

Initiatives of Environmentally Friendly Tourism Using EV in Okinawa



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1. Introduction

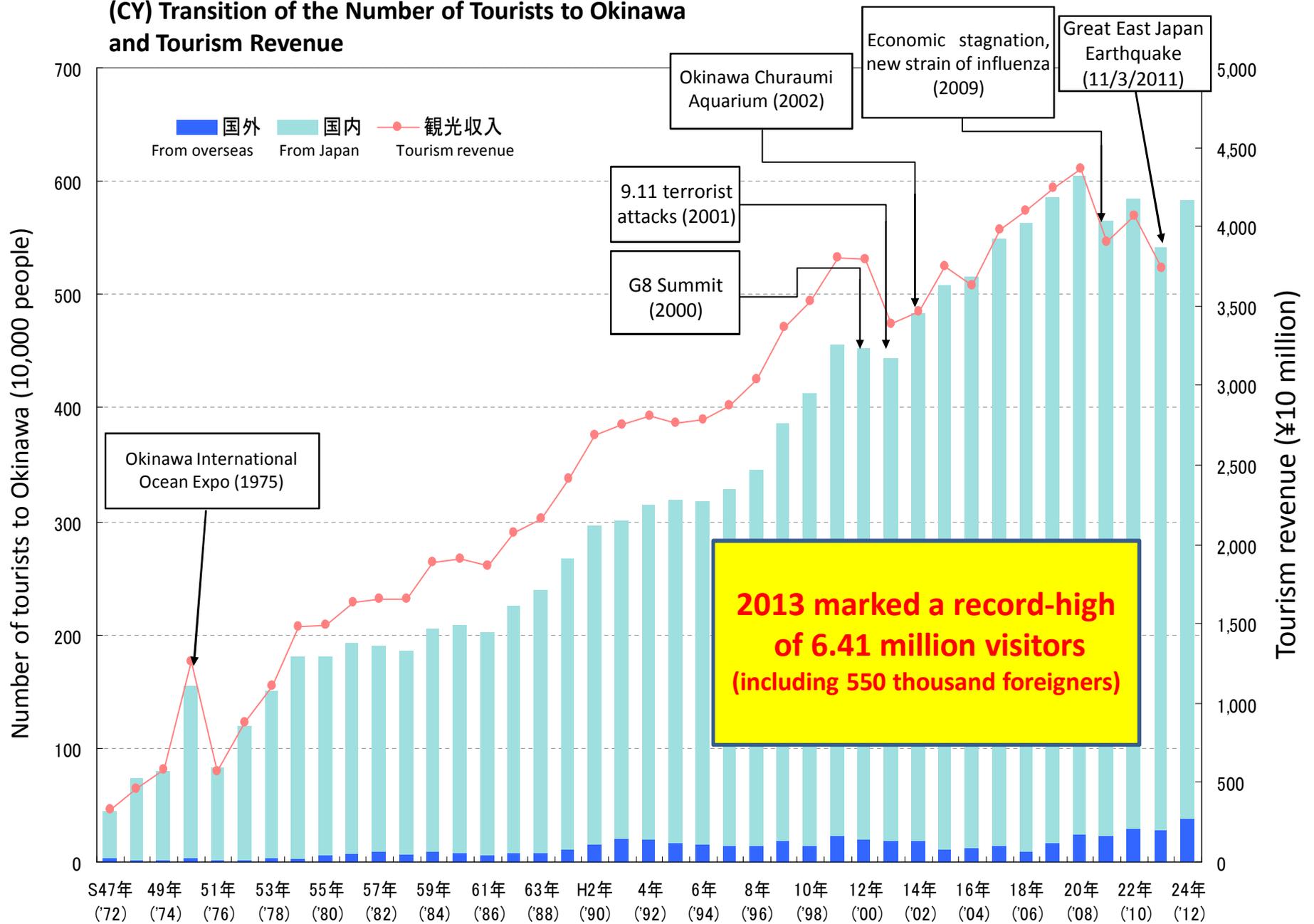
Six years to 2020 are important!

