



Subtropical Okinawa Welcomes New Hotels

New openings on Irabu, Senaga, Ishigaki and Miyako boost accommodation options in Japan's sun-kissed region steeped in culture and history

Japan's southernmost prefecture, Okinawa, has welcomed the opening of four new hotels with a premium villa resort on Irabu, a well-located beachfront property on Senaga, a coastal escape on Ishigaki and a secluded luxury resort on Miyako.

The new accommodation options provide even more choice for travellers visiting the subtropical region, which is just three hours by air from Tokyo and boasts a year-round warm climate comparable to Hawaii, Miami and Cancun. Home to 160 islands abundant with lush green forests and more than 1,000 kilometres of stunning coastline leading to coral-rich waters, Okinawa is a popular destination for sun-seekers and its unique Ryukyu heritage provides an abundance of fascinating culture and history.

The Senagajima Storyline – Tokyu Hotels



Opened in April 2024, The Senagajima Storyline hotel from Tokyu Hotels is located on Senaga Island, close to the prefectural capital Naha, and boasts 101 guest rooms including 9 suites. The property's amenities include a rooftop infinity pool, an outdoor spa and an exclusive lounge - the Sky Room - which provides a selection of self-service drinks to enjoy whilst taking in panoramic views of the ocean below. Room rates start from 19,860 JPY (approximately £99 GBP) per person per night. For more information, visit: www.tokyuhotelsjapan.com

AYANNA Miyako - Auberge Resorts



Opened in April 2024, AYANNA Miyako from Star Resort Co., Ltd. offers 7 premium villas situated on the idyllic Irabu Island, each with spectacular ocean views and a private heated pool. The resort's restaurant offers an innovative and creative menu created with traditional Okinawan ingredients, and indulgent floating breakfasts served on a large platter in the guest's pool are available. Okinawa's agricultural by-products and locally sourced materials were utilised in the build of the environmentally friendly property, including a first in Japan of sugarcane waste being used for concrete and wall

plaster. Room rates start from 50,000 JPY (approximately £250 GBP) per person per night. For more information, visit: <https://ayanna-miyako.com/>

Vivoviva



Opened in March 2024, Vivoviva offers 98 suites on the popular tourist island of Ishigaki and overlooks neighbouring Taketomi Island. Each suite includes a fully equipped kitchen and ocean views, with some boasting private pools. Other facilities include a garden pool and bar serving a variety of tropical drinks, an indulgent spa for wellness treatments, a fitness gym and a restaurant specialising in exquisite grilled dishes and Okinawan cuisine. Room rates start from 16,500 JPY (approximately £84 GBP) per person per night with breakfast based on double occupancy. For more information, visit: <https://vivoviva-ishigaki.com/>

Arcadia Resort Miyakojima



Opened in 2023, luxurious Arcadia Resort Miyakojima offers 14 suites set on the tranquil and secluded coastline of Irabu Island, each with stunning ocean views, a private pool, a living room and an outdoor jacuzzi. Complimentary car rental is available for all guests to allow easy access around the island and the resort's restaurant serves a menu of teppanyaki and Italian cuisine using seasonal ingredients sourced from Okinawa. Room rates start from 86,680 JPY (approximately £433 GBP) per room night. For more information, visit: <https://miyako.arc-resort.jp/?locale=en>

Images of all properties can be downloaded here:

<https://www.dropbox.com/scl/fo/9s8nljuqu4xe0hl4ojhvr/AN4gBEVWdqQgLtxLhFmDMzk?rlkey=tv3rtwjthp80xtu15n8r1y5xo&st=r0vmh3hx&dl=0>

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 sports 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 only five blue zones in the world recognised for longevity.

For further media information about Okinawa, contact: Be Okinawa - UK & Ireland Representative, Rebecca Pasha: E: rebecca@humewhitehead.co.uk / T: +44 (0) 203 375 4054