

July 15, 2025

For immediate release

Mitsui Fudosan Co., Ltd.
 Haimurubushi Co., Ltd.

—Embodying the Joy of “Happiness in Doing Everything, or Nothing at All”—
Haimurubushi, Japan’s Southernmost Island Beach Resort
Reopens on Tuesday, July 15, 2025
 Offering Heartwarming Experiences Unique to Okinawa’s Remote Island Resorts

Tokyo, Japan, July 15, 2025 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Haimurubushi Co., Ltd., a member of the Mitsui Fudosan Group, announced today the grand reopening of Haimurubushi, Japan’s southernmost island beach resort hotel (located in the Yaeyama Islands of Okinawa Prefecture, with 148 guest rooms), following a full-scale renovation.

Prior to the grand reopening, an opening ceremony was held on Friday, July 11, 2025, with distinguished guests in attendance, including Mr. Masato Maedomari, Mayor of Taketomi Town. A ribbon-cutting ceremony was conducted to mark the occasion. To celebrate the successful completion of the renovation and the reopening of the hotel, a traditional lion dance—a sacred ritual presented during the island’s Kitsugansai Festival, designated as an Important Intangible Folk Cultural Property—was also held, making for a festive and culturally rich start befitting the hotel’s location on Kohama Island in the Yaeyama Islands.

With this renovation, Haimurubushi has introduced two new infinity pools as well as new restaurants and bars, offering guests fresh experiences that allow them to fully immerse themselves in the ocean, starry skies, breeze, and subtropical flora throughout the year. The resort will continue to evolve as a premier destination hotel representing Okinawa’s remote island resorts.



Haimurubushi Beach and Main Pool



Main Pool



Ribbon-cutting ceremony

(From left: Naohiro Yamaguchi, General Manager of Haimurubushi; Akiko Kaito, Director and Executive Managing Officer of the Hotels and Resorts Division, Mitsui Fudosan Co., Ltd.; Masato Maedomari, Mayor of Taketomi Town; and Naoto Otake, Head of the Kohama Community Center)

<Key Points of the Haimurubushi Renovation>

1. Two New Infinity Pools Just Steps from the Beach

A new symbol of Haimurubushi, Main Pool spanning approximately 3,552 ft² (approximately 330 m²) has opened as the first two-tiered infinity pool on Okinawa's remote islands. Guests can enjoy leisurely moments on cabanas and sun loungers while taking in the shallow sea, blue skies, the silhouettes of the Yaeyama Islands, and the ocean breeze. The pool also features a shallow kids' area with a water depth of approximately 2 ft (approximately 60 cm), making it suitable for young children. In addition, new activities such as Floating SUP Yoga held under the starry night sky or moonlight have been introduced.

On August 5, 2025, Haimurubushi will open a new adult-only Wellness Area, designed for relaxation. This space includes another infinity pool, the Quiet Pool, which operates as a night pool in summer and a hot pool in winter. Guests can also enjoy the newly installed SAUNA BLOCK, a full-scale container sauna produced under the supervision of creative sauna group TTNE Inc., as well as a new spa building—offering an immersive resort stay on Okinawa's remote islands throughout the year.

(The Quiet Pool is restricted to guests aged 16 and over. Children may use the pool during limited hours from December to February.)

2. Restaurants and Bars Enhancing the Resort Stay Amid the Sea and Nature of the Yaeyama Islands

The restaurants located in the Center House (formerly the Center Building) have also been renovated, transforming into chic yet bright and lively dining spaces. At the main dining restaurant, The Steak & Grill, where chandeliers inspired by the starry sky glisten overhead, and at The Buffet, which offers Western, Japanese, and Okinawan cuisine, ingredients sourced from Kohama Island—such as mozuku seaweed and seafood landed at local ports—as well as other ingredients from the Yaeyama Islands are actively used to promote local production for local consumption and reduce food mileage. At The Lounge & Bar, where guests can enjoy lunch and café time during the day and a full-fledged bar experience at night, signature offerings include the Haimurubushi Burger—made with 100% Okinawa-raised wagyu beef patties—and original cocktails inspired by the flowers that bloom throughout the resort grounds, all served against a backdrop of artisan-crafted plaster artwork.

Scheduled to open on August 5, 2025, The Beach Bar will offer a relaxing space where guests can unwind after enjoying the pool or beach, surrounded by the sea breeze and the sound of the waves.



