

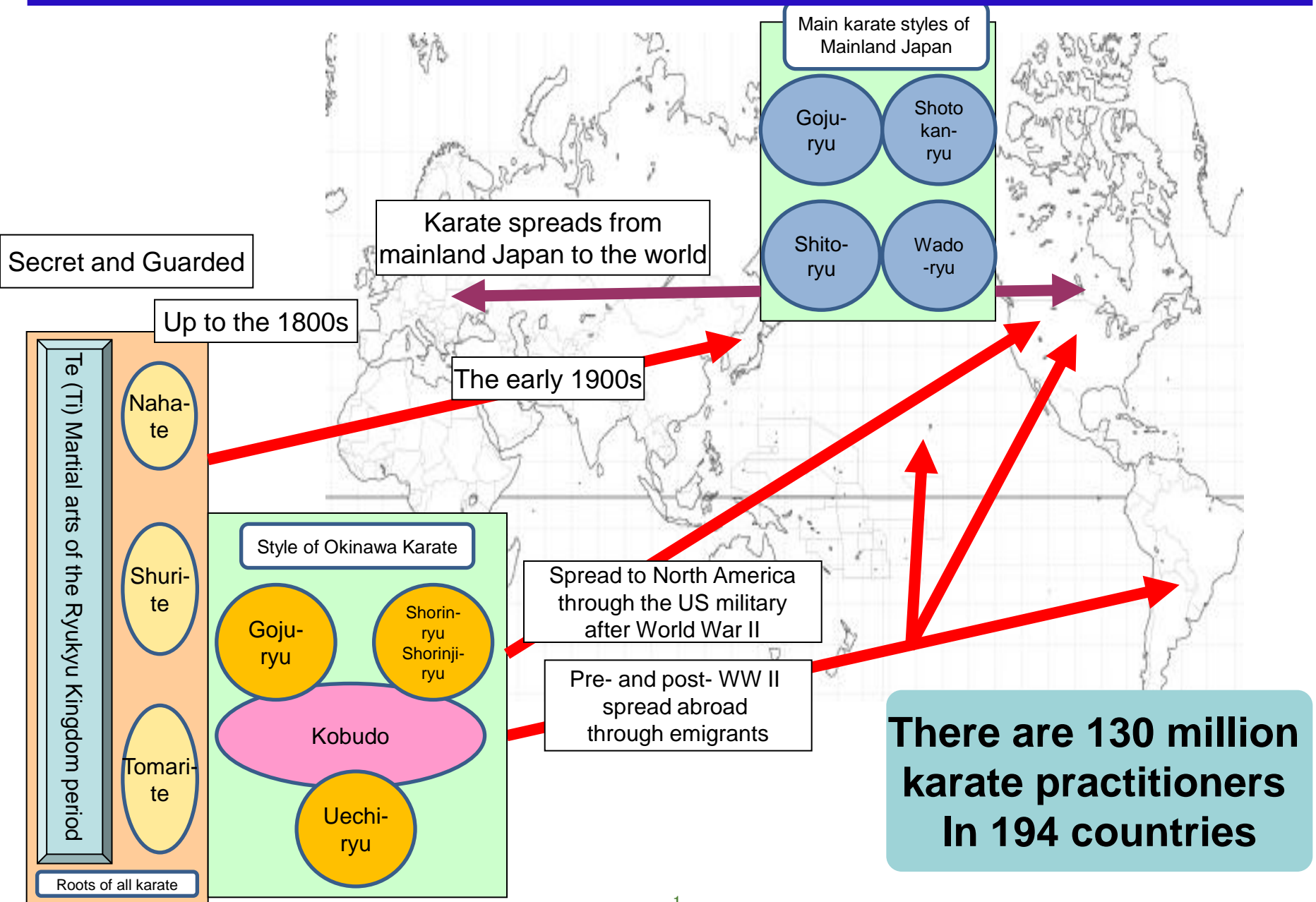
# Okinawa Prefecture's Martial Arts Tourism



**May 2019**

**Okinawa Prefectural Government  
Department of Culture, Tourism and Sports**

# The Spread of Okinawa Karate



Opened in March 2017 !



Okinawa Karate Kaikan is a facility  
to promote “Okinawa, the birthplace  
of karate” to the world



## 【Purpose】

**A facility to learn about the history of Okinawa karate and Characteristics of different styles**



## 【Multilingualization】

Multilingual options in English, French, Spanish, German, Russian, Chinese, Italian, Portuguese; Korean will be newly added in 2019.

**Training guide-interpreters who are familiar with karate will be the next challenge**





## What next?

### Currently

#### Okinawa Prefecture

- \* Dispatching leading karate instructors overseas
- \* International seminars, etc.

