

For immediate release

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

**“Happiness in Doing Everything, or Nothing at All”  
at Haimurubushi, Japan’s Southernmost Island Beach Resort  
Oceanfront Pool Villas to Open on Wednesday, July 15 2026**

**Private Pool Villas with Sunset Views of Iriomote Island, a UNESCO World Natural Heritage Site**

Summary of this Press Release

**1. Opening of eight new Oceanfront Pool Villas**

**1) Opening of premier villas, each featuring an exclusive area of over 1,291 ft<sup>2</sup> (approx. 120 m<sup>2</sup>), the largest Haimurubushi has ever offered, along with a temperature-controlled private pool available all year round, situated on high ground with the best views of Iriomote Island, a UNESCO World Natural Heritage site, and its sunsets**

**2) Special plan to celebrate the opening**

**2. Opening of a new kids’ area, fitness gym, and sunset viewing spot**

Tokyo, Japan, February 26, 2026 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Haimurubushi Co., Ltd., announced today that eight premier Oceanfront Pool Villas overlooking Iriomote Island, a UNESCO World Natural Heritage site, will open at Haimurubushi (located in Yaeyama District, Okinawa Prefecture), Japan’s southernmost island beach resort, on Wednesday, July 15, 2026. The booking period starts today, Thursday, February 26, 2026.

Haimurubushi is a resort hotel on Kohama Island, located in the center of the Yaeyama Islands, approximately 400 km southwest of Okinawa main island. It is situated within Iriomote-Ishigaki National Park, the first area in Japan to be designated as a Dark Sky Park. The new villas offer a dynamic view of Iriomote Island, a UNESCO World Natural Heritage site, with large windows approximately 10 meters wide. The warm interior enhances the breathtaking scenery, allowing guests to enjoy a relaxing stay immersed in the rich natural setting. Each villa has a terrace featuring a year-round, temperature-controlled private pool—cool in summer and warm in winter—allowing guests to enjoy an extraordinary resort experience in any season. For guests seeking a more private stay, we offer a transport service from Ishigaki Airport to the hotel, as well as in-room dining options such as a floating breakfast served in the luxury of your private pool.

The sun slowly sets amid an ever-shifting sky, with Iriomote Island on the horizon beyond beautiful shallow waters. Guests can surrender themselves to the breathtaking nature of the Yaeyama Islands to enjoy a moment of deep relaxation as time drifts gently.



Conceptual rendering of Iriomote Island viewed from an Oceanfront Pool Villa

## 1. Opening of eight new Oceanfront Pool Villas

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The new Oceanfront Pool Villas are situated on high ground with the best views of Iriomote Island, a UNESCO World Natural Heritage site, and its sunsets. Guests can enjoy the ever-shifting scenery from their private terrace—the glittering blue ocean by day, the sun setting behind Iriomote Island in the evening, and a sky filled with countless stars at night to cap the day.

Each villa boasts an exclusive area of over 1,291 ft<sup>2</sup> (approx. 120 m<sup>2</sup>), with a natural, warm interior that blends seamlessly with the scenery. The layout allows guests to enjoy a serene view from their bed, dining table, bathroom, and anywhere else in the villa. The terrace features a temperature-controlled pool that is designed to maintain an optimal temperature year-round. Furthermore, two adjacent villas can be connected by doors inside, making them ideal for staying with extended family or friends.

Villa guests can enjoy in-room check-in and check-out services by dedicated staff, a complimentary minibar, and optional services including in-room dining. For guests seeking a more private stay, we offer exclusive access options to the resort, including sightseeing helicopter rides from Ishigaki Airport and private cruises from Ishigaki Port.

In an effort to utilize the existing trees on Haimurubushi’s grounds, approximately 35% of the trees planted within the new Oceanfront Pool Villa area will be transplanted from other parts of the resort. The lush vegetation nurtured over the years will adorn new landscapes, preserving Haimurubushi’s unique natural setting for future generations.

The villas will fully embody Haimurubushi’s concept of “Happiness in Doing Everything, or Nothing at All,” allowing guests enjoy a special moment of relaxation as time drifts gently alongside ever-changing scenery.



