

February 26, 2025

For immediate release

Mitsui Fudosan Co., Ltd.

Haimurubushi Co., Ltd.

Haimurubushi—Japan’s Southernmost Island Beach Resort— Reopening on July 15, 2025

Bookings Accepted from February 26, 2025

**Boasts First-Ever Two-Tier Infinity Pool Overlooking Stunning Beach on Remote Okinawan Island
and New Sauna and Spa Buildings
Restaurants and Some Guest Rooms Extensively Renovated**

Tokyo, Japan, February 26, 2025 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Haimurubushi Co., Ltd., a Mitsui Fudosan Group company, are extensively renovating the Haimurubushi resort (Yaeyama District, Okinawa Prefecture; 148 guest rooms). The resort is scheduled to reopen on July 15, 2025, with bookings accepted from February 26, 2025.



Rendering of Main Pool

Since opening in 1979 on Kohama Island, located in the center of the Yaeyama Islands and 400 km southwest of Okinawa Main Island, Haimurubushi resort has welcomed many guests who have come to enjoy the beautiful nature and marine activities of Iriomote-Ishigaki National Park, the first national park in Japan designated as an International Dark Sky Park. “Haimurubushi” is a word from the Yaeyama region meaning the Southern Cross, a star formation in the southern skies. In Japan, the Southern Cross can only be seen on remote islands in the south of Okinawa Prefecture. The formation can be viewed from the hotel from winter to early summer.

The resort takes full advantage of the abundant and beautiful nature surrounding it in Iriomote-Ishigaki National Park and its location facing a 1.9 km-long coastline surrounded by one of the largest coral reefs in the northern hemisphere. The resort will feature two new swimming pools offering spectacular views of Yaeyama’s sea and its stunning sunsets, along with newly built sauna and spa facilities, allowing guests to fully immerse themselves in a wellness-oriented resort experience. The lobby, restaurants, and some guest rooms are also being extensively renovated, and guests will be offered a wider choice of dining and holiday activities. The reborn Haimurubushi looks forward to welcoming guests again soon.

Renewal Outline

1. Two new infinity pools and wellness area, enjoyable even in winter, will be newly opened along a beautiful natural beach
- (1) The first two-tiered Main Pool on a remote Okinawan island, newly built near the water's edge, spanning approximately 3,552 ft² (330 m²)
- (2) An adult-only Quiet Pool with a beautiful view, along with new sauna and spa buildings, will be newly built
2. The restaurants will be fully renovated, offering beautiful views of the sea around Yaeyama and lush nature, along with dishes that bring out the best of the ingredients
3. Some rooms will be converted to Garden Terrace Premium Rooms with 431 ft² (40 m²) private gardens
4. One-of-a-kind experiences that allow guests to fully enjoy the resort's lush natural surroundings and Iriomote Island, a UNESCO World Natural Heritage site
5. Special renewal offer—Limited-time plans with ¥15,000 resort credit

<Outline of the Renewal>

1. Two new infinity pools and wellness area, enjoyable even in winter, will be newly opened along a beautiful natural beach

(1) The first two-tiered Main Pool on a remote Okinawan island, newly built near the water's edge, spanning approximately 3,552 ft² (330 m²)

The two-tier infinity Main Pool offers a seamless feeling of being connected to the ocean, while five poolside cabanas and lounge chairs allow guests to relax in the breeze, taking in views of the shallow azure sea and Yaeyama islands. The Main Pool also has a kids' pool area with a depth of around 60 cm for small children.

(2) An adult-only Quiet Pool with a beautiful view, along with new sauna and spa buildings, will be newly built

The Quiet Pool, another infinity pool, spans approximately 1,668 ft² (155 m²). Designed for adults to relax, it features an age restriction and an adjacent pool bar. During winter, the pool is heated, allowing guests to enjoy it year-round (Age restriction: 16 years or older; children are permitted only during certain hours from December to February).

The Quiet Pool will have Japan's first SAUNA BLOCK, a sauna with a dynamic panoramic view, developed by sauna creative group TTNE. This new tropical beach resort wellness experience ensures warmth even in winter.

In addition, the newly built spa facility, The Spa, will offer a range of treatments designed to relieve daily fatigue and rejuvenate the body, providing ocean views from the reception area and treatment room windows.

Guests will be able to enjoy a liberating resort stay surrounded by the beauty of nature in a wellness area with a heated pool, offering scenic views, an authentic sauna, and spa treatments, even in winter.

* Further details about the spa, holiday activities, and bookings will be available from April 2025.