year	Okinawa	Japan/world
2014	Completion of Naha Int'l Airport terminal building Completion of Naha Port cruise terminal building	Consumption tax will be raised to 8% FIFA World Cup (Brazil)
2015	70 th anniversary of WWII 40 th anniversary of Okinawa International Ocean Expo	70 th anniversary of WWII Consumption tax will be raised to 10% (?)
2016	The 6 th World Uchinanchu Festival	Olympics (Rio, Brazil)
2017	<ul style="list-style-type: none"> - Focus on large MICE facilities, Karate hall, soccer facilities, etc. - Need for transportation infrastructure in Okinawa - Designated as World Natural Heritage sites? 	
2018		
2019		
2020	Naha Airport's second runway goes into service	Tokyo Olympics

Three villages in northern Okinawa and Iriomote Island will be placed on the Tentative List for nomination as World Natural Heritage sites



(CY) Transition of the Number of Tourists to Okinawa and Tourism Revenue



Source: Statistics of the number of tourists to Okinawa, and Factual survey of tourism statistics by Okinawa Prefecture

Okinawa 21st Century Vision – Goals for 2030

Future vision 1: Islands that treasure nature, history, tradition and culture of Okinawa

Future vision 2: Islands where people can have a comfortable life safely and peacefully.

Future vision 3: Rich islands filled with hope and vitality ⇒ **Tourism, other**

Future vision 4: Interactive and harmonious islands open to the world

Future vision 5: Islands that open up the future with diverse capacities

What should we do for the future generation?



Future of tourism in Okinawa – from Okinawa 21st Century Vision

Goal: World-class resort destination

☆ Ensure basic quality as a sophisticated resort destination

☆ Okinawa's standing is well established among competitors in the Asia Pacific region based on its unique tourism value

☆ Recognized as a resort destination with a strong brand name both home and abroad

Goal: 1 trillion yen tourism revenue, 10 million tourists (including 2 million foreign tourists)

Mid- and long-term issues in Okinawa tourism

1. Responding to international competition among resort destinations
2. Responding to environmental challenges
3. Fulfilling its role as a key industry



2. Initiatives on Environmentally Conscious Tourism Business



(1) Ecotourism Promotion Project

- Objective: Aiming for sustainable tourism that contributes to local revitalization while protecting the natural environment

- Past initiatives

- FY2002-2004

- ⇒ Ecotourism Guideline

- Okinawa Ecotourism Promotion Plan

- Promoted the signing of the Eco-tour Rules among businesses

- International Ecotourism Conference (2002)

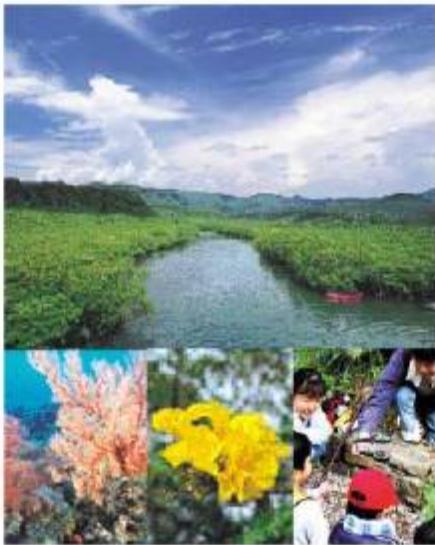
- FY2005-2012

- ⇒ Establishment of Ecotourism Promotion Council Okinawa (2006)

- ⇒ Promoted the formulation of regional guidelines; information dissemination

- FY2013 Research on certification systems

Okinawa Prefecture Ecotourism Guidelines 2004



Definition of Ecotourism in Okinawa

- 1 Proper conservation and sustainable use of natural, cultural and historical assets
- 2 Regional revitalization
- 3 Activities for visitors to come in contact with nature, culture and history of the region with the assistance of a proper guide



(2) Project to Support the Establishment of a Sustainable Resort Destination

- Objective: Develop comprehensive measures to establish sustainable resort destination through research on methods to quantify the resort destination capacity

- Past initiatives

- FY2008-2009

- Evaluated the existing condition of tourism spots in Okinawa in order to assess the status of tourism and its resources before studying the future of a well-balanced tourism destination and conducting research on how to quantify resort destination capacity.

