



HALEKULANI OKINAWA TO OPEN WITH IMMERSIVE TRAVEL EXPERIENCES PROGRAM

Halekulani Okinawa Escapes Program Enables Guests to Experience the Secrets of Longevity

Okinawa, Japan – July 16, 2019 – Today [Halekulani Okinawa](#), the second hotel from the leading Hawaiian resort of the same name, unveils *Halekulani Okinawa Escapes*, a collection of immersive, authentic and unique experiences inspired by the island's culture, heritage and way of life. The program, available exclusively to guests of Halekulani Okinawa, will launch with three experiences including a **Firefly Nature Discovery**, **Flavors of Okinawa** and **Introduction to Okinawan Karate** when the hotel officially opens on July 26, 2019.

"We are delighted to introduce our new *Halekulani Okinawa Escapes* program and be the first hotel in Okinawa to offer such an immersive and multidimensional experiences for our guests," said Mr. Jun Yoshie, General Manager of Halekulani Okinawa. "We believe the richest memories are created when one can truly engage and interact with local culture, cuisine, nature and spirit. This program allows our guests to experience all the aspects that make Okinawa a destination like no other, and will create memories that will last a lifetime."

The **Firefly Nature Discovery** provides guests an intimate opportunity to witness the ethereal beauty of a natural phenomenon. While there are 50 types of fireflies in Japan, Okinawa is home to half of them, due to the lush and natural diversity of the islands. Guided by a local naturalist, guests begin their excursion into the Yambaru National Park shortly before sunset. After climbing in a kayak and paddling through mangrove trees, guests will witness the captivating display of twinkling lights, creating a truly enchanting ambiance and unforgettable experience. The Firefly Nature Walk is available from July through September, making the excursion even more unique and exclusive.

Flavors of Okinawa and **Introduction to Okinawan Karate**, both of which enable guests to explore and experience why Okinawa has the highest life expectancy in the world, are the keystones of the upcoming *Secrets of Longevity* series.

Okinawa has historically been known for longevity and is one of only five designated Blue Zones, regions in which people statistically live the longest and are the healthiest. As part of the overarching *Halekulani Okinawa Escapes* program, the *Secrets of Longevity* series will endeavor to enlighten, immerse and empower guests to experience indigenous Okinawan practices that result in a longer and healthier life, and learn how to embrace them in their daily lives.

The **Flavors of Okinawa experience** seeks to explore the connection between diet and longevity through a three-hour adventure to [Cafe Garamanjaku](#), a restaurant in the countryside known for having the best traditional Okinawan food. Guests will visit the restaurant, whose owner and chef has dedicated her life to creating healthy and delicious Okinawan cuisine, and tour its garden of herbs, which are said to be medicinal and the key to a long and healthy life. The experience concludes with experiencing a traditional local dish, such as Goya Chanpuru bitter melon stir fry, which uses these herbs.

Okinawa has served as a mecca for karate since the Ryukyu Dynasty, known for developing a specialized form of self-defense which emphasizes peace. The **Introduction to Okinawan Karate** features the opportunity to train with an accomplished Karate Master from [Okinawa Karate](#). Through the persistent practice of Okinawan karate movements, guests will achieve a better understanding of the strength needed to exist at peace and be able to implement this mindfulness in their everyday life.

The *Secrets of Longevity* series was developed by Halekulani Okinawa in partnership with Dr. Masashi Arakawa, Ph.D. In addition to his role as a Professor and Dean at University of the Ryukyus, Dr. Arakawa is known as a leader in health tourism research, wellness tourism research and thalassotherapy (sea water therapy).

Halekulani Okinawa is located within the Okinawa Kaigan Quasi-National Park. The luxury beach resort faces approximately one mile of coastline and features 360 rooms, each with a picturesque ocean view of a shining emerald sea, white sand beach and abundance of natural scenery which can only be described as a paradise. For more information, please visit www.okinawa.halekulani.com.

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About Halekulani Okinawa

Halekulani Okinawa, the second hotel from the leading Hawaiian resort of the same name and first outside Hawaii, is a luxury beach resort located in Onna Village on the main island of Okinawa. Featuring a variety of accommodations built to emphasize the geographic features of its surroundings, Halekulani Okinawa sits on 32 acres of lush land within the Okinawa Kaigan Quasi-National Park and faces approximately one mile of coastline. Halekulani Okinawa is home to a diverse array of facilities including nine unique restaurants and bars. In addition, the property boasts the prestigious SpaHalekulani, a fitness center, luxury boutique, over 2,550 ft² of meeting and convention space and five swimming pools, one of which is adorned with nearly 1.5 million mosaic tiles in the shape of Halekulani's signature Cattleya orchid. Halekulani Okinawa is the third member in Japan to join The Leading Hotels of the World, an exclusive collection of the world's most extraordinary luxury establishments.

About Halekulani

Since its inception in 1984 as one of the world's finest and most acclaimed independent luxury hotels, Halekulani has received more than 500 accolades, awards and honoraria. The property was voted Reader's Choice Award #1 Oahu Hotel in Condé Nast Traveler and was voted one of the Best Hotels on Oahu in Travel + Leisure for 2018. Halekulani is home to SpaHalekulani, House Without A Key, Lewers Lounge, Orchids and La Mer, Hawaii's longest, consecutively ranked AAA Five Diamond and Forbes Travel Guide Five-Star Restaurant. For twenty years, Halekulani has maintained a strong commitment to arts and culture through exclusive alliances with Oahu's most iconic cultural venues. Halekulani is operated by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also oversees Halepuna Waikiki by Halekulani. Halekulani is a member of The Leading Hotels of the World and is aligned with Tokyo's legendary Imperial Hotel.

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