

Introduction to Okinawa private tourist information center “earthtrip”

ANCHORRING.JAPAN Co., Ltd.
CEO Keiichiro Nakamura



■ **Okinawa private tourist information center “earthtrip”**

Operated by: ANCHORRING.JAPAN Co., Ltd.

- **License registration: Visit Japan Information Network (Japan National Tourism Organization, No. 136)**

- **Business description:**

Regional and isolated islands tourism promotion business

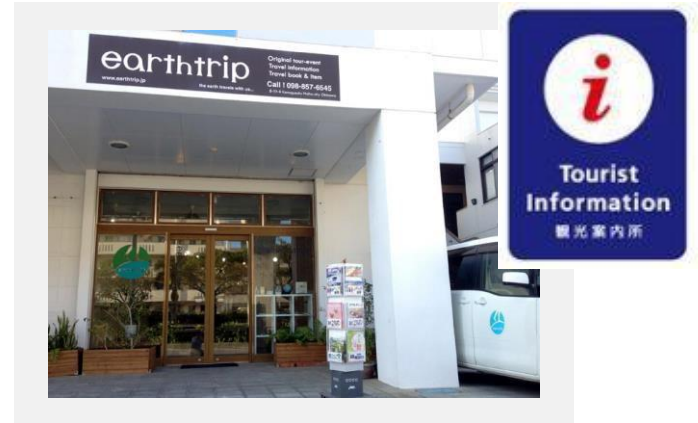
... business development and human resources development business using D.M.C.

As a part of the above, operation of a private tourist information center, and guidance and coordination operations for regional isolated islands

- **Commissioned operations: secretariat, administrative operations**

Association for Thinking about the Future of the Tourism Industry in Okinawa

Okinawa Prefecture Hands-on Tourism Promotion Council



[Your Okinawa vacation begins with earthtrip]

■ **Keiichiro Nakamura/tourism producer/born in Kobe City, lives in Naha City in Okinawa Prefecture, 36 years old**

In 1995 he was a victim of the Kobe Earthquake, and he experienced being buried alive when his house completely collapsed and burned to the ground.

In 1998 he moved to Okinawa. He has travelled to over 30 countries around the world and experienced more than 100 local tours.

In 2002 he commenced full-scale development of eco-tour programs utilizing the regional resources of Okinawa and worked as a guide for the programs.

In 2005 he established a private tourist information center in Naha City and began providing tourism information to travelers from Japan and overseas.

He commenced building a platform for the community-based tourism that connects the regions and isolated islands in Okinawa.

Currently, as a tourism producer, he is in charge of supporting the development of tourism in harmony with the environment and culture promotion projects within Okinawa Prefecture and in charge of training for guides and coordinators. Furthermore, in a project to promote tourism in the regions and isolated islands nationwide he is in charge of organizational management and program development on the front line of community-based tourism.



ANCHORRING.JAPAN Co., Ltd. CEO

Association for Thinking about the Future of the Tourism Industry in Okinawa

Chair of the Committee for the Promotion of Tourism in Harmony with the Environment in Okinawa

Head of the secretariat of the Okinawa Prefecture Hands-on Tourism Promotion Council

Board member of the Okinawa Prefecture Travel and Tourism Cooperative Business Association

Member of the Ecotourism promoting Council Of Okinawa

Naha area leader of NPO green bird

**The commitments of earthtrip
- Responsible Tourism -**

<Image>

Create new forms of regional promotion and deliver to the world the lifestyles of people who were brought up in harmony with nature

<Action>

Hand down to future generations the pride of the people of the region and create sustainable and recycling-oriented tourism exchanges through forums with people from outside the region

<Vision>

In 100 years from now, even if the methods we use are different, solve challenges with creativity that is more international and sensitive in order to continue imagining the future of the region

earthtrip representative Keiichiro Nakamura

