



HALEKULANI OKINAWA ACCEPTED AS PART OF VIRTUOSO

Luxury Five-Star Resort Becomes Okinawa's First and Only Virtuoso Member

Okinawa, Japan – July 11, 2023 - [Halekulani Okinawa](#) proudly announces its recent acceptance into the prestigious Virtuoso luxury travel network as the first and only member in Okinawa. This new affiliation represents recognition and approval of the services and experiences provided by Halekulani Okinawa catering to luxury travelers.

Members of Virtuoso consist primarily of international travel agencies and travel advisors specializing in luxury experiential travel. Currently, Virtuoso has a network of over 20,000 advisors in approximately 50 countries worldwide. The network operates through partnerships with various entities, including global hotel chains, independent hotels, cruises, private jets, and destination management companies (DMC), comprising more than 2,200 different businesses and formats.

“Virtuoso’s acceptance process is incredibly selective, so becoming a preferred partner – and the first in Okinawa – is a true honor,” says Jun Yoshie, General Manager of Halekulani Okinawa. “We are committed to listening even more attentively to our guests’ feedback and requests, striving to continue to provide the best stays and experiences. The spirit of hospitality cultivated by the Halekulani brand for over a century in Hawaii and the heartfelt ‘Utuimuchi’ hospitality cherished since the Ryukyu Dynasty resonates harmoniously at Halekulani Okinawa. This guides us to fulfill the desires of guests who wish to fully experience a unique culture and deeply engage with authentic experiences that go beyond ordinary travel.”

With a commitment to providing unforgettable experiences, Halekulani Okinawa can now offer an even more exceptional “journey of a lifetime” to luxury travelers around the world through its many enriching programs and on-site facilities. The “Halekulani Okinawa Escapes” offer five experiential programs that allow guests to experience the longevity island of Okinawa, one of the world’s renowned Blue Zones. Four distinct restaurants and one bar provide exclusive menus

filled with originality, utilizing local ingredients from Okinawa and various regions of Japan. SpaHalekulani invites guests to a profound state of relaxation through treatments that incorporate traditional ingredients from Okinawa, which have long been cherished as medicine of life, known as “Nuchigusui” in Okinawan dialect, combining the mystical healing spirits passed down generations in Hawaii.

For more information about Halekulani Okinawa, visit www.okinawa.halekulani.com.

###

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 eight restaurants and a bar. In addition, the property features the prestigious SpaHalekulani, a fitness center, a 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 property in Japan to join *The Leading Hotels of the World*, an exclusive collection of the world's most extraordinary luxury establishments. For further information, please visit www.okinawa.halekulani.com.