Table 2-3 Potential Tourist Draw Assessment Standard

Potential tourist draw	Assessment Standard
SA	Resources that represent Okinawa and can be presented to Japan and the world with pride. Resources that hold such appeal that they can be used as Okinawa's core image. Resources that people would consider it worthwhile to travel to Okinawa just to see them.
A	Resources that hold such appeal that they can attract visitors from outside Okinawa, and play an important role as a symbol of Okinawa tourism. Resources that people would consider worthwhile to visit when staying in Okinawa.
B	Resources that fascinate residents and tourists in Okinawa and hold such appeal that they can be used as the region's core image. Although not as attractive as category A as a single resource, their appeal can be enhanced by improving facilities and/or developing unique programs.
C	Resources that are not as attractive as B as a single resource, but their appeal can be enhanced by improving facilities and/or developing unique programs

(3) Project to Support the Establishment of a Resort Destination in Harmony with Nature

▪ Objective: Promote tourism harmonious with nature that protects while making appropriate use of Okinawa's abundant natural resources to establish the Okinawa brand in international tourism.

▪ Past initiatives

➤ FY2010-2013

- ➔ Provided support to municipal projects to build environmentally conscious tourism facilities, and environmental conservation activities and rulemaking by municipalities and regional councils.
- ➔ Eco-toilet signage, educational activities, guideline promotion, wooden paths, canoe docks

(4) Eco Resort Island Okinawa Promotion Project

▪ Objective: While initiatives to realize a sustainable society are proactively being done, reduce the environmental burden in the tourism industry by taking initiatives to protect and foster the natural resources in Okinawa.

