

# Overview of Okinawa Prefecture

## Population Growth

The rate of population growth in Okinawa is high compared with Japan as a whole. It is estimated that the average annual growth rate over the period until 2015 will be 0.43% in Okinawa, compared with -0.12% for the country as a whole. Moreover whereas the population of Japan is thought to have peaked in 2004, that of Okinawa is expected to continue growing until 2025. In line with this expected increase in population growth, the number of households (supply contracts) is expected to grow steadily as well, leading to an increase in demand for residential-use electric power.

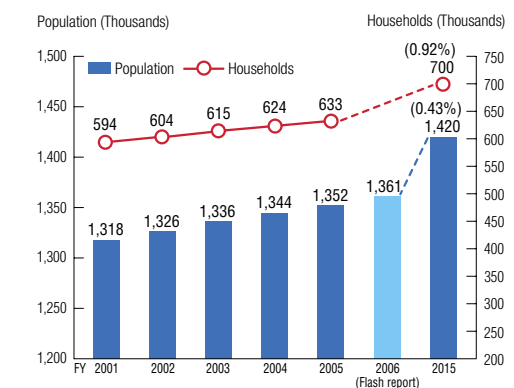
## GDP

As a result of measures implemented under the government's Okinawa Promotion Plan, the GDP of the prefecture is forecast to grow at a faster pace than that of the country as a whole. Average annual GDP growth for Japan from 2003 to 2011 is projected at 1.6%, compared with 2.6% for Okinawa Prefecture. At the same time, per capita income growth, supported by GDP growth in the prefecture, is also forecast to exceed national rates over the same period, at approximately 3.7%, compared with around 2.1% for Japan as a whole.

## Tourist Arrivals

Okinawa Prefecture saw a record number of tourist arrivals — 5.5 million people — in 2005. This is 100,000 more than the target of 5.4 million. This performance reflects rising interest in Japan in the natural beauty, musical traditions, and arts and culture of Okinawa, and the area's concomitant rise in popularity; an expansion in aircraft seating availability due to addition of routes to Okinawa and deployment of larger aircraft by airlines, new construction of accommodation facilities, and an increase in school tours; and the success of public and private sector joint efforts to attract tourists through campaigns. The prefecture targets 6.5 million tourist arrivals in 2011.

### Growth in Population and Number of Households in Okinawa



Source: Population figures for 2000 and 2005 are taken from the population census (Ministry of Internal Affairs and Communications). Figures for 2001 to 2004 are provisionally supplemented values for Okinawa Prefecture based on findings of the population census. Figures for population and number of households in 2015 are based on surveys by the Japan Electric Power Survey Committee.

Note: Figures for number of households in parentheses show annual average growth between 2004 and 2015. Population figures in parentheses show annual average growth between 2005 and 2015.

### GDP Average Annual Growth Rate

	FY 2004	FY 2012	Avg. annual growth rate for 2004-2012
Okinawa	¥3,689,700 million	¥4,531,100 million	2.6%
Nationwide	¥517,478,700 million	¥587,809,300 million	1.6%

Source: Quantitative targets for economic and social development under the Okinawa Promotion and Development Plan, economic statistics for Okinawan residents in fiscal 2003.

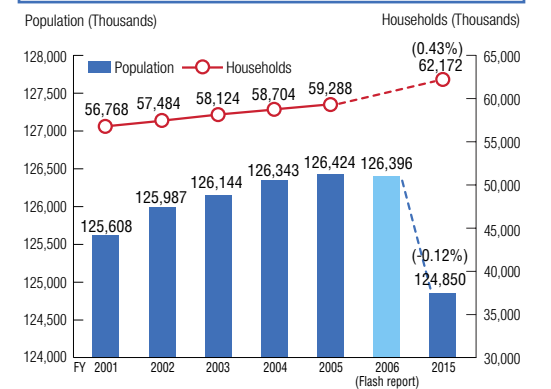
Cabinet Office, the Japan Electric Power Survey Committee

### Average Annual Growth Rate of Per Capita Income for Okinawa and Japan as a Whole

	FY 2004	FY 2012	Avg. annual growth rate for 2004-2012
Okinawa	¥2,050,000	¥2,740,000	3.7%
Nationwide	¥2,890,000	¥3,400,000	2.1%

Source: Quantitative targets for economic and social development under the Okinawa Promotion and Development Plan, economic statistics for Okinawan residents in 2003.

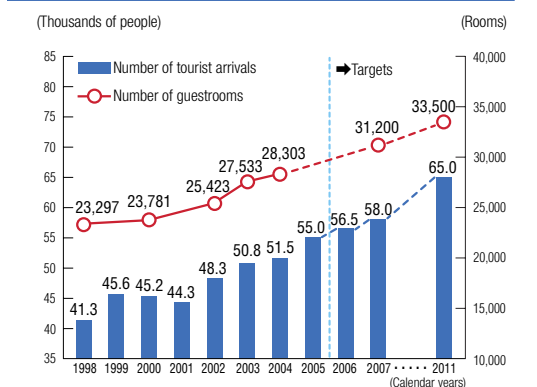
### Growth in Population and Number of Households in Japan (Excluding Okinawa)



Source: Population figures for 2000 and 2005 are taken from the population census (Ministry of Public Management, Home Affairs, Posts and Telecommunications). Figures for 2001 to 2004 are provisionally supplemented values for Okinawa Prefecture based on findings of the population census. \* Computed based on figures for all Japan (Ministry of Public Management, Home Affairs, Posts and Telecommunications), excluding Okinawa. Figures for population and number of households in fiscal 2015 are based on surveys by the Japan Electric Power Survey Committee.

Note: Figures for number of households in parentheses show annual average growth between 2004 and 2015. Population figures in parentheses show annual average growth between 2005 and 2015.

### Tourist Arrivals and Number of Guestrooms



Source: Okinawa Promotion and Development Plan, Tourism Directory. Note: Surveys into numbers of guestrooms, previously held once every two years, became annual from fiscal 2003.