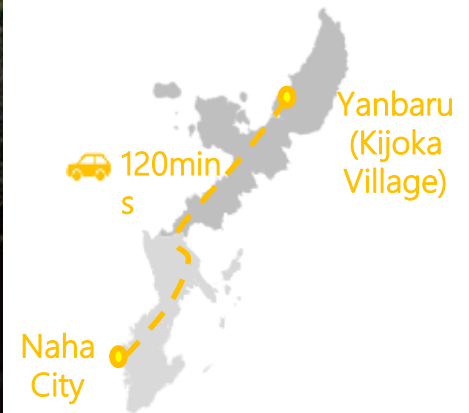


OKINAWA YANBARU

(Northern Area)

"Yanbaru," registered as a World Natural Heritage site in 2021, showcases the deep bond between people, nature, and culture over time. Visitors can witness the villagers' life and their relationship with nature. Immersing in Yanbaru offers an opportunity to experience this harmony and gain new insights.



Tour Outline: Theme/Concept/Story



Tour Name	A tour to find "Ikigai" of Yanbaru, which is connected beyond time
Theme	A Journey in Search of "Abundance" and "Happiness" in a Village
Tours Concept	<p>In Yanbaru, which was registered as a World Natural Heritage site in 2021, we will get to know a village where people, nature, and culture intersect even after passing through time.</p> <p>By learning about the connection between the villages, the trip will be an opportunity to find a new sense of value in each person's life.</p>
Stories we want to tell through our tours	<p>Yanbaru" was registered as a World Natural Heritage site in 2021. This area is not only a place of natural beauty, but also a place with a history of deep ties between people, nature, and culture over the ages. Visitors will be able to witness the daily lives and histories of the people who have taken root in the villages, as well as their symbiosis with nature. We hope that visitors will leave behind the hustle and bustle of daily life and experience the harmony of people, nature, and culture in the tranquility and abundance of nature in Yanbaru, and that this experience will become a treasure.</p> <p>As a result, I hope that learning about the diversity that lives in Yanbaru and the lifestyles of the people living in the villages will be one of the opportunities to connect with Yanbaru through the five senses and find new values.</p>
Target Clients	<p>【Target Clients】 Belonging to the cultural explorers, the layer that explores and deeply investigates nature and culture.</p> <p>【Reason for target setting】 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>※Elements to be experienced during the tour for the established target clientele <input checked="" type="checkbox"/>Experiences that change one's outlook on life <input checked="" 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 checked="" type="checkbox"/>Environments that feel unusual <input checked="" type="checkbox"/>Lodging and food that feel unique to the area</p>

A tour to find "Ikigai" of Yanbaru, which is connected beyond time



Length	4 days
Price	From JPY220,000 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">• English -speaking guide• 3 Nights Accommodation• 3 Breakfasts / 3 Lunches / 2 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		A tour to find "Ikigai" of Yanbaru, which is connected beyond time	
Tour itinerary		Intention to experience each itinerary	
Day 1	15:00 Check in at Yanbaru Hotel Nammei Morimuro 15:30 Move to Kiyoka village (Nammyeongmorimuro) Explanation of rooms, equipment, etc. 16:00 Explore the village 18:00 Dinner Kunigami Port Restaurant		 <p>The purpose of the village walk is to inform the participants about the rules of the village and people's lives when they spend time in Yanbaru. The village is also the setting for "The Blue zone" and "ikigai," and we will use all five senses to find the answers to these questions. This village walk will serve as an introduction and enhance the storyline of the itinerary.</p>
	Main transportation	company car	
	accommodations	Nanmei Shinshitsu	
Day 2 (Morning)	Free Breakfast 9:00 Exclusive guided tour of the Miracle Forest Yanbaru Nature Guide Day Tour 12:00 Lunch on your own ~Continue to Afternoon		 <p>Yanbaru is home to the Yanbaru rail and other globally rare creatures, which will be explained and observed as you walk around with a professional guide. Visitors will also learn about the value of Yanbaru as a World Natural Heritage site, and come into contact with the wishes of the people who have been protecting and preserving it.</p>
	Main transportation	company car	
	accommodations	Nanmei Shinshitsu	

