

Hoshino Resorts OMO to expand into Naha, Okinawa

～Welcoming “Hoshino Resorts OMO5 Okinawa Naha”～

Hoshino Resorts (headquarters in Nagano, Japan, CEO Yoshiharu Hoshino) is a hotel management company that has over 40 properties within and outside of Japan and strives for the search of *omotenashi*, Japanese hospitality, through Japanese culture and traditions. Hoshino Resorts OMO, our hotel brand for urban tourism, will expand into one of the famous tourist destinations, the capital city of Okinawa, Naha. This will be our fifth property in Okinawa Prefecture and the property will be called “OMO5 Okinawa Naha.”



Naha, the largest city in Okinawa, is only 15 minutes away from Naha Airport and has efficient public transportations. This makes Naha one of the best places in Okinawa for sightseeing. The unique local culture of Okinawa is prominent in this popular tourist destination, including areas such as the Shuri Castle area where traditional crafts, entertainment and culture from the Ryukyu Dynasty remain, the Kokusai Street of vibrant stores, and the Makishi Public Market.

This property is the first OMO property in Okinawa. The unique culture of Okinawa is a blend of culture from the Ryukyu Dynasty, Satsuma Domain, American culture after the Pacific War, etc. These historical backgrounds created the culture that can only be found in Okinawa, leading to many tourist attractions, and especially for this new property, we will strive to deliver new value to urban tourists worldwide.

This property is the fifth property in Okinawa, where other properties include HOSHINOYA Okinawa in Yomitan, HOSHINOYA Taketomi Island, RISONARE Kohamajima and Iriomote Hotel in Yaeyama Islands.

We hope OMO5 Okinawa Naha becomes a gateway to Okinawa and will continue to work with the local community so that it becomes the center of island hopping in Okinawa.

Details of the Property

Name: Hoshino Resorts OMO5 Okinawa Naha

Address: 1 Matsuyama, Naha, Okinawa

Number of Rooms: 190

Number of Floors: First floor – Sixteenth floor

Facility: Guest rooms, lobby, lobby lounge, café, shop, public space, parking structure

Access:

- 8 minutes by walk from Kenchomae Station or Miebashi Station
- 10 minutes by car from Naha Airport

Opening Date: TBA

About the OMO Brand



OMO not only provides a place to sleep, but also aims to satisfy leisure travelers who are seeking a more personal experience in a convenient city-center location close to shops, restaurants, museums, and other points of interest.

About Hoshino Resorts



Hoshino Resorts was first established as a Japanese inn/ryokan by Kasuke Hoshino in 1914 in Karuizawa in Nagano Prefecture before it began the operation of other resorts in Japan. Today, it has evolved into a highly influential hotel management company and is run by