▪ Past initiatives

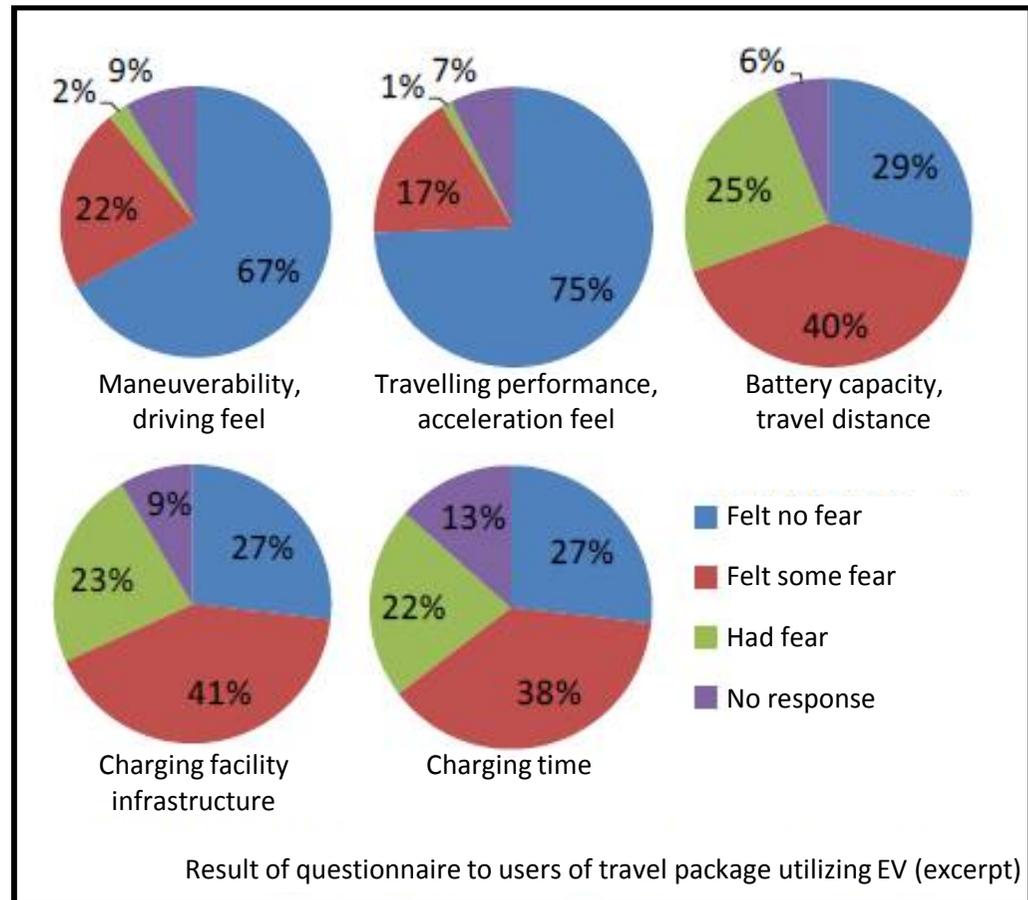
➤ FY2010

➔ Assessed initiatives on reducing the environmental burden in Okinawa, reviewed model initiatives in the tourism