The Steak & Grill



T-bone steak, a sample dish from The Steak & Grill



Live kitchen at The Buffet



The Lounge & Bar

3. Renovation of 45 Rooms into “Garden Terrace Premium Rooms”

Featuring approximately 431 ft² (40 m²) Private Gardens

A selection of guest rooms has been renovated into new Garden Terrace Premium Rooms, each featuring a private garden of approximately 431 ft² (40 m²). Designed with lush resort-style landscaping and equipped with sun loungers, the gardens provide a tranquil space where guests can unwind in greenery after enjoying the pool or other activities.



Private garden



Interior of Garden Terrace Premium Room

4. Special Opening Offer: Plan Includes ¥10,000 Resort Credit

To celebrate the reopening, Haimurubushi is offering a special plan for guests staying two or more consecutive nights. Limited to five rooms per day, the plan includes a ¥10,000 resort credit per room per stay, which can be used at on-site restaurants, for spa treatments, and more. Don't miss this opportunity to experience the newly transformed Haimurubushi at a leisurely pace.

Stay period: July 15, 2025–November 30, 2025

Booking period: July 15, 2025–November 29, 2025
(Sales may end early depending on availability.)

Plan includes: Breakfast

Special offer: ¥10,000 resort credit per room per stay
(Resort credit can be used for restaurants, spa treatments, activities, etc.)

Eligible rooms: All room types

How to book: Official website: <https://www.haimurubushi.co.jp/>

By phone: 0980-85-3111 (9:00–18:00)



Sample activity: Floating SUP Yoga (during full moon)



Sample activity: Sunset cruise

<Comment from General Manager Naohiro Yamaguchi>



Located near the center of the Yaeyama Islands with a view of Iriomote Island, a UNESCO World Natural Heritage site, Haimurubushi opened in 1979 as Japan's first full-scale ocean resort. The resort is also easily accessible—approximately 90 minutes from Ishigaki Airport by high-speed ferry and other means of transport. Haimurubushi is built on the concept of “happiness in doing everything, or nothing at all,” offering a resort experience filled with serenity, where extraordinary moments gently blend into everyday comfort.

We aim to deliver outstanding hospitality rooted in exceptional quality and innovation, and to share the charm of Kohama Island with the world. The rich natural beauty of Yaeyama and Kohama Island, its deeply rooted cultural traditions, and the warmth of its people are the island's greatest treasures.

As a new chapter in Haimurubushi's history begins, we will continue striving to be a resort cherished and supported for many years to come. We sincerely look forward to welcoming you.

