

Groove with Amami

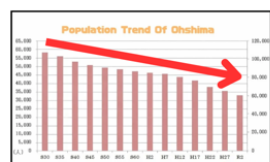
Hachigatsu Odori becomes a bridge between you and the island

About Amami Ohshima



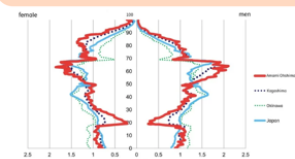
Current Situation

Amami Ohshima's population halved!



1960→100,247 people
2020→ 58,738 people

Young people are increasingly leaving the islands



Many people in their 20s leave the island

Possible problems

It's becoming difficult to pass on traditions
The economy will decline and the island will lose its vitality

Tradition in Amami Ohshima

We focused...

Hachigatsu Odori

A traditional dance that is performed in each village has on Amami Ohshima every year in August of the lunar calendar to pray for a good harvest and protection from evil. Each village has their own dances.



We actually participated in this event!



It is a meaningful time for both tourists and local residents. Residents make donations here, and the money collected is used to run the area for the next year. In 2025, about 1.56 million yen was donated.

Current Initiatives

In Amami Ohshima

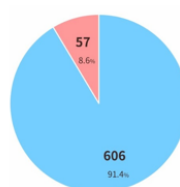


Local elders are working to thoroughly teach Hachigatsu Odori to people who have moved to the area and young people, ensuring that it is passed down.



As part of an initiative to host students on school trips from outside the island in homes, students have the opportunity to experience Hachigatsu Odori.

Survey Results



We asked high school students living in Kagoshima.

Have you ever heard about Hachigatsu Odori?

● Yes 8.6%(57 people)

● No 91.4%(606 people)

Hachigatsu Odori is not widely known even among the residents of Kagoshima Prefecture

Interview

People from outside the island come Amami Ohshima every year for Hachigatsu Odori.

I originally came to Amami to surf, but when I happened to join the event, I found it so much fun that I started participating every year. I ask with the town hall every year and come and join Hachigatsu Odori.

Many people came from urban areas (Tokyo, Kanagawa, Osaka)



It was so divine that I cried. I thought it was wonderful to see the whole community come together, from babies to the elderly.



Having people come back again and again is the key to passing on traditions and revitalizing the economy

Our Goal...

To increase Related population in Amami Ohshima

Conclusion

Population decline threatens local traditions. Through Hachigatsu Odori raising awareness and creating a community that people want to return to is essential.

One person, 100 visits- not 100 people, one visit.

Reference

国土交通省「奄美群島振興開発の現状と課題」、奄美群島観光物産協会 観光推進課担当者