industry, model project to introduce eco-cars, etc.

➔ Support for introducing EVs (50 cars)

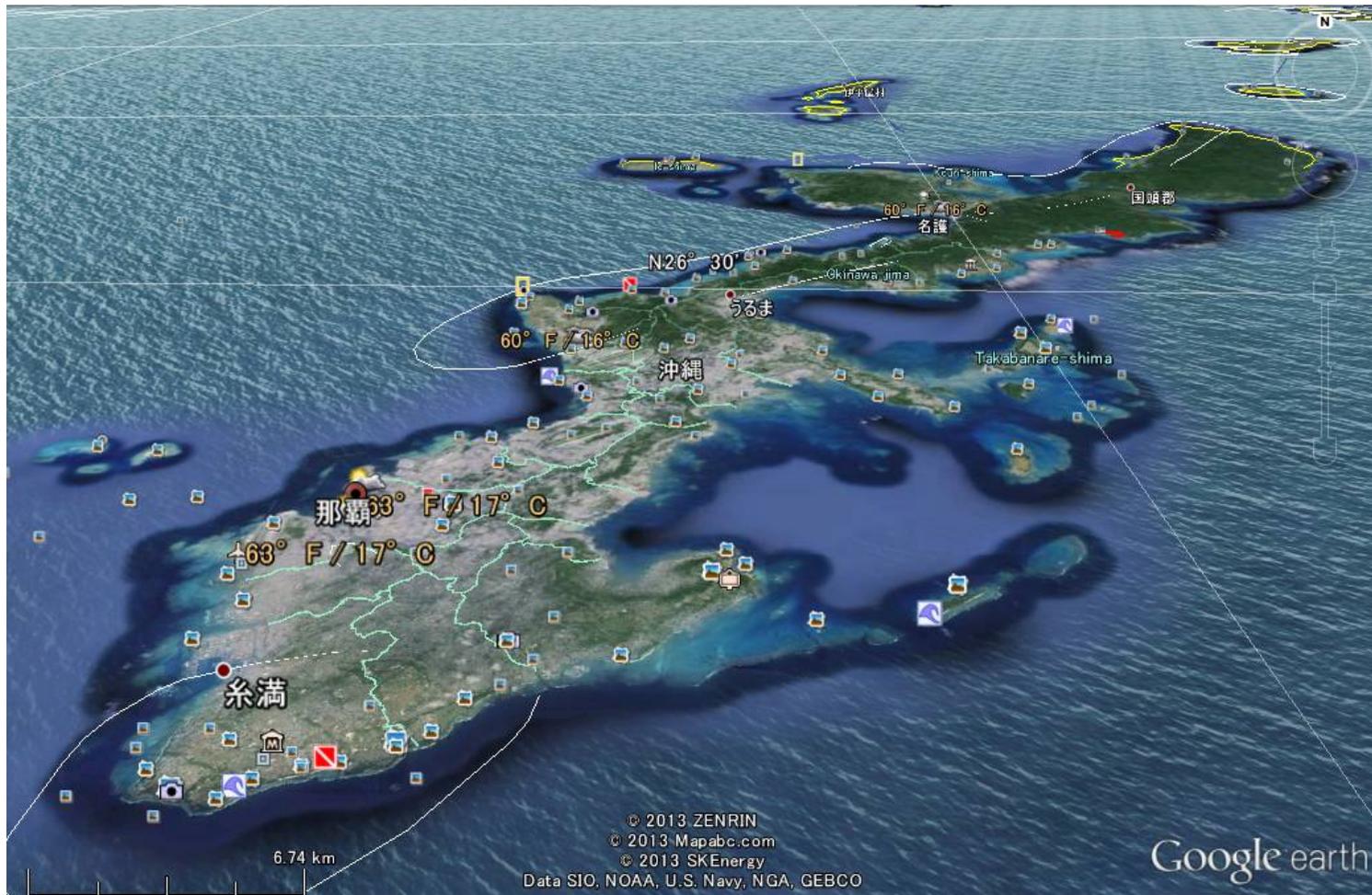
Support for normal charging units (20 spots)