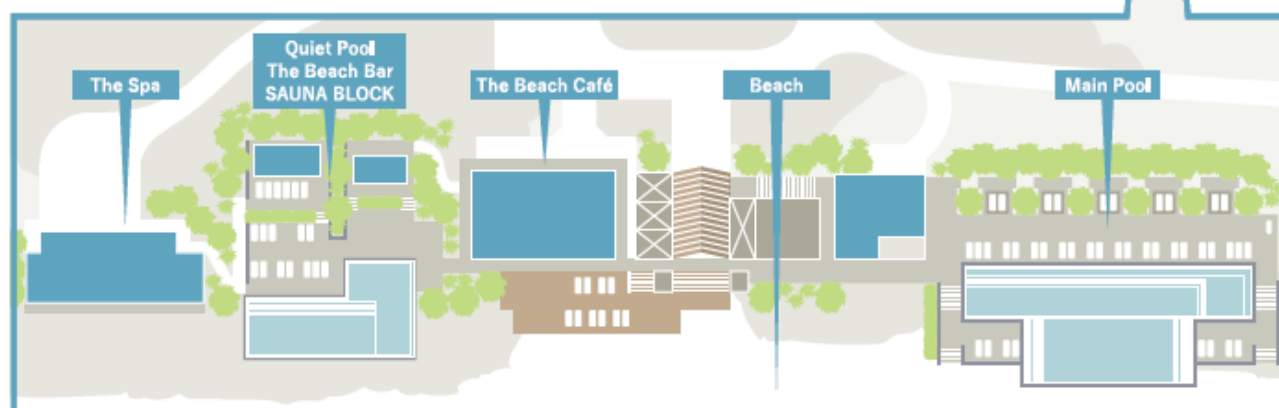
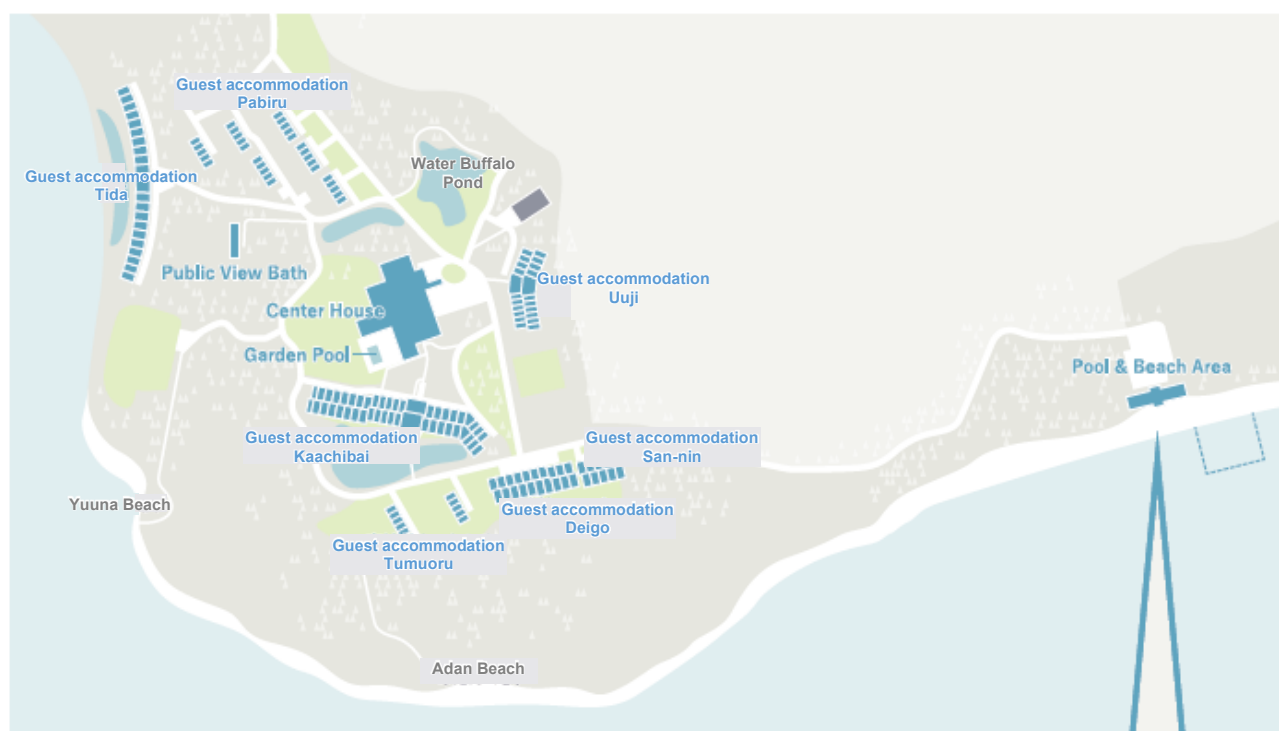
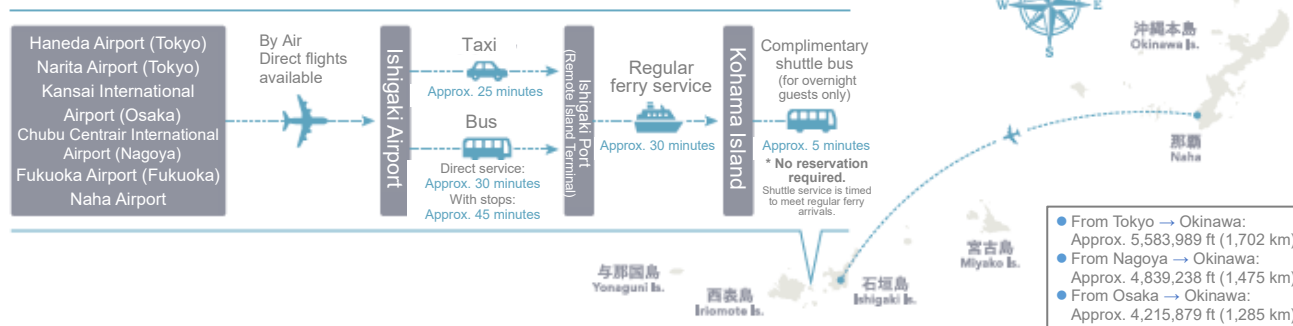
<Facility Overview of Haimurubushi>

