

# 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 2016 will be 0.37% in Okinawa, compared with -0.15% for the country as a whole. Moreover whereas the population of Japan is thought to have peaked in 2004 and is now on the decline, 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 2004 to 2011 is projected at 1.8%, compared with 2.9% 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 4.6%, compared with around 2.7% for Japan as a whole.

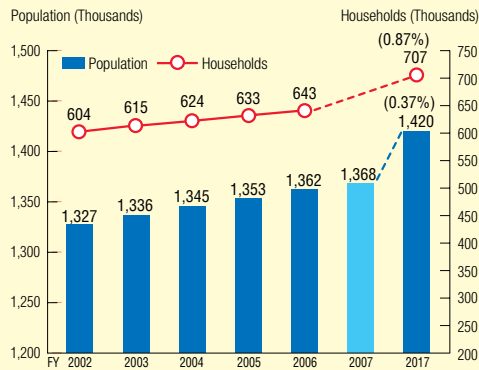
## ■ Tourist Arrivals

Okinawa Prefecture saw a record number of 5.64 million tourist arrivals in 2006. This performance reflects rising interest in Japan in the natural beauty, musical traditions, cuisine, 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.





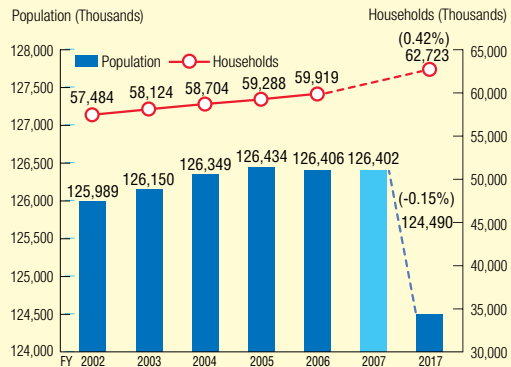
### Growth in Population and Number of Households in Okinawa



Source: Population figures between FY2002 and FY2006 are based on surveys by the Ministry of Internal Affairs and Communications, Figures for 2005 are taken from the population census  
 Figures for FY2007 are provisionally supplemented values for Okinawa Prefecture based on findings of the population census  
 Figures for population and number of households in FY2017 are based on surveys by the Japan Electric Power Survey Committee

Note: Figures for number of households in parentheses show annual average growth between FY2006 and FY2017  
 Population figures in parentheses show annual average growth between FY2007 and FY2017

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



Source: Population figures between FY2002 and FY2007 are based on surveys by the Ministry of Internal Affairs and Communications, Figures for 2005 are taken from the population census

\* Computed based on figures for all Japan (Ministry of Internal Affairs and Communications), excluding Okinawa  
 Figures for population and number of households in FY2017 are based on surveys by the Japan Electric Power Survey Committee

Note: Figures for number of households in parentheses show annual average growth between FY2006 and FY2017  
 Population figures in parentheses show annual average growth between FY2007 and FY2017

### GDP Average Annual Growth Rate

	FY2005	FY2012	Avg. annual growth rate for 2005-2012
Okinawa	¥3,716,700 million	¥4,531,100 million	2.9%
Nationwide	¥527,826,700 million	¥597,513,800 million	1.8%

Source: Quantitative targets for economic and social development under the Okinawa Promotion and Development Plan, economic statistics for Okinawan residents in FY2005

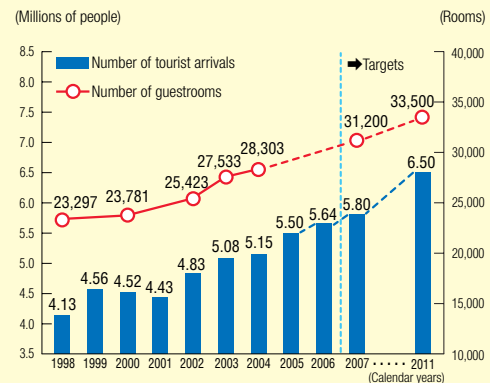
Cabinet Office, the Japan Electric Power Survey Committee  
 Notes: The GDP figures for both Okinawa and the whole of Japan are calculated using calendar 2000 as the base year (fixed base year method for Okinawa, chain-linking process for the whole nation)

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

	FY2005	FY2012	Avg. annual growth rate for 2005-2012
Okinawa	¥2,000,000	¥2,740,000	4.6%
Nationwide	¥2,830,000	¥3,400,000	2.7%

Source: Quantitative targets for economic and social development under the Okinawa Promotion and Development Plan, economic statistics for Okinawan residents in FY2005

### Tourist Arrivals and Number of Guestrooms



Source: "Okinawa Tourism Guidebook," "Outline of Measures to Revitalize the Economy of Okinawa," and the "Visit Okinawa Plan," all published by the Okinawa Prefectural Government

Notes: 1. The survey of the number of guest rooms in hotels and other accommodation facilities was conducted every other year (odd-numbered years) up to 2003, since when it has been carried out every year.  
 2. Estimated number of tourists for calendar 2007 is 5.8 million; number for fiscal 2007, ending March 31, 2008, is 5.9 million.