

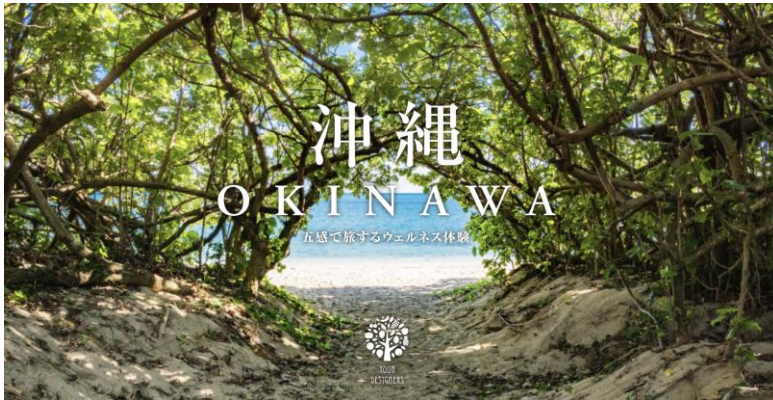
Tour Portfolio

Tour Designers Inc.

Ver.2.5



Contents



1. About us
2. Tour Concept
3. Women's Sense of Wonder –
A Journey Back to Myself, Guided by
Forest and Stars

1 About us

Tour Designers

MISSION

Aiming to boost the local economy through tourism

Since starting my career in Okinawa's tourism industry as a nationally certified tour guide, I have witnessed firsthand that tourism is the leading industry in Okinawa. However, despite being a tourism-oriented prefecture, many residents do not benefit from it. Like cities around the world, Okinawa faces various social issues such as child poverty and equal opportunities for men and women to participate in society. I have been contemplating how to create a society where all Okinawan residents can benefit from tourism.

To address Okinawa's social issues and support community revitalization through the power of tourism, we founded Tour Designers Inc. in September 2021. Our goal is to contribute to regional economic revitalization through tourism.

Through cultural experiences and exchange programs for foreign tourists, we aim to promote activities such as fostering a society where men and women participate equally, promoting the healthy development of children, supporting and preserving local traditional performing arts, and promoting environmental conservation and sustainable community development. We strive to achieve regional economic revitalization.

We also aim to gradually involve those who have had little connection with tourism in the past, such as full-time homemakers and elderly locals, as guides to introduce their communities. By encouraging customers to participate in tours that protect natural environments and preserve traditional cultures, we hope to make progress step by step.

To our customers

If your image of a trip to Okinawa includes white sandy beaches, blue seas, delicious Okinawan cuisine and awamori, scenic drives, and beautiful landscapes perfect for photography, our tours might be a bit different from what you imagine.

We design tours that aim to preserve the culture, history, and smiles cherished by the people of Okinawa, contributing to local economic revitalization through tourism. By participating in our tours, you help preserve these cultures and smiles for future generations. Moreover, we carefully design each tour so that the insights you gain can be integrated into your daily life, bringing back memories of Okinawa's smiles when you least expect it.



