



Two New Sustainable Travel Experiences Launched in Okinawa, Japan



[A selection of images can be downloaded here.](#)

10 December 2024: Two new sustainable tourism experiences have launched in Japan's subtropical and southernmost prefecture, Okinawa, inviting visitors to delve deeper into the region's spectacular natural environment and learn more about the destination's Blue Zone longevity status.

Both experiences have been launched by local sustainability-focused accommodation and experiential activity provider [Yambaru Hotel Nanmei Shinshitsu](#), located in the north of Okinawa's main island.

The company's new **Deep Forest Tour: A Miraculous Forest Where Your Five Senses Awaken** experience invites travellers on a three-day nature and hiking trip, expertly led by a local guide who is familiar with the rural jungle environment. Guests can expect to encounter a vast range of plants and wildlife during several guided daytime walks and have the chance to stargaze at night under the island's famous crystal-clear skies. Prices start from 76,900 JPY (approximately £400) per person based on two participants, inclusive of guided activities, 2 nights' accommodation and selected meals.

Also new, **The Essence of Blue Zone** experience is a three-day cultural tour that celebrates Okinawa's Blue Zone status. It includes guided visits to remote villages surrounding the densely forested Yambaru National Park where participants may have the opportunity to meet elders full of wisdom and guidance on living a long and healthy life. Alongside sampling the local cuisine, considered a major contributor to a destination being a Blue Zone, guests can also try their hand at traditional Okinawan crafts, such as a forest workshop to make folk tools or fabric dyeing using natural colours made from plants. Prices start from 162,100 JPY (approximately £844) per person based on two participants, inclusive of guided activities, 2 nights' accommodation and selected meals.

Yambaru Hotel Nanmei Shinshitsu works closely with Okinawa's residents to create and offer unique travel experiences that provide a rare opportunity for visitors to connect personally and intimately with the local community and the region's unspoilt nature. The company also offers a range of private accommodation options in the area, having sympathetically converted several traditional Okinawan houses in villages bordering the Yanbaru National Park.

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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.

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