Work together when necessary

#### People Involved in Karate

Spread and development of karate throughout the world

Work together when necessary

#### Business community

Development of karate-related products, etc.

### Work strategically on promoting Okinawa karate

#### Sharing common Recognition



#### Creation of Okinawa Karate Promotion Vision (March 2018)



#### Creation of Okinawa Karate Promotion Vision Road Map (March 2019)



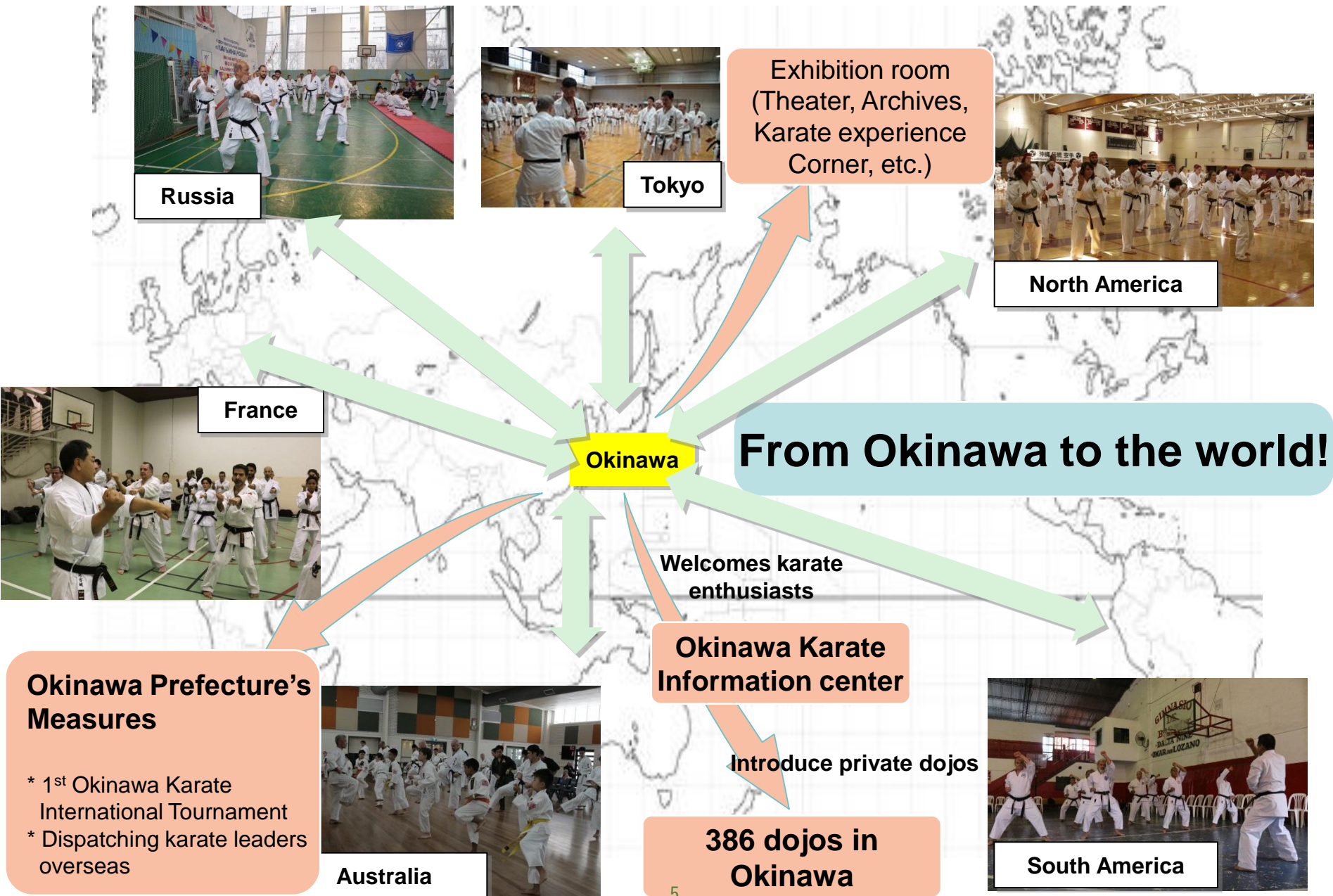
All related parties working together for the promotion of Okinawa Karate

Preservation and passing down of skills and spirit

Spread and development of karate throughout the world

Expansion of the exchange population

# Spreading Okinawa karate to the world



A total of 3,200 karate-ka gathered from 50 countries and regions around the world



It was held in August in consideration of holiday seasons in each country, however the risk of typhoons and high travel costs due to peak season for Okinawa tourism remain issues