Tour Overview: Itinerary Highlights

Tour Name		A tour to find "Ikigai" of Yanbaru, which is connected beyond time	
Tour itinerary		Intention to experience each itinerary	
Day 2 (Afternoon)	13:00 Tour of craft stores in Kinyoka Village 13:00~ Visit Bashofu Hall 14:00~ Visit the Yanbaru Sake Brewery 15:00~ Make a mace bag at Yanbaru Craft Shop and try on a hakama cloth 18:00 Hi-Kay BBQ Sanshin by Yanbaru children with lion dance of Kinujika		<p>The tour of craft stores from 1:00 p.m. will follow the concept story and explain the key words of bluezone from the viewpoints of weaving, sake, and crafts. 3:00 p.m.: Making masu bags at craft stores, where participants will receive the baton that was passed on to Hokkaido and pass it on to the next destination. At 1:00 p.m., we will visit the Bashofu Museum, where visitors can actually try on a piece of Bashofu cloth and experience firsthand the 500-year history of weaving.</p> <p>At the BBQ dinner, participants feel the warm night breeze of the subtropical zone, and enjoy conversation with the high kei meister and the soul food of Yanbaru, the abandoned chickens.</p> <p>As entertainment, the guests will enjoy sanshin (Okinawan three-stringed instrument) and lion dance of Kiyokeisha by local children, and enjoy a banquet with traditional entertainment.</p>
	Main transportation	Rental cars, cabs, etc.	
	accommodations	Nanmei Shinshitsu	
Day 3	free Breakfast on your own 10:00 Participate in the community day service 12:00 Lunch at Laughing Taste Restaurant 18:00 Dinner Local cooking experience		<p>From 10:00 a.m., participants will attend a day service in the village, where they will hear stories from local "aunties" over 90 years old and contemplate the essence of "The Blue zone" and "ikigai".</p> <p>During lunch and dinner, participants will experience "The Blue zone" through "food".</p>
	Main transportation	company car	
	accommodations	Nanmei Shinshitsu	



Tour Overview: Itinerary Highlights

Tour Name			A tour to find "Ikigai" of Yanbaru, which is connected beyond time	
Tour itinerary			Intention to experience each itinerary	
Day 4	<div> <div> <div>free Breakfast on your own</div> <div>10:00 Check out</div> </div> <div>  </div> </div>		Free to disperse on day 4 due to time required for transportation.	
	Main transportation	Public transportation		
	accommodations	Nanmei Shinshitsu		

Tour Outline: Sales Relations/Through Guide Introduction/Structure

Assumed Sales structure	<p>EndemicGardenH Inc. will be the main sales agent as a private travel agency.</p> <p>The company has approached Tokyo Way, Exo Travel Japan, and others as potential sales partners and is in the process of holding hearings with them.</p>	Through Guide Personnel	
Brochures and Product Information Policy for	<p>A concept book will be produced to assist in providing guidance during the tour, and will also be used as a sales promotion tool. For online sales, we will create an inbound website to promote more effective sales through each sales channel.</p>	<p>[Guide] Ai Munakata, President of Tour Designers, Inc. [English Proficiency] National Certified Interpreter Guide (National Qualification) <Academic Background> Studied in Vancouver, Canada for approximately 5 years / Completed the International Tourism and Hotel Management program at the University of California, Irvine in 2019. <Work Experience> Engaged in more than 120 tours per year so far since 2017. Interpreter for overseas media (BBC U.S. TV, French magazines, etc.). 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. [Guide] Akiko Terai She has an established reputation and track record of conveying the local climate and history to foreigners in an easy-to-understand manner without reducing the depth, through the planning and writing of narrative audio guides and articles. Having experienced many overseas tourism sites, he has a thorough knowledge of tourism content that meets the needs of the inbound segment of the population. He has a strong ability to communicate internationally through his professional and academic connections with people from more than 80 countries around the world. <Bilingual in Japanese and English (TOEIC score of 980). <Education> United World College (High School: International Baccalaureate) / Macalester College (BA Geography) / School of International Training (Chile) <United World College (International Baccalaureate) / Macalester College (Geography) / School of International Training (Chile) <Work Experience> Wrote 3 non-fiction books on travel / planned and wrote 15 audio guides Planning and writing 15 audio guides (Shurijo Castle Official, Okinawa Prefectural Museum, Oceanic Culture Museum, Shodoshima Yokai Art Museum, etc., in Japanese, English, and Chinese for On the Trip) / Research for Cabinet Office's project to support creation of new Okinawa tourism services / Interpretation and coordination for foreign media on location in Japan / Interpretation (English and Spanish) for Japanese media shooting abroad Numerous interviews related to tourism (French Wine Tourism Association, invitation by Israeli Ministry of Foreign Affairs, etc.) / Interpreter/guide for Asian Women Entrepreneurs Network's visit to Okinawa / Consulting business in collaboration with an English PR firm Northeast Africa: 8 months / Southeast Asia: 7 months</p>	
Assumed Sales Channels	<p>We are in the process of interviewing Tobu Top Tours Corporation, a member of the consignee, and DMC, which is strong in inbound business. The Japan Travel Company will also consider providing content to WALK Japan, which is operated by The Japan Travel Company.</p>	Organization Members	<p>Main: Ai Munakata Sub: Akiko Terai</p>
Tour Offerings Available at	<p>The program is designed with contents that can be offered throughout the year. If possible, village rituals are included in the itinerary, but are not the main focus.</p>		
Experiential potential of content	<p>Usually possible from July to October unless there is a typhoon.</p>		