2 Tour Concept

Okinawa Wellness

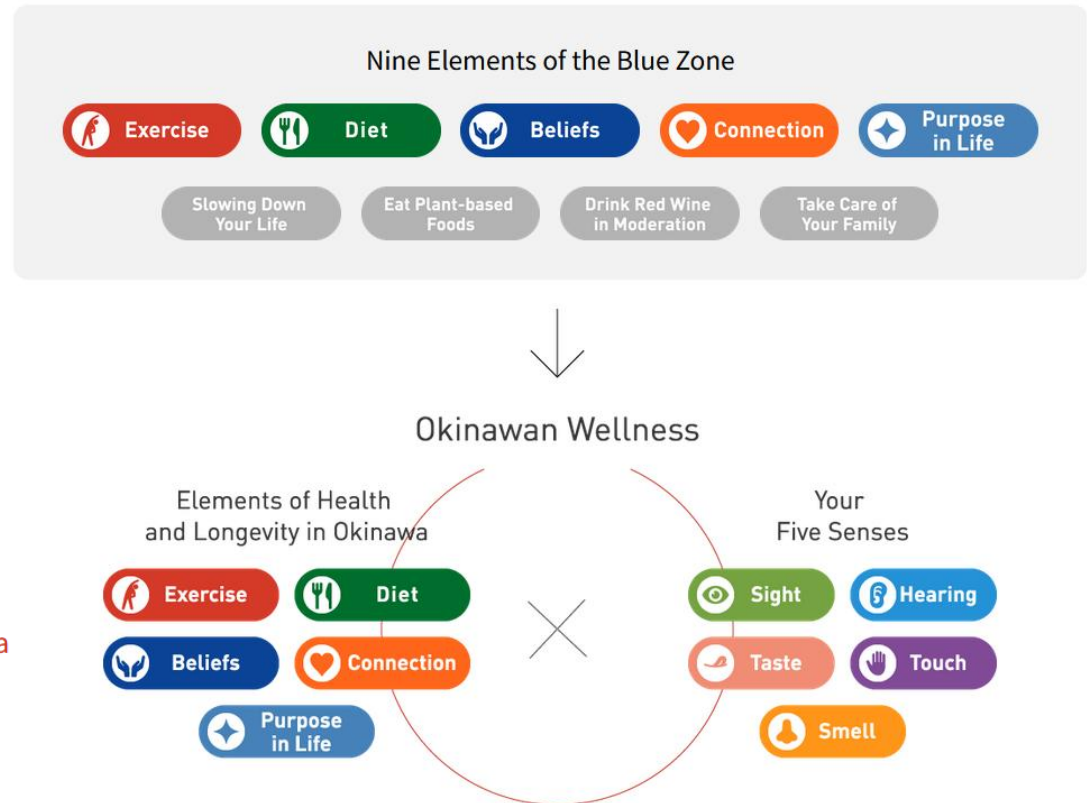
What is Okinawa Wellness?

Okinawa is recognized as one of the world's five major longevity regions, known as Blue Zones. It is said that Blue Zones have "nine elements of longevity," and Okinawa has its own secrets to healthy longevity, born from its unique climate and culture.

Based on this, we have developed a new form of wellness called "Okinawa Wellness." This concept focuses particularly on the elements of healthy longevity that Okinawan people incorporate into their daily lives, such as "exercise," "diet," "faith," and "connections with others" among the "nine elements of longevity" in the Blue Zones. Through "Okinawa Wellness," you can experience these elements firsthand and integrate them into your daily life.

Wouldn't you like to align your mind and body by experiencing Okinawa's renowned longevity diet, ancient traditions of faith, aspirations for peace, and warm smiles? After your journey, your life may be transformed into a richer experience.

Feel the elements of health and longevity unique to Okinawa
with all your five senses and lead a richer life.



2 Tour Concept

Tailor-Made Tours

Engage Your Senses with Tailor-Made Tours

Okinawa, renowned for its rich natural environment, including expansive coral reefs and forests teeming with rare flora and fauna, is situated at the southwestern edge of the Japanese archipelago, approximately 1,600 km from Tokyo, with its central hub in Naha.

Once an independent kingdom known as the Ryukyu Kingdom, Okinawa had deep ties with China and Southeast Asia, contributing to its unique culture, distinct from other regions of Japan.

Furthermore, the Battle of Okinawa at the end of World War II was a fierce conflict known as the "Typhoon of Steel," resulting in the tragic loss of many lives among its residents. The people of Okinawa, having experienced events like the Ryukyu Kingdom era and the Battle of Okinawa, hold peace and its aspirations close to their hearts.

At Tour Designers, we offer tours that highlight Okinawa's nature, culture, history, and the warmth and kindness of its people. Our concept of Okinawa Wellness goes beyond this, incorporating elements that allow you to experience Okinawa's unique longevity secrets—such as its renowned longevity diet, ancient faith traditions, and connections with others—through your own senses and integrate them into your daily life. We invite you to discover these exclusive experiences that only Tour Designers can offer, enriching both your travels and daily routines.



Proposal from Tour Designers

People travel for various reasons: to escape the hustle and bustle of the city, to enjoy leisurely time, to seek connections with people and nature, to engage in activities, and sometimes as a personal reward.

At Tour Designers, we provide experiences that fulfill your desires. The tours mentioned in this introduction are just a glimpse of what we offer. We can tailor your experience based on your specific preferences—whether it's adjusting the duration of longer tours, swapping content with other long tours or day tours, or experiencing only one aspect of a longer tour.

If you wish for experiences like island hopping tours, marine activities, interacting with local communities, or private cruising that are not listed in our introduction, please consult with us. You might also prefer to hire only a guide or seek tour proposals aligned with your company's concept. As a local travel agency in Okinawa, we pride ourselves on our flexibility to offer personalized proposals. Let us assist in adding color to the cherished journeys of your valued clients.