* The Quiet Pool, spa, and sauna buildings are scheduled to open in August 2025.



Rendering of pool and beach area



Rendering of Quiet Pool



Rendering of SAUNA BLOCK interior



Rendering of The Spa exterior

2. The restaurants will be fully renovated, offering beautiful views of the sea around Yaeyama and lush nature, along with dishes that bring out the best of the ingredients

The interior of the Center House (former center building), which welcomes all guests, will be completely renovated. The restaurant will be renovated and rebranded as The Buffet, a buffet-style restaurant serving Western, Japanese, and Okinawan cuisine, and The Steak & Grill, a grill restaurant offering Okinawan meat and fresh seafood. Surrounded by the lush nature of Kohama Island, the restaurant will be transformed into chic yet bright and lively dining spaces. The Buffet will feature a live kitchen serving egg dishes and “island pizzas” baked in an oven and generously topped with ingredients from the Yaeyama Islands. The Steak & Grill will serve Japanese black wagyu beef steaks and seafood platters using local seafood and other ingredients in an elegant atmosphere under twinkling lights designed to resemble a starry sky.

Additionally, a library lounge will be introduced, offering a space for guests to relax and enjoy live performances, along with The Lounge & Bar, where they can take in Haimurubushi’s signature views.

* Further details about the restaurants and bookings will be available from April 2025.



Rendering of The Buffet live kitchen



Rendering of The Buffet seating area



Rendering of The Steak & Grill seating area



Rendering of food served by The Steak & Grill



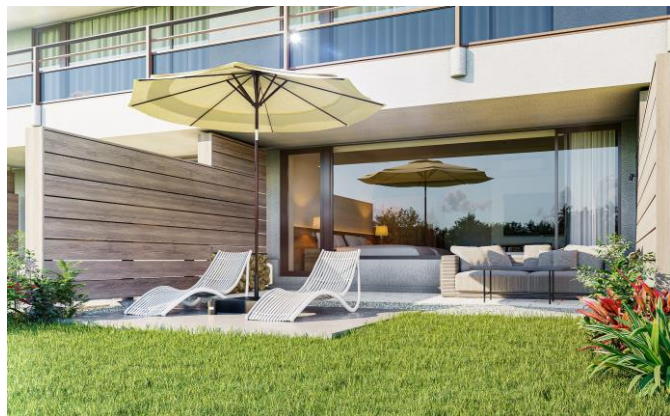
Rendering of the library lounge



Rendering of The Lounge & Bar seating area

3. Some rooms will be converted to Garden Terrace Premium Rooms with 431 ft² (40 m²) private gardens

Garden Terrace Premium Rooms, featuring private gardens, will reopen in the Ryukyu red-tiled guest accommodation buildings scattered throughout the grounds. In addition to enjoying beautiful views of the Yaeyama Islands from their rooms, guests can relax on lounge chairs in their private garden, surrounded by lush greenery that enhances the resort's atmosphere. In-room daybeds are also available, allowing families and groups (up to 5 people) to have a relaxing stay too. After a day of fun at the pool or enjoying one of the many holiday activities, guests can unwind and relax in their lush private gardens.



Rendering of Garden Terrace



Rendering of room interior

4. One-of-a-kind experiences that allow guests to fully enjoy the resort's lush natural surroundings and Iriomote Island, a UNESCO World Natural Heritage site

In addition to popular holiday activities such as diving, snorkeling, and remote island sightseeing, the resort will offer an expanded selection of unique Haimurubushi experiences.

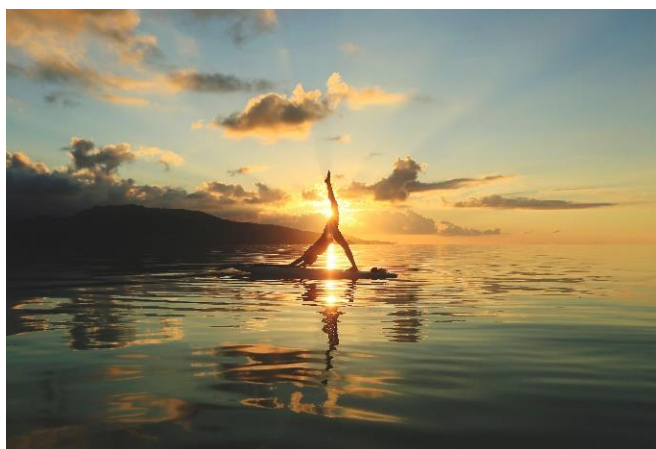
Sugarcane, island bananas, papaya, shell ginger, butterfly peas, and other plants unique to the Yaeyama Islands grow on Kohama Island and in the resort grounds. Depending on the time of year, guests can harvest and savor the fresh aroma and taste of seasonal produce or experience the ultimate relaxation by moon bathing while stand-up paddleboarding in the pool, or meditating under a sky full of stars, accompanied by the soothing sound of the waves.

