

# Okinawa NightLife

English version of Night Life free magazine

The free magazine summarizes information on places for dining out, bars, and nightlife

## Concept

The goal is to assist foreign tourists and residents so they can enjoy their stay in Okinawa by providing detailed information on night life, places to go, shop and eat. The English version of Night Life magazine is connected to the Night Life website summarizing places for dining out, bars, and night outings.

The website offers information such as restaurants, bars, Japanese style bars (izakaya), night clubs, etc. The search engine allows English speaking customers to find information to help them enjoy Okinawa to its fullest.

The free magazine features the same contents based on the website, and contains maps of main areas in Okinawa such as Naha Kokusai Street. The magazines are available in many places around Okinawa for free.



▼Map



▼Coupons



Coupons can be added to increase marketing effectiveness. A comprehensive map covers places for night outings, sightseeing spots, various hotels, shopping malls and souvenir shops. Detailed maps for Kokusai Street, Wakasa and Matsuyama, Shintoshin, Chatan and the Northern area are also available. The goal is to make it easy for foreigners and use this as a guidebook throughout their stay in the island.

**Distribution:** 100,000 copies (A5 / Staple binding / Full Color)    **Issued:** Twice-yearly  
**Main distribution points:** Naha International Airport, Naha Tourism Association, Exchange facilities, hotels, U.S. Military bases (All USO Centers) etc.