story





Tour Name	Wellness Tour to meet local people and experience Okinawan culture
Theme	OKINAWA Wellness
Tours Concept	A journey to experience the secrets of wellness hidden in Okinawa's food, nature, history, and traditional culture through Chanpuru culture, and to refresh your mind and body.
Through Tours Through the tour Through the tour, we want to tell Story	<p>Story: "Chanpuru Culture" is a mixture of various elements that form the rich culture of Okinawa. This richness is embodied in Okinawa's food, nature, history, and people's lives. The "Okinawa Wellness" tour is a journey to get close to the Chanpuru culture and experience the deep healing and wellness of Okinawa.</p> <p>On the first day, you will learn about wellness. On the farm tour, you will harvest vegetables with your own hands, make freshly picked herbal tea, and feed leaves to cute goats. At the accommodation, you will experience the best of healing, and each of you will have time to reflect on your own health and well-being.</p> <p>On the second day, we will delve deeper into the relationship between nature and health in Okinawa. Participants will rediscover the importance of health while exercising through morning cycling or karate and feeling the Okinawan wind and Okinawan spirituality. You will also learn about the bounty of the Okinawan sea through the experience of making natural salt, and learn about the diversity of Okinawan food through the purchase of local ingredients at the Uru Marche.</p> <p>The third day will be a day to get in touch with Okinawa's history and traditional culture. We will walk the streets of Koza and feel the transition of Okinawa from the past to the present at Historic Street. For lunch, we will dine at a local diner where we will taste the food in the same space as the locals. Then, you will experience the charm of traditional Okinawan culture through a sanshin (Okinawan guitar) performance at an eisa kaikan and an eisa practice session with a youth group.</p> <p>On the fourth day, guests will relax mentally and physically at the Wellness concept facility where they stayed on the first day, and reflect on their journey so far.</p> <p>Through this tour, guests will not only discover the depth of Okinawa's "chanpuru culture," but also experience the healing and wellness secrets of Okinawa's nature and culture. Come experience physical and mental wellness in the land of Okinawa.</p>
Target Clients	<p>【Target Customer】 European family (4 people) and a dog. Reason for Target Setting Although they do not want very high intensity activities, they have read BLUE ZONE OKINAWA and are interested in the health and longevity of Okinawa because both parents are university professors (husband: folklore, wife: natural science) and are deeply interested in the life and history of the local people. I am proposing the Wellness Tour as a tour to experience all aspects of health (mental, physical, and food) through something rooted in the culture.</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>

# Wellness Tour to meet local people and experience Okinawan culture





<b>Length</b>	4 days
<b>Price</b>	From JPY350,000 per person
<b>Season</b>	All year
<b>Activity Level</b>	3 ★★☆☆☆
<b>Group Size</b>	Minimum: 5 Maximum: 10
<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 / 3 Lunches / 3Dinners</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

Tour Name		Wellness Tour to meet local people and experience Okinawan culture	
Tour itinerary		Intention to experience each itinerary	
Day 1	<div>Morning Transportation</div> <div>14:00 Wellness University (classroom lecture)</div> <div>15:00 Farm tour (Harvest vegetables, experience herb tea,play with goats, etc.) (vegetable harvesting, herb tea experience, play with goats, etc.)</div> <div>17:00 Check-in</div> <div></div>		<div>Learn about and experience wellness. On the farm tour, you will harvest vegetables with your own hands, make freshly picked herb tea, and feed leaves to cute goats. The accommodation, based on the concept of wellness, the power of fermentation, and healing, will provide the best possible healing experience and time for each person to face himself/herself about how to live a healthy and happy life in body and mind.</div> <div>Hotels that practice wellness tourism</div>
	Main transportation	car	
	accommodations	Fermentation in daily life	
Day 2	<div>Early morning Karate Bikus</div> <div>Morning Cycling</div> <div>Lunch: Tako-meshi Gozen at Hamahika Island</div> <div>14:00 Salt making experience</div> <div>16:00 Find ingredients &amp; cook at Uru Marche</div> <div>17:00 Check in</div> <div></div>		<div>We will delve deeper into the relationship between nature and health in Okinawa. Participants will rediscover the importance of health through morning cycling or karate, and feel the Okinawan wind and Okinawan spirituality. Then, through the experience of making natural salt, you will learn about the bounty of the Okinawan sea. In the evening, you will learn about the diversity of Okinawan food by purchasing and actually eating local ingredients at Uru Marche.</div> <div>It is well-equipped with cooking utensils and other equipment.</div>
	Main transportation	Bicycles and Cars	
	accommodations	Fermentation in daily life	

# Tour Overview: Itinerary Highlights

Tour Name			Wellness Tour to meet local people and experience Okinawan culture	
Tour itinerary			Intention to experience each itinerary	
Day 3	<p>10:00 Walk around Koza (Historic Street, etc.)  Lunch hoshi no tane  14:00 Eisa Kaikan (Sanshin performance, Eisa experience)  18:00 Eisa Experience (Youth Group)  20:00 Okinawa Minyo Izakaya</p> 		<p>It will be a day to experience the history and traditional culture of Okinawa. We will walk through the streets of Koza and feel the transition of Okinawa from the past to the present at Historic Street. Lunch will be a creative vegetarian meal using Okinawan vegetables. Then, you will experience the charm of traditional Okinawan culture through sanshin (Okinawan guitar) performance, eisa experience, and eisa practice with a youth group at the Eisa Kaikan.</p>	
	Main transportation	car	<p>You can feel the town of Koza, Okinawa City, where American culture remains strong.</p>	
	accommodations	Fermentation in daily life		
Day 4	<p>After breakfast, spend time at leisure.  11:00-14:00 Fermentation for daily life  Relaxation (choice of menu)  or Lunch  (whichever comes first)</p> 		<p>We will again visit facilities that practice the theme of providing guests with the Wellness they have experienced on previous tours to heal their bodies and relax mentally. The intention is also to talk together over a leisurely meal and reflect on the trip, so that they can practice the Wellness they have felt in their daily lives from tomorrow.</p>	
	Main transportation	car		
	accommodations	without		

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

## Assumed Sales structure

Work with travel agencies.  
Introduce tours to member clients

## Brochures and Product Information Policy for

Tour introduction website, detailed itinerary documents

## Assumed Sales Channels

Overseas Wealth Travel Expo, local travel agencies

## Tour Offerings Available at

year round

## Experiential potential of content

Only the agricultural experience and cycling can be substituted, although in the event of thunderstorms or stormy weather, it would be difficult to implement. For example, the cycling tour could be changed to karate, and the agricultural experience could include a talk from a farmer.

## Through Guide Personnel

### 【Guide Person in Charge】

Hiroki Shinoda

### 【English Proficiency】

Tourist English Proficiency Test Level 2

TOEIC 820

English teacher's license (1st class)

### 【Reason for selection of guide】

His experience as a World Heritage guide outside of Japan and his active role as an AT coordinator.

Active as an AT coordinator, and

She can enliven the party with her cheerful character.

Walking around town in the Koza area will be an important element of this tour, and he has already completed training as a guide in Okinawa City.

He has already completed training as a guide in Okinawa City, so he has a wealth of knowledge necessary for guiding.

He has also completed training as a guide in Okinawa City, so he has a wealth of knowledge necessary for guiding.

## Organization Members

Main (Representative): Xie Hua

Sub: Hiroki Shinoda, Kenichiro Mori, Kohei Uchima, Patterson Maki