

Okinawa Today



■ 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 2018 will be 0.31% in Okinawa, compared with -0.28% 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 around 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.

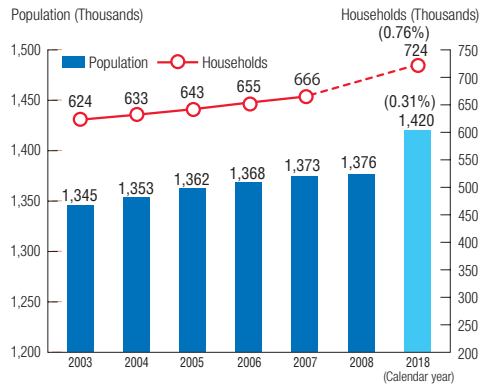
■ GDP

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 2006 to 2011 is projected at 1.0%, compared with 2.7% 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 5.6%, compared with around 2.3% for Japan as a whole.

■ Tourist Arrivals

Okinawa Prefecture saw a record number of 5.93 million tourist arrivals in 2008. 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 an increase in the number of flights, an expansion in tourist accommodation capacity with the construction of new facilities; an increase in the offerings of tourism package plans for weddings in resort settings; and the success of public and private sector joint efforts to attract tourists through campaigns. The prefecture targets 7.2 million tourist arrivals in 2011.

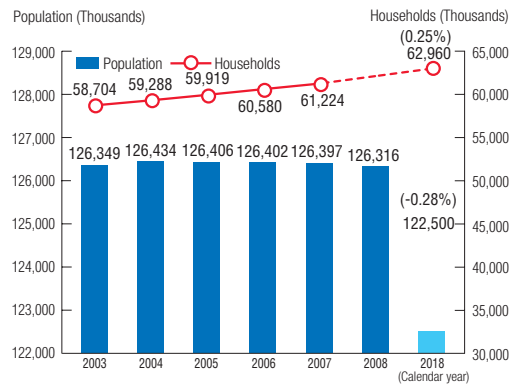
Growth in Population and Number of Households in Okinawa



Source: Population figures between March 2003 and March 2006 are based on surveys by the Ministry of Internal Affairs and Communications. Figures for population and number of households in March 2018 are based on surveys by the Japan Electric Power Survey Committee.

Note: Figures for number of households in parentheses show annual average growth between March 2007 and March 2018. Population figures in parentheses show annual average growth between March 2008 and March 2018.

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



Source: Population figures between March 2003 and March 2008 are based on surveys by the Ministry of Internal Affairs and Communications.

* Computed based on figures for all Japan (Ministry of Internal Affairs and Communications), excluding Okinawa. Figures for population and number of households in March 2018 are based on surveys by the Japan Electric Power Survey Committee.

Note: Figures for number of households in parentheses show annual average growth between March 2007 and March 2018. Population figures in parentheses show annual average growth between March 2008 and March 2018.

Annualized GDP Growth Rate

	2007.3	2012.3	Avg. annual growth rate between 2007.3-2012.3
Okinawa	¥3,966,800 million	¥4,531,100 million	2.7%
Nationwide	¥552,276,500 million	¥579,337,300 million	1.0%

Source: Quantitative targets for economic and social development under the Okinawa Promotion and Development Plan, economic statistics for Okinawan residents in March 2005. Cabinet Office, the Japan Electric Power Survey Committee.

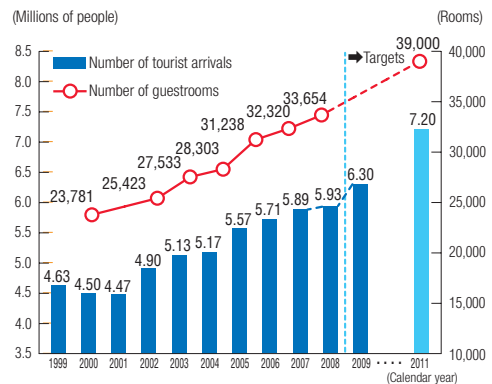
Notes: The GDP figures for both Okinawa and the whole of Japan are calculated using calendar 2000 as the base year (fixed base year method for Okinawa, chain-linking process for the whole nation).

Annualized Growth Rate of Per Capita Income for Okinawa and Japan as a Whole

	2007.3	2012.3	Annualized growth rate between 2007.3-2012.3
Okinawa	¥2,090,000	¥2,740,000	5.6%
Nationwide	¥2,920,000	¥3,400,000	3.1%

Source: Quantitative targets for economic and social development under the Okinawa Promotion and Development Plan, economic statistics for Okinawan residents in 2006.

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:

- 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.
- Estimated number of tourists for calendar 2011 is 7.2 million.