2 Tour Concept

Kanasa Smile Project

Children Who Shape the Future

"Kanasa" is a dialect word in Okinawa meaning "to love and cherish." Tour Designers has launched the "Kanasa Smile Project" to connect the endearing smiles of children to the future, aiming to foster a hopeful life for them.

When we hear about child poverty, it may seem unrelated to Japan. However, it's estimated that one in seven children in Japan lives in poverty. Japanese poverty differs from absolute poverty, which lacks daily necessities like food, clothing, and shelter, and is termed "relative poverty," referring to households with less than half the median equivalent disposable income in Japan. Child poverty rates in Japan have been rising since the 1980s, putting children in disadvantaged situations regarding medical care, nutrition, education, and future prospects.

Among regions in Japan, Okinawa faces one of the most severe situations regarding poverty. Approximately 1 in 3.3 children in Okinawa lives in relative poverty, more than double the national average. One significant cause is Okinawa's lowest per capita income in the country. Due to economic circumstances at home, children in Okinawa often have to forgo further education and start working early. Young carers face significant challenges as they undertake household chores and care responsibilities, preventing them from socializing with friends or dedicating time to study, placing undue burdens and responsibilities on them disproportionate to their age and developmental stage, impacting their growth and education.

Furthermore, although Okinawa has the highest total fertility rate nationwide, approximately 10% of children born in the prefecture weigh less than 2,500 grams at birth, earning Okinawa the unfortunate distinction of ranking worst in the country for three consecutive years since 2020. Families supporting these "Little Babies" often experience feelings of guilt, regret, and anxiety. Some mothers even blame themselves as "unfit mothers." However, as these Little Babies grow, they gradually gain abilities and strive for development.

It's crucial to provide opportunities and environments that nurture hope for the future and enhance the independence of children, regardless of initiatives like children's cafeterias and support for low birth weight infants. We contribute a portion of our sales to such initiatives and engage in activities like volunteering and purchasing "Future Tickets," striving to create a future where children can flourish with overflowing smiles.



The Paper Crane Project

With Hopes for Peace

In 1945, Okinawa was the site of a devastating ground battle involving local civilians. Known as the “Typhoon of Steel,” the battle lasted for 90 days, during which heavy air raids and artillery fire destroyed the island's shape, rich nature, and many cultural heritages. Approximately one-quarter of Okinawa's population lost their lives. Besides the ground battle, Okinawans also endured the sinking of evacuation ships returning from the South Pacific Islands, the attack on student evacuation ships, the October 10 air raid, and the forced mobilization of students.

Today, Okinawa marks June 23 as “Memorial Day” to commemorate the end of organized combat. Ceremonies and memorial services are held throughout the island each year to remember the tragedy of war and the importance of peace.

The “Cornerstone of Peace” monument in Peace Memorial Park was constructed in June 1995. It honors all those who lost their lives in war, regardless of nationality, and includes both military and civilian names. The monument is designed to resemble a folding screen with the “Flame of Peace” at the center, symbolizing waves of peace spreading across the world. The park serves as a space for memorializing those who perished in war, while also promoting the pursuit of eternal peace and acting as a center for peace education.

As part of our peace initiative in Okinawa, a place that has overcome the horrors of war and spreads messages of peace, we invite tour participants—both domestic and international—to fold two paper cranes. One crane is for the participants themselves, and the other is for the Paper Crane Project. These cranes, folded with the wish for world peace and eternal hope, will be gathered until we reach 1,000 cranes. Once we have completed 1,000 cranes, they will be dedicated as a symbol of peace at war memorial sites in Okinawa.



Tour Overview

Set in Yanbaru, a lush northern region of Okinawa designated as both a UNESCO World Natural Heritage site and a Blue Zone of longevity, this immersive retreat-style tour invites women to reconnect with themselves through nature, culture, and quiet reflection. Designed especially for sensibly attuned women in their 30s to 50s navigating life transitions, the journey centers around the theme of inner and physical renewal. Participants sharpen their senses and immerse in the spiritual rhythm of the land—through forest walks, stargazing, intimate dialogues with local women, and hands-on cultural experiences.

Limited to small groups of up to 6, the tour is accompanied by a through-guide who acts as a storyteller, weaving together each moment into a cohesive narrative. Guests engage with locals through experiences like the guided Hedo Village walk and encounters with the region's philosophy of health and longevity. These encounters offer a momentary pause from everyday life—a chance to return to one's most authentic self. Guided by the sacred forces of nature and prayer, the tour helps participants reconnect with their inner truth and rediscover the story of who they truly are.