Support project for introducing EVs



3. Smart Resort Okinawa Project

Enhance the value of Okinawa brand in tourism through preservation of the rich natural environment
– tourism resources of Okinawa



History of EV/PHV penetration in Okinawa

Okinawa Island is only 140 km long north to south. Approximately three million tourists rent a car and drive about 250 km during their average three days and two nights stay. Even under such conditions, spreading the use of EV/PHV is not easy in Okinawa. In addition to “fears on a strange land” tourists have, **“fear of electricity shortage” restrains people from buying.**

Type of car				
		HV	EV	PHV
Gas station	Spot	○ (approx. 350 spots)	—	○ (approx. 350 spots)
	Refill time	○ (5-10 minutes)	—	○ (5-10 minutes)
Charging infrastructure	Spot	—	△ (approx. 30 spots) (rapid)	—
	Charge time	—	△ (10-30 minutes)	—
Car price		○ (approx. ¥1.8 mil)	△ (approx. ¥3 mil, ¥2.2 mil with subsidy)	△ (approx. ¥2.9 mil, ¥2.6 mil with subsidy)
Cruising distance		○ (approx. 1,000 km)	△ (approx. 200 km)	○ (approx. 2,000 km)
Customer rating		○	△	△

But, moving forward!

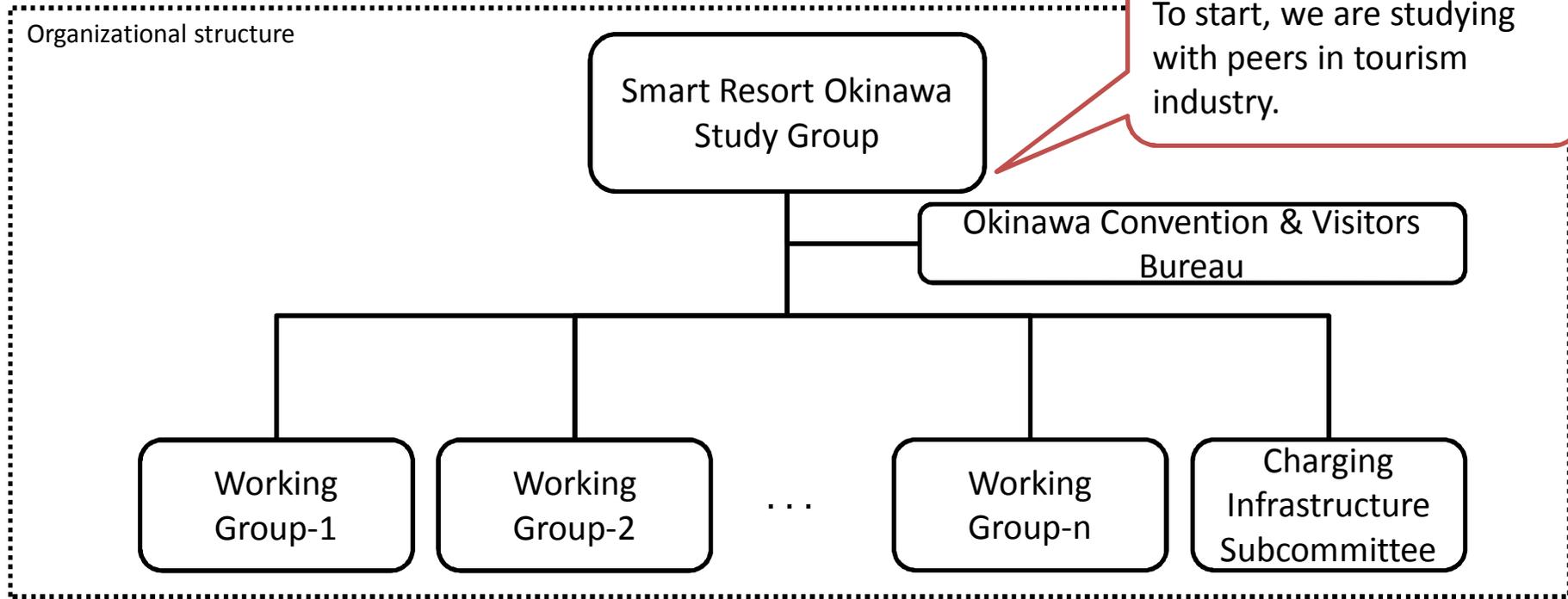


New approach with Micro mobility EVs



- Cruising distance: approx. 50 km
 - Use: limited to nearby places
 - Price: approx. ¥0.9 million
- Expecting “success with smaller vehicles”!

Vision: Enhance the value of Okinawa brand in tourism through preservation of the rich natural environment – tourism resources of Okinawa



1st Study Group (Nov 11, 2013)

Consolidated opinions about regional issues on micro mobility EVs from each commissioner.



We should enjoy!

Usable?

Unusable?

2nd Study Group (Dec 16, 2013)

Held micro mobility test-drive event and discussed about usage scenes based on the experience.



I see!

Participants (as of December 2013)

◆ Founders

Yoshiro Shimoji (chair)	Faculty of Tourism Sciences and Industrial Management Department of Tourism Sciences, University of the Ryukyus
Yoshikazu Higashi (vice chair)	Chief of Okinawa Branch, Japan Association of Travel Agents
Takehiro Shiraishi (vice chair)	President, Kanucha Resort
Satoshi Toyama	President, Kariyushi Co., Ltd.
Tateki Higa	Director, The Terrace Hotels Co., Ltd. & Manager, The Busena Terrace
Hiroko Maeda	President, Maeda Sangyo Hotels
Satoru Miyazato	Mayor, Zamami Village & Chairman, Zamami Village Tourist Association
Keishun Koja	Mayor, Nanjo City
Tomoji Yara	Secretary-General, Okinawa Convention & Visitors Bureau
Keiichiro Nakamura	President, Anchoring Japan Co., Ltd.
Toshiya Hayata	Urban Transportation System Group, Smart Community Planning Office, IT & ITS Planning Division, Toyota Motor Corp.
Osamu Kojima	Vice President, Toyota Media Service Corp.

We welcome new members!

◆ Observers

Energy Policy Division, Economy, Trade and Industry Department, Okinawa General Bureau
Planning Office, Transport Department, Okinawa General Bureau
Tourism Promotion Division, Okinawa Prefecture
Environmental Policy Division, Okinawa Prefecture
Agency for Natural Resources and Energy, Minister of Economy, Trade and Industry
Secretariat, Green Power Project