The resort will also offer private tours from Kohama Island around Iriomote Island. Guests will be able to enjoy bar time on the boat, breathtaking sunsets, and the nature of Iriomote Island.

* Further details about the experiences and bookings will be available from April 2025.



Rendering of produce on the island



Stand-up paddleboarding activity

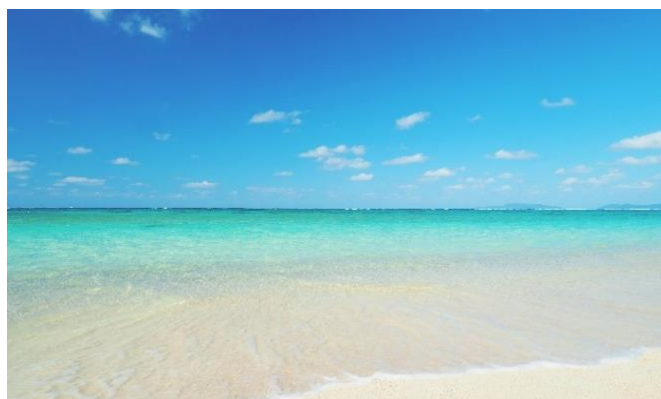
5. Special renewal offer—Limited-time plans with ¥15,000 resort credit

To celebrate the reopening of Haimurubushi, special plans will be available for a limited time and a limited number of rooms. The plans will include a ¥15,000 resort credit per room per stay that can be used in the resort's restaurants and for spa treatments. Guests will also receive one complimentary drink when dining at the restaurants.

Period of stay:	July 15, 2025–November 30, 2025
Sale period:	Until July 15, 2025 (sales may end earlier due to limited number of rooms)
Plan description:	Breakfast included
Benefits:	(1) Resort credit of ¥15,000 per room per stay Resort credits can be used in restaurants and for spa treatments. (2) One complimentary drink when dining at the restaurants
Eligible guest rooms:	All rooms
Reservation methods:	Bookings via official resort website https://www.haimurubushi.co.jp/ (in Japanese) Bookings over the phone 0980-85-3111 (9:00 a.m.–6:00 p.m.)