Location	2930 Kohama, Taketomi-cho, Yaeyama-gun, Okinawa Prefecture, 907-1292
Site area	Approx. 4,235,099 ft ² (approx. 393,500 m ²)
Total floor area	Approx. 214,222 ft ² (approx. 19,900 m ²)
Structure/Scale	Steel and reinforced concrete construction
Architect/Builder	<p>■ Center House, Pools, Spa Building, Exterior (Design) Nikken Sekkei Ltd. (Construction) Maeda, Kubo, Kyowa, Maruo Special Construction Joint Venture Room interiors</p> <p>■ Guest Room Interiors (Construction) Shinyogumi Co., Ltd.</p>
Management company	Haimurubushi Co., Ltd.
President	Hiroyuki Sato
General Manager	Naohiro Yamaguchi
Opening year	1979
Number of guest rooms	148 rooms (7 accommodation buildings)
Restaurants	<p>The Buffet – 96 seats + 20 terrace seats</p> <p>The Steak & Grill – 100 seats</p> <p>The Lounge & Bar – 62 seats + 28 terrace seats</p> <p>The Beach Café – 42 seats + 8 terrace seats</p> <p>The Beach Bar – 12 seats</p>
Pools	<p>Main Pool – Approx. 3,552 ft² (approx. 330 m²)</p> <p>Quiet Pool – Approx. 1,668 ft² (approx. 155 m²)</p> <p>Garden Pool – Approx. 1,938 ft² (approx. 180 m²)</p>
Wellness facilities	<p>The Spa (spa building with 4 treatment rooms)</p> <p>SAUNA BLOCK (maximum capacity: 10 people)</p>
Other facilities	<p>Center House</p> <p>Lobby, library lounge, activity counter, shop, function room</p> <p>Public View Bath (large scenic communal bath)</p> <p>Club Lounge (available exclusively to suite guests)</p>
Tel.	0980-85-3111 (Reception hours: 9:00–18:00)
Official website	https://www.haimurubushi.co.jp/

* The Beach Bar, Quiet Pool, The Spa, and SAUNA BLOCK are scheduled to open on August 5, 2025. For details, please refer to the official website.

【Access / Map】

FACILITY GUIDE



* Please check the ferry company websites for the latest schedules. Departure and arrival times for the first and last boats may vary depending on the season, so be sure to confirm in advance.

・Yaeyama-Kanko-Ferry: <http://www.yaeyama.co.jp/>

・Anei Kanko: <http://aneikankou.co.jp/>

■ Haimurubushi's Environmental Initiatives

Haimurubushi is deeply grateful to be located in the one-of-a-kind natural setting of Kohama Island and actively promotes a variety of environmental conservation efforts to help preserve the natural beauty of the Yaeyama Islands for future generations. Guests staying multiple nights are encouraged to participate in the resort's eco-stay program, which offers the option to skip room cleaning and linen changes. In addition, the resort has eliminated the provision of bottled drinking water, instead installing water dispensers throughout the property and offering reusable bottles for guest use.

Haimurubushi also actively participates in local environmental initiatives, such as beach cleanups and the maintenance of Churasan Square, contributing to a sustainable stay in partnership with the local community.



Reusable bottles available for guest use

■ 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/
- & EARTH for Nature
<https://www.mitsuifudosan.co.jp/english/business/development/earth/for-nature/>

Furthermore, in April 2025, the Mitsui Fudosan Group formulated “& EARTH for Nature,” its declaration of coexistence with the environment in neighborhood creation. Seeing the environment as a “Holistic Environment” blending nature, people, and community into a cohesive whole, the Group is promoting neighborhood creation that expands prosperous “Holistic Environments” and passes them on to future generations. In the Declaration, five key issues to address have been established: Preserve and nurture greenery, Harness the allure of water, Enrich the ecosystem, Connect the aspirations of the community, and Promote the circulation of natural resources. The initiatives described in this news release contribute to one of the key issues to address in “& EARTH for Nature.”



Connect the aspirations
of the community