Tour Story

At its heart, this journey is about awakening a "Sense of Wonder"—that childlike awe for the world around us, combined with the creative sensitivity we develop as adults. As participants rest under star-filled skies, speak with Okinawan women, and enter the symbolic world of local mythology and ritual, they slowly reclaim the forgotten parts of their inner selves. Nights spent in small village inns, evenings around a fire, and moments of quiet contemplation become a transformative space—where each woman steps into the role of her own story's heroine. Rooted in Okinawa's spiritual matriarchal culture—such as the Onari-gami (female deity) beliefs—this journey is imbued with sacredness and depth. By the tour's end, each participant holds in her hands a deeply personal narrative: a story of returning to herself. This is not just a trip—it is a soulful encounter with the self, a poetic blend of experience and transformation.

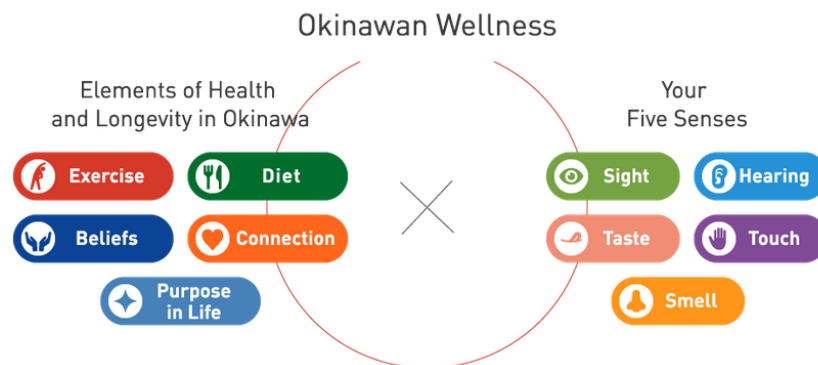
Accommodation Image

<Yanbaru Hotel Nammeshinshitsu>

Founded by Itsumi Nakamoto, a native of Kunigami Village, who wished to "pass on the beauty of her hometown's villages to the next generation," Yanbaru Hotel Nammeshinshitsu was created. This village, born at the intersection of natural and human time, embodies the gentle expressions of its people and the coexistence of Yanbaru's nature and sea. Through stays that evoke living in such villages, we foster a mindset toward the "desired form."



Elements of Okinawan Wellness



Sample Itinerary

Day1

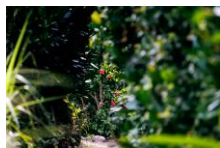
AM : Ryukyu Kingdom and Faith - A Walk Through the Historic and Cultural Capital of Shuri

The journey begins with the royal heritage and culture of the Ryukyu Kingdom, gradually shifting focus from kings to the everyday lives of its people. Along the way, participants discover the deep connections cherished by both royalty and commoners alike—with nature, ancestors, the divine, and community. This gentle unfolding of perspectives invites travelers into the story that is about to begin.



PM : Village Exploration

Upon arrival, a local sherpa (community guide) from the inn will introduce the village's history, culture, and way of life. Understanding the stories behind the place and its people enriches the entire stay, offering a more meaningful and immersive experience.



PM : Okinawan Home Cooking Experience

Learn to cook traditional Uchina cuisine—Okinawa's longevity-promoting dishes—taught by a local anna (Okinawan mother). In Okinawa, eating in moderation, keeping dinners light, and enjoying warm conversation over a small amount of awamori (Okinawan spirit) are all part of the island's recipe for long life. Discover the unique ingredients and flavor techniques of Okinawan home cooking, and learn the everyday wisdom of healthy living passed down through generations.



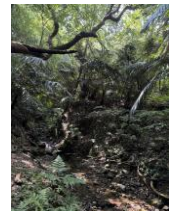
<Tour Story>

This journey is a path of renewal, guided by the ancient forests and starlit skies of northern Okinawa's Yanbaru, as well as the region's mythology and sacred traditions. Through quiet encounters with nature and heartfelt dialogues with local women, participants awaken their "Sense of Wonder"—a deep reconnection with the mystery of the natural world and their own inner senses. Immersed in Okinawa's spiritual matriarchal culture and coexistence with nature, each woman begins to feel like the heroine of her own story, gently returning to her truest self. As childhood awe meets the creative sensitivity of adulthood, the senses are liberated, and long-forgotten desires and dreams slowly take shape once more.