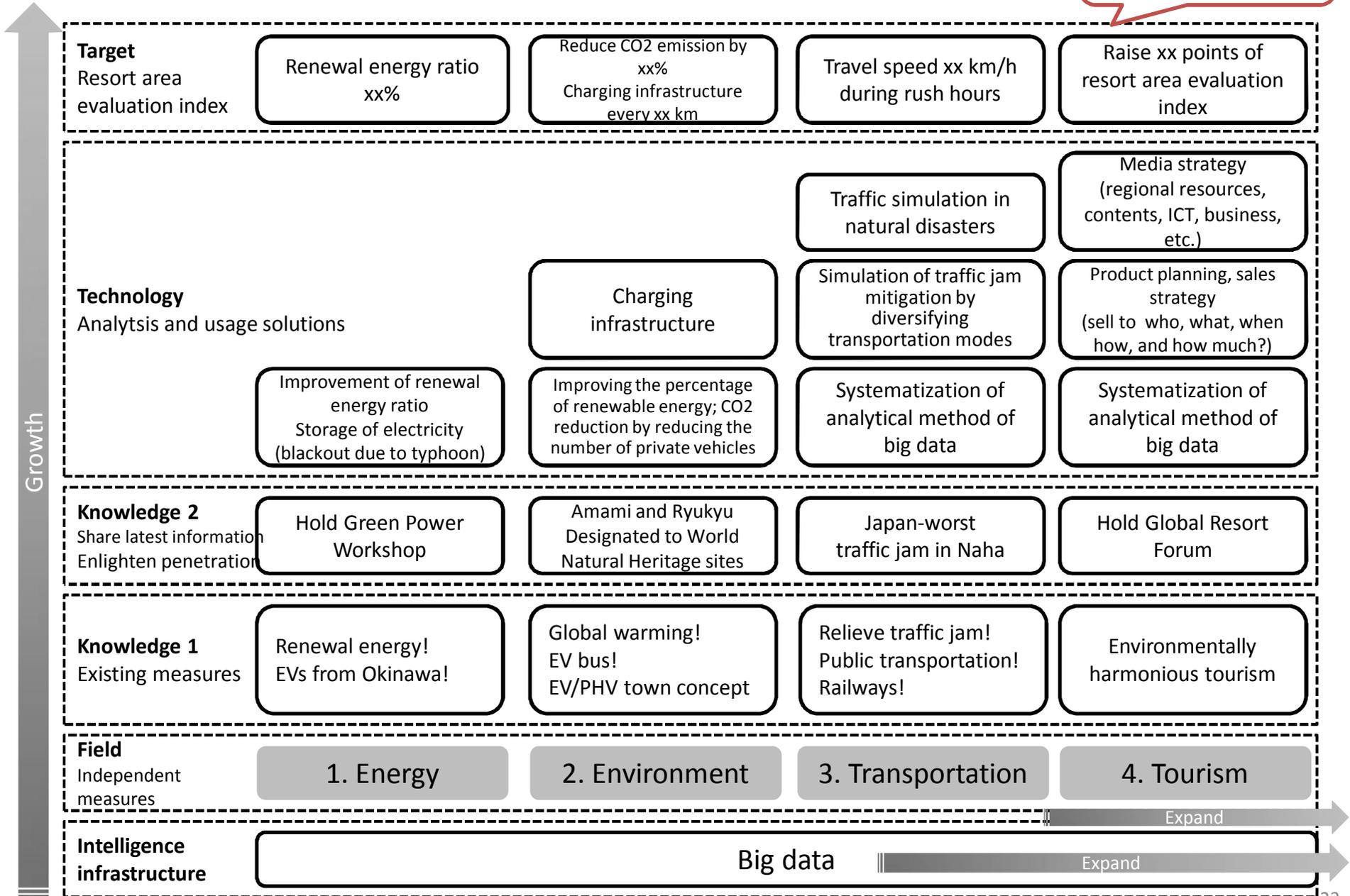
◆ **Organizer:** Okinawa Convention & Visitors Bureau