Starry sky seen from grounds of Haimurubushi



Haimurubushi beach



Rental carts for exploring the grounds



Sunset cruise activity

Message from Haimurubushi General Manager, Naohiro Yamaguchi



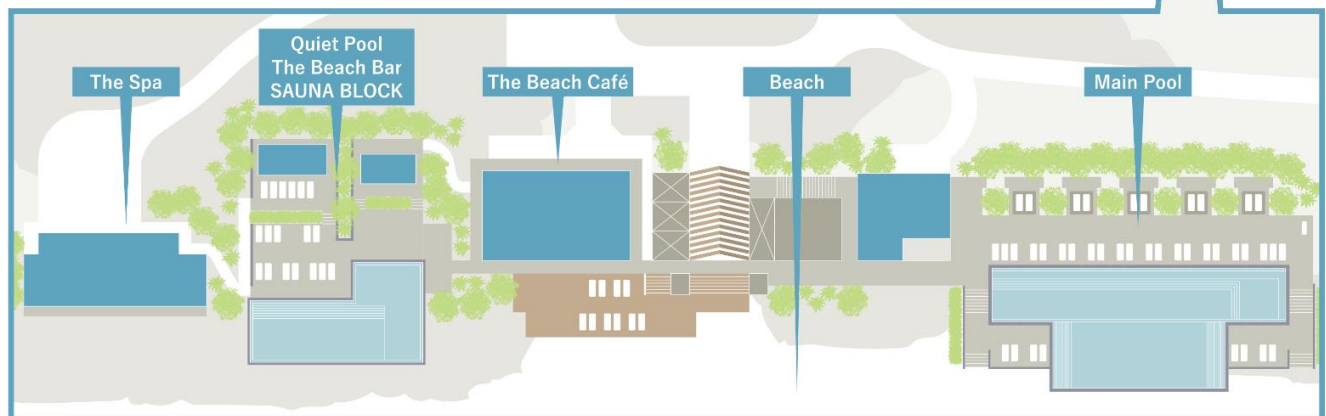
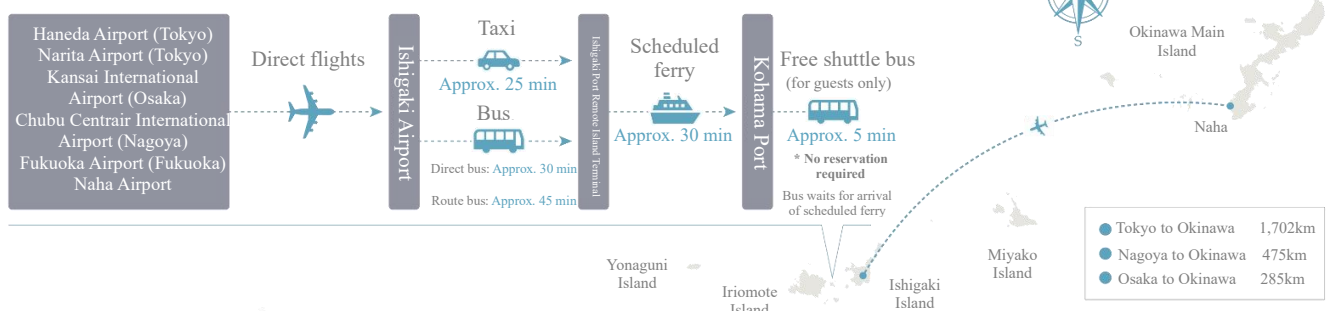
Kohama Island is located in the center of the Yaeyama Islands. In 1979, Haimurubushi—Japan's first authentic ocean resort—was opened on Kohama, overlooking Iriomote Island, a UNESCO World Natural Heritage site. Our hotel is also easily accessible, taking only around 90 minutes from New Ishigaki Airport using taxi/bus and high-speed ferry. Haimurubushi, which offers a high-quality resort environment while preserving the surrounding rich natural and cultural environment, aims to develop tourism in harmony with the local community. Every single member of staff will work to deliver life-enriching experiences to guests with a spirit of hospitality that is dedicated to and values people. Haimurubushi is poised to begin a new chapter in its story. We look forward to welcoming you.

<Outline of Haimurubushi>

Location	2930 Aza-Kohama, Taketomi-cho, Yaeyama-gun, Okinawa 907-1292
Site area	Approx. 4,235,598 ft ² (393,500 m ²)
Total floor area	Approx. 214,202 ft ² (19,900 m ²)
Structure	S/RC construction
Design and construction	Center building, swimming pools, spa building, and outdoor facility (Design) Nikken Sekkei Ltd. (Construction) Maeda, Kubo, Kyowa, Maruo Special Construction Joint Venture Room interiors (Construction) Shinyogumi Co., Ltd.
Operating company	Haimurubushi Co., Ltd.
President and representative director	Hisahiko Ogawa
General manager	Naohiro Yamaguchi
Year opened	1979
Guest rooms	148 rooms (7 guest accommodation buildings in total)
Restaurants	The Buffet 96 seats, 20 terrace seats The Steak & Grill 100 seats The Lounge & Bar 62 seats, 28 terrace seats The Beach Café 42 seats, 8 terrace seats The Beach Bar 12 seats * Opening August 2025
Pools	Main Pool (approx. 3,552 ft ² / 330 m ²) Quiet Pool (approx. 1,668 ft ² / 155 m ²) Garden Pool (approx. 1,938 ft ² / 180 m ²) * Opening August 2025
Wellness facilities	The Spa (spa building with 4 treatment rooms) SAUNA BLOCK (capacity for 10 people) * Opening August 2025 * Opening August 2025
Other facilities	Center House Lobby, library lounge, activity booking counter, store, function room Public View Bath Club Lounge * Access for suite guests only
Phone	0980-85-3111 (Office hours: 9:00 a.m.–6:00 p.m.)
Official website	https://www.haimurubushi.co.jp/ (in Japanese)

Access Map

FACILITY GUIDE



Ferry company websites

* Please check the websites of the ferry companies for scheduled ferry timetables. As the departure times of the first and last ferries vary by season, be sure to confirm them in advance.

Yaeyama-Kanko-Ferry <http://www.yaeyama.co.jp/> (in Japanese)

Anei Kanko <http://aneikankou.co.jp/> (in Japanese)

■ Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

(References)

- Group Management Philosophy and Long-Term Vision
<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>
- Group Materiality
https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/

* The initiatives outlined in this release are designed to help address the following three Sustainable Development Goal (SDGs).

