



## OKINAWA BOLSTERS TOURISM OFFERING WITH UNIQUE ACCOMMODATION ADDITIONS

*'NOT A HOTEL ISHIGAKI' and 'Watermark Hotel and Resorts Okinawa Miyakojima' offer contrasting, yet incredible accommodation options*

**01 November 2022.** Okinawa, Japan's subtropical, southernmost prefecture, is set to welcome the launch of two new properties, further bolstering its tourism offering now that Japan's borders have re-opened to all international visitors. 'NOT A HOTEL ISHIGAKI' will be a unique, one-room location built on a 9.9 square kilometre site located on the coast of Ishigaki Island, whereas Watermark Hotel and Resorts Okinawa Miyakojima opened its doors on 5<sup>th</sup> August 2022 and is a 50-room property located on the beach of Sawada, Irabu Island in the Miyako Islands, about 300km southwest of the main island of Okinawa.

### 'NOT A HOTEL ISHIGAKI'



'NOT A HOTEL ISHIGAKI' is designed by Sou Fujimoto, the venue designer for the Kansai Expo in Osaka, and represents NOT A HOTEL Inc's latest development and sixth location in Japan. The property will be put on sale in May 2023, with its hotel operation coming a little later. The 350 square metre circular house boasts stunning ocean views, a private garden, four separate bedrooms, which can accommodate up to 10 people, and a living room and dining room which look out over the sea. The unique design comprises of a roof which is covered in plants and trees, with no other buildings visible, just slices of the deep blue sky from openings among the foliage which provide subtle boundaries between the indoors and outdoors.

The island kitchen has a view of the sea and is situated in the open combined living and dining room area that is surrounded by glass. The adjoining terrace has a large pool, fire pit, open-air bath and sauna with panoramic views of the sea and connects to the beach. The open house has windows on each side and will enable guests to enjoy the calming sites of the surrounding nature. Whether sitting under the shade of the main tree, or enjoying a glass of wine on the terrace, 'NOT A HOTEL ISHIGAKI' exudes relaxation and calm and makes a unique addition to Okinawa's tourism offering.

## **‘Watermark Hotel and Resorts Okinawa Miyakojima’**



Located on Sawada beach, selected as one of the “100 best beaches in Japan”, Watermark Hotel and Resorts Miyakojima boasts 50 guest rooms over four floors with a choice of four room types. The first floor houses four guest suites with private garden and a jacuzzi (two with additional kitchen), whereas rooms on the second to fourth floors all have large balconies with views of the ocean and the neighbouring islands. The top floor of the hotel has an infinity pool for the exclusive use of hotel guests, where from beautiful sunsets on the horizon can be viewed.

Watermark Hotel and Resorts Miyakojima opened its doors to guests on 5<sup>th</sup> August 2022 and is situated on Irabu Island in the Miyako Islands, about 300km southwest of the main island of Okinawa. Irabu Island benefits from a mild climate and is blessed with a beautiful sea with layers of aquamarine and blue tints that boast high transparency. The hotel is committed to Sustainable Development Goals (SDGs), with furniture in the hotel building and guests rooms mainly made of recycled materials. The property also offers the use of hammocks and astronomical telescopes to guests so that they can make the most of the stunning location.

Both ‘NOT A HOTEL ISHIGAKI’ and ‘Watermark Hotel and Resorts Miyakojima’ offer contrasting yet highly welcome additions to Okinawa’s growing portfolio of tourism products and mark an exciting time for Japan’s southernmost prefecture as borders reopen to international tourism without restrictions.

**ENDS**

### **About Okinawa:**

Japan’s southernmost prefecture, Okinawa, comprises 160 subtropical islands boasting a year-round warm climate comparable to Hawaii, Miami and Cancun. Just 3 hours by air from Tokyo and blessed with incredible natural beauty, from lush forests to crystal blue waters with abundant coral and golden sands, Okinawa is perfect for beach lovers and sport enthusiasts alike whilst still appealing to culture seekers thanks to its unique history and heritage.

Using the bountiful fresh produce its natural environment produces, Okinawa’s culinary culture is also unique and is believed to be a key factor in Okinawa’s status as one of five longevity hotspots in the world.

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