Characteristics of karate-ka's travel style

\*The length of stay is long!  
average = 9 days  
maximum = 90 days

**Okinawa**

**From the world to Okinawa!**



The Okinawa Karate International Tournament is scheduled to be held every four years







# Creating a system in which global karate-ka travel around Okinawa

Karate-ka from  
around the world

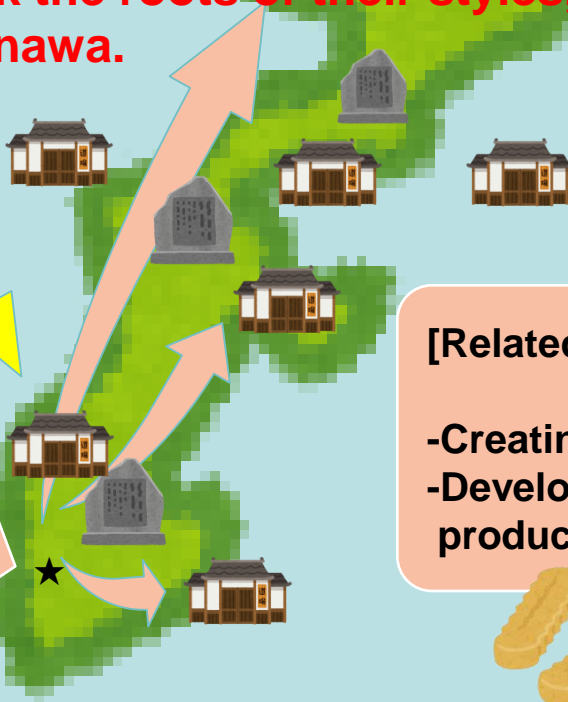


Okinawa Karate Kaikan



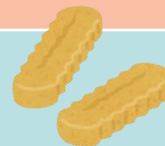
There are 386 karate dojos in Okinawa  
and there are monuments in honor of each  
style/group in Okinawa

⇒ Create a map of transportation around dojos  
monuments and accommodation facilities nearby.  
Then, build a system in which karate-ka, who  
seek the roots of their styles, travel throughout  
Okinawa.



[Related industries]

- Creating travel products
- Development of karate-related products





## Preparations for attracting training camps

**\*Create an organization for promoting activities in cooperation with municipalities and competition groups in Okinawa**

**Established "Okinawa 2020 Training Camp Invitation Promotion Committee"  
(May 2016)**

**Committee: Okinawa Prefecture, 20 municipalities interested in attracting camps, Okinawa Physical Education Association**

**Chairperson: The Governor of Okinawa Prefecture**

**Vice-Chairpersons: The mayor of Naha, Vice-president of Okinawa Prefecture Physical Education Association**

### [Concrete actions]

- ① Approaching groups by utilizing personal connections
- ② Organizing visits and explanations to relevant country embassies, etc. in Tokyo
- ③ Approaching related parties at international tournaments, etc.
- ④ Conduct activities to attract competition groups from abroad directly as necessary in accordance with the progress of prior negotiations
- ⑤ Invitation of karate leader - inspection and experiencing the environment in Okinawa
- ⑥ Demonstrations of group training camps – identifying and rectifying issues discovered through demonstrations

# Initiatives for Pre-Games Training Camps in Okinawa for TOKYO 2020 (Karate)

## ★ Promotion activities overseas

- New Zealand Karate Federation (December 2016)
- Brazil Karate Federation, Argentina Karate Federation (July 2017)

## ★ Inspection in Okinawa by global karate leaders

- President of New Zealand Karate Federation (March 2017)
- Hungarian Karate Federation National Team Coach (March 2017)

## ★ Signing of agreement

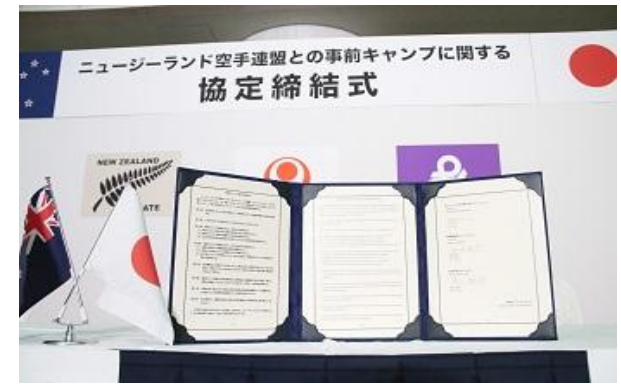
- March 2017(New Zealand Karate Federation, Okinawa Prefecture, Okinawa City)



Signing of agreement by Okinawa Prefecture, Okinawa City, and Federation



Performance by representative player



Written Agreement

- July 2018(Hungary Karate Federation, Okinawa Prefecture, Tomigusuku City)

**Thank you very much!**