Conceptual rendering of a bird's eye view of the Oceanfront Pool Villas



Conceptual rendering of the villa interior



Conceptual rendering of the Haimurubushi Villa Entrance for villa guests



Conceptual rendering of a sunset view from a villa

< Villa overview >

Villa type:	Oceanfront Pool Villa
No. of villas:	8
Capacity:	3 guests per villa *Two adjacent villas can be connected to accommodate up to 6 guests
Area:	1,324 ft <sup>2</sup> (approx. 123 m <sup>2</sup> ) (room: 925 ft <sup>2</sup> (approx. 86 m <sup>2</sup> ), terrace: 269 ft <sup>2</sup> (approx. 25 m <sup>2</sup> ), private pool: 129 ft <sup>2</sup> (approx. 12 m <sup>2</sup> ))
Bed types:	Twin, king
Pool:	Area: 129 ft <sup>2</sup> (approx. 12 m <sup>2</sup> ), Depth: 3.94 ft (approx. 1.2 m) *Fully temperature controlled
Features:	Connecting villas *Two adjacent villas can be connected In-room check-in and check-out services by dedicated staff Complimentary services (minibar with alcoholic beverages, resort buggy) Equipped with an indoor washing and drying machine In-room dining, private access (optional services)

## 2) Special plan to celebrate the opening

To celebrate the opening, we are offering a special plan to make stays more accessible to as many guests as possible.

< Plan overview >

Stay period:	Wednesday, July 15, 2026–Friday, January 15, 2027 (until check-out on Saturday, January 16, 2027)
Booking period:	Thursday, February 26, 2026–Wednesday, July 15, 2026 (Sales may end early depending on availability.)
Plan details:	Breakfast included
Eligibility:	Guests staying two or more nights
Special offer:	Welcome amenity (bottle of champagne) 20,000 yen worth of resort credit per room per stay Guaranteed late check-out (4 p.m.)
How to book:	Book from our official website at <a href="https://www.haimurubushi.co.jp/">https://www.haimurubushi.co.jp/</a> (in Japanese) Inquiries by phone: 0980-85-3116 (10 a.m.–5:00 p.m.)



Conceptual rendering of a welcome amenity



Conceptual rendering of private access  
(optional service)

\*For details on the in-room dining and private access services, please visit Haimurubushi's official website. (Information is scheduled for release around early June 2026.)

## 2. Opening of a new kids' area, fitness gym, and sunset viewing spot

To ensure an even more comfortable resort experience, Haimurubushi is opening a new kids' area, fitness gym, and sunset viewing spot available to all guests.

### < Kids' area >

Covering an area of approximately 430 ft<sup>2</sup> (approx. 40 m<sup>2</sup>), the kids' area allows children aged 0–6 to play safely in any weather. It is equipped with a milk preparation area, as well as a nursing room and a baby changing area that are separated by curtains. The kids' area also offers a variety of activities where children can learn about nature with their families, such as starry sky and mangrove exploration tours.

### < Fitness gym >

Offering the lush scenery of Kohama Island, the approximately 1,076 ft<sup>2</sup> (approx. 100 m<sup>2</sup>) fitness gym is equipped with an extensive array of training equipment suited for guests with daily workout routines, including Technogym cardio and Skillrow machines. Guests can enjoy a unique fitness experience in this remote island setting, including cycling and jogging around the island as well.

### < New viewing spot >

Haimurubushi allows guests to immerse themselves in the magnificent landscapes of the Yaeyama Islands, while the skies above shift from dawn to twilight and into a starry night. The Oceanfront Pool Villas are specially designed to highlight the surrounding natural landscape, above all the sunset over Iriomote Island, a UNESCO World Natural Heritage site, allowing guests to enjoy breathtaking vistas throughout their stay. Immerse yourself in a tranquil moment as the sky subtly changes color, leaves rustle in the breeze, and birds sing.



Sunset over Iriomote Island

\*For details on the new training gym, kids' area, and sunset viewing spot, please visit Haimurubushi's official website. (Information is scheduled for release around early June 2026.)