Day2

AM : Hedo Village Walk

Hedo is a village rich in history, spirituality, and cultural heritage. In the days of the Ryukyu Kingdom, water from the Hedo River was drawn for the royal New Year's purification ritual, symbolizing renewal and blessing. The village remains deeply rooted in traditional beliefs, offering a glimpse into the close-knit relationship between the people and the natural world. Through this walking tour, you'll experience a way of life that honors both nature and ancestral spirit.



PM : Sakuma Family Heritage Café

Dine at a café run by the present-day head of the Sakuma family, a lineage that has long served as spiritual guardians linking Hedo Village to the Ryukyu royal court. For over 700 years, the role of protecting the royal tombs has been passed down—through the women of the family. During your visit, connect with the café owner and hear how generations of women have upheld their sacred duty, navigating personal identity and inherited responsibility. Her story may gently awaken your own inner purpose.

PM : Forest Stargazing

The forest by night is a world apart from its daytime self—different sounds, different creatures, a shift in energy. In Yanbaru, where light pollution is minimal, the night sky reveals its full brilliance. Gazing up at a canopy of stars in the quiet of nature allows you to reset, unwind, and reawaken your senses. This meditative experience, known as Hoshizora-yoku (forest stargazing), is believed to bring peace of mind, relieve stress, and spark creativity—offering powerful benefits for both body and spirit.



*Photos are for illustrative purposes only. Actual contents may vary.

Sample Itinerary

Day3

AM : Traditional Kamado Rice Cooking Experience

Gather in a room with a traditional kamado (wood-burning stove) and cook rice together with your local sherpa. Enjoy a warm, communal meal with freshly cooked rice and side dishes made from seasonal island vegetables—an experience that evokes the comfort and wisdom of Okinawan home cooking.



AM : Folk Craft Making Experience

Participate in making folk crafts using local materials. In old Okinawa, everyday tools were handmade using readily available natural materials. Experience the wisdom of living closely with nature and respecting it.



PM : Visit to Yanbaru Distillery

Tour the Yanbaru Distillery, founded with contributions from local residents. After the tour, sample aged Awamori characterized by its sweet and fragrant aroma, brewed with water from Yanbaru. President Ikemura manages the distillery while raising children, exploring new approaches not only for Awamori as a drink but also as a tool for connecting people.



Day4

AM : Free Time

Spend this time reflecting and reconnecting with yourself at your own pace until checkout.



AM : After Checkout

You will be transferred to the airport following your hotel checkout.

Selectable Content

Yanbaru Cycling



Distance: Tailored to your preferences
 Duration: Varies depending on the distance
 Explore the Yanbaru region, a UNESCO World Natural Heritage site, riding through its nature with e-bikes. From flat roads along the sea to winding mountain paths and challenging terrains, our cycling guides will support you throughout. Immerse yourself in the sea breeze of Okinawa and the fragrance of Yanbaru's forests. Challenge yourself to distances you've never ridden before, encouraging each other with fellow riders and sometimes confronting yourself along the way.

Hand-Squeezed Shikuwasa and Island Vegetable Pizza Experience



Duration: Approximately 2 hours
 Discover the secrets of Okinawa's longevity with a hands-on experience harvesting shikuwasa, known for its high antioxidant properties. Learn how to incorporate it into daily life. After the experience, enjoy island vegetable pizza with handmade shikuwasa juice.

A Tour of Sacred Sites in Ancient Villages
Where Myths Come to Life

Duration: Approximately 3 hours
 The foundation of life in Yanbaru lies in the "connection" between people and nature. People not only protect nature but have also been protected by it. One of the charms of Yanbaru's forest is the presence of many rare species. As you enter the forest, you can feel the rich nature that supports the lives of these unique creatures. A trail that might seem ordinary when walked alone becomes full of encounters and discoveries when accompanied by a Yanbaru forest guide. The duration may vary depending on the location, season, and weather.

Stargazing



Duration: Approximately 3 hours
 This experience involves making traditional Okinawan sweets such as deep-fried donuts called "Sata Andagi" (pictured above), rice cakes wrapped in getto leaves called "Mochi" (pictured bottom left), and other local secret recipe sweets. Enjoying the freshly made sweets while chatting ("Yuntaku") fosters connections with people, which is also a secret to longevity. The experience content may vary depending on the season. The duration may vary depending on the experience content.