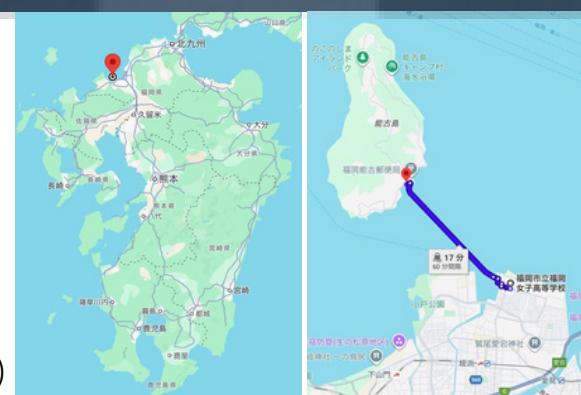


# ATTRACTIVENESS OF NOKONOSHIMA FOR THE FUTURE

## INTRODUCTION

- An island located within Hakata Bay in Fukuoka City's Nishi Ward
- About 10 minutes by boat from Noko Ferry Terminal (a relatively easy-to-reach location)
- Collaborating with Fukuoka Girls' High School to create and sell products using Amanatsu oranges
- 200,000 foreign tourists visit annually

引用元: Google社「Googleマップ」(<http://www.google.com>)



## BACKGROUND

- Population decline
- Not well known

## BUT

There are many foreign tourists, who want to visit.

## OUR GOALS

By proposing new ways to encourage repeat visits from foreign tourists.

We will further improve Nokonoshima to help it grow as a tourist destination.

## Supports Notation in Various Languages



Island park to Nokonoshima	
从櫻花市到龍宮城瀑布	
Time	星期日、假期
A.m.	
6	
7	
8 33	
9 27	
10	
11 20	
P.m.	
12 48	
1 34	
2 27	
3 27	
4 27	
5 41	
6 48	
7	
8	



- 47% of visitors said getting around island was difficult.
- Bus stop and ferry information signs are only in Japanese, with no explanations in the other three languages.
- Chinese visitors said that signs were difficult to understand.

→ Post photos of IC cards usable on buses and translate signs.

- When we visited Nokonoshima, we saw foreign tourists who were lost because they didn't know where the bus stops or bike rental places were.

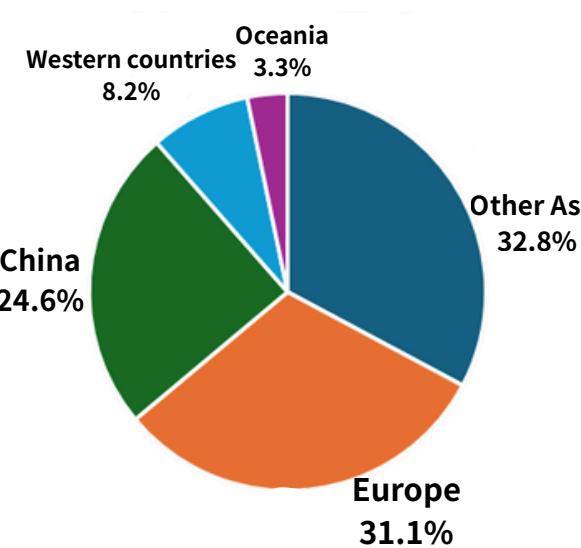


- Make it easier to find bus stops, bicycle rental locations, and tourist attractions.

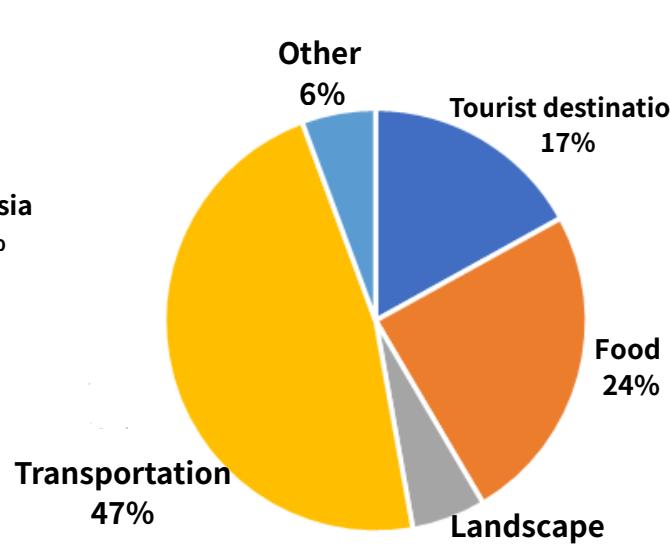
## Lastly

Naoshima in Kagawa is a good example, because it uses characters and multilingual signs to attract foreign visitors.

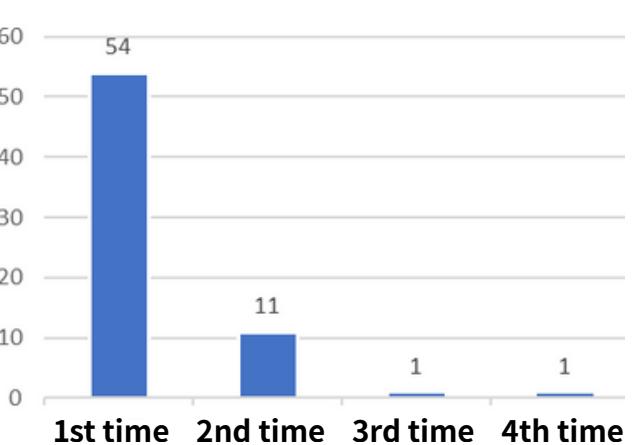
## Survey for Foreign Tourists Visiting Nokonoshima Island



Country of origin (by region)



Areas for improvement



Number of visits to Nokonoshima

We thought most were from South Korea, but China was the largest source.

There were many European visitors.

Few people revisit.

## Efficient Travel Tour

10:00 — Ferry to Nokonoshima  
A relaxing 10-minute boat ride

10:30 — Island Park Stroll  
Enjoy seasonal flowers and photo spots



12:00 — Pottery Experience (approx. 1 hour)

Create your own original pottery in the island's uniquely peaceful atmosphere



13:30 — BBQ Lunch

14:30 — Sweet Summer Orange Picking Experience

Harvest Nokonoshima's famous sweet summer oranges

15:30 — Island Tour (Bicycle or Bus)  
explore along coastal roads

16:30 — Souvenir Shopping

Purchase souvenirs and charms to remember your trip

17:00 — Depart the Island by Ferry

Peak visitation happens during specific seasons.

By making premade schedules, visitors will know when events are happening.

## Souvenir Planning to Increase Repeat Visitors

- Currently, the main offerings are food items like jam and jelly made from the island's local specialty Amanatsu oranges.
- We will create characters that gain popularity overseas, like Kumamon from Kumamoto.
- We will produce memorable souvenirs for visiting foreign tourists, such as magnets, clips, T-shirts, and pens featuring the characters.
- The character's theme is "The four seasons of flowers blooming".
- Sell seasonal flower characters as souvenirs, which allows visitors to buy items featuring the flowers they've seen.
- Ensure visitors can find something new each time they shop for souvenirs.

### Example Characters

(Spring) Canola

(Summer) Sunflower

(Autumn) Cosmos

(Winter) Plum



## Special Thanks



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