◆ **Facilitator:** Masa Hirai

Target areas of Smart Resort Okinawa Project

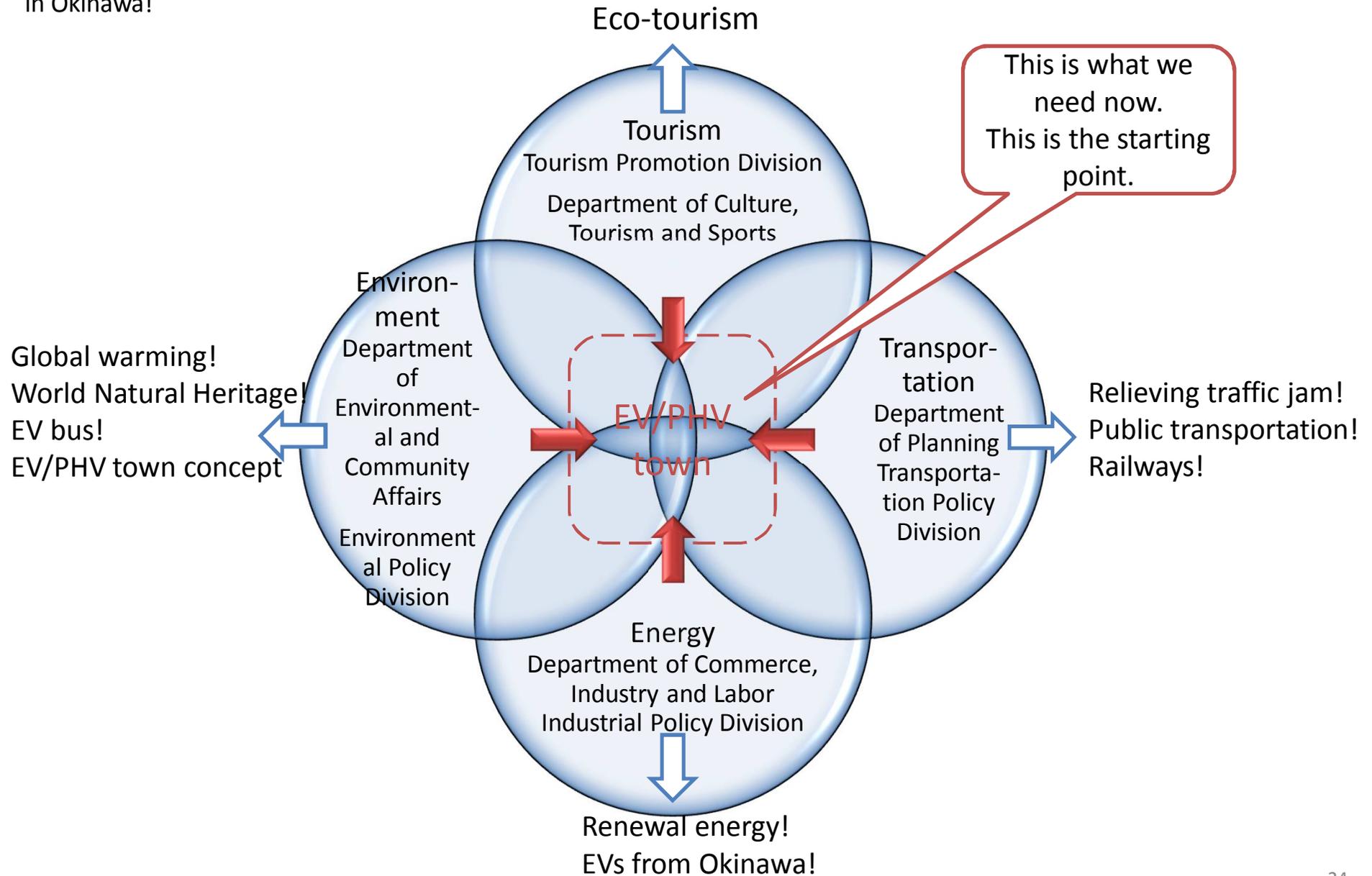
(Vision: Enhance the value of Okinawa brand in tourism through preservation of the rich natural environment, tourism resources of Okinawa)

Tourism cannot do all!



Challenges on administrative system in Okinawa Prefectural Government

- ◆ Uncooperative system that does not match with social needs has reached the limit = already became motivation killer
- ◆ It is the cooperation among different fields that can raise the expectation and motivation to accomplish of people in Okinawa!



4. Conclusion

- To make Okinawa the preferred resort destination in the world

- Severe international competition to win customers
- The number of international tourists in the world is over one billion and still increasing.
- Tourist destination with brand power is preferred.
- Besides nature, history and culture, **technology** is necessary.
- **Penetration of EVs and PHVs will help improve the image as an environmentally friendly tourism destination and to differentiate from competing destinations**
- Change in consciousness of people in Okinawa and industry-academia-government collaboration are necessary.