### <Outline of Haimurubushi>

Location	2930 Aza-Kohama, Taketomi-cho, Yaeyama-gun, Okinawa 907-1292
Site area	Approx. 4,235,595 ft <sup>2</sup> (393,500 m <sup>2</sup> )
Total floor area	Approx. 221,187 ft <sup>2</sup> (20,549 m <sup>2</sup> )
Structure	S/RC construction
Design and construction	Haimurubushi Villa (Design) Nikken Sekkei Ltd. (Construction) Maeda, Kubo, Kyowa, Maruo Special Construction Joint Venture
Operating company	Haimurubushi Co., Ltd.
President and representative director	Hiroyuki Sato
General manager	Naohiro Yamaguchi
Year opened	1979
Guest rooms	156 rooms (including 8 newly built Oceanfront Pool Villas)
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

Pools	Main Pool (approx. 3,552 ft <sup>2</sup> / 330 m <sup>2</sup> ) Quiet Pool (approx. 1,668 ft <sup>2</sup> / 155 m <sup>2</sup> ) Garden Pool (approx. 1,938 ft <sup>2</sup> / 180 m <sup>2</sup> )
Wellness facilities	The Spa (spa building with 4 treatment rooms) SAUNA BLOCK (capacity for 10 people)
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	<a href="https://www.haimurubushi.co.jp/">https://www.haimurubushi.co.jp/</a> (in Japanese)

### < About Haimurubushi >

Haimurubushi was established in 1979 on Kohama Island, located in the center of the Yaeyama Islands, approximately 400 km southwest of the Okinawa main island. Situated within Iriomote-Ishigaki National Park, the first area in Japan to be designated as a Dark Sky Park, the hotel resort has welcomed many guests over the years seeking to enjoy its natural surroundings and marine activities. “Haimurubushi” means Crux, a constellation of the southern sky, in the Yaeyama dialect, which can be observed from the hotel from winter through early spring. The hotel resort reopened on July 15, 2025, following a full-scale renovation\*, offering a one-of-a-kind experience that allows guests to immerse themselves in the natural beauty of its surroundings and Iriomote Island, a UNESCO World Natural Heritage site.

\*For more details, please refer to the following press release:  
“Haimurubushi, Japan’s Southernmost Island Beach Resort Reopens on Tuesday, July 15, 2025”

<https://www.mitsufudosan.co.jp/english/corporate/news/2025/0715/>



Pool & Beach Area



Main Pool (infinity pool)



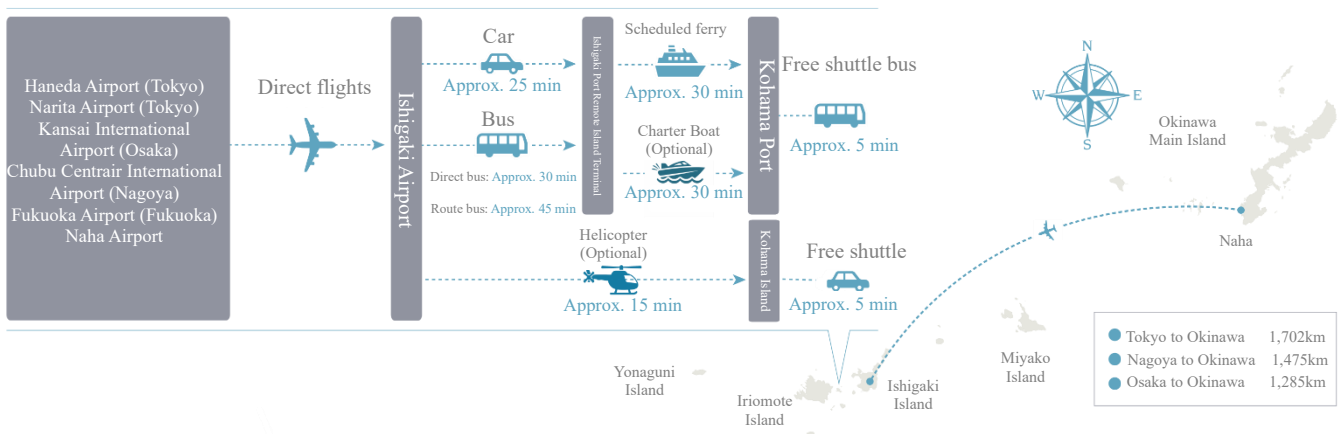
Quiet Pool under a starry sky (temperature controlled, available all year round)



Sunset cruise

## Access / Map

### FACILITY GUIDE



## ■ 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.



Sample of upcycled interior decorations

In cooperation with Jomon Kikaku LLC, a company working to reduce marine plastic waste on Ishigaki Island, the resort upcycles the plastic waste collected through beach cleanups at Haimurubushi into seasonal decorations and other items.

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.

## ■ 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/](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 two of the key issues to address in “& EARTH for Nature.”



**Preserve and  
nurture greenery**



**Connect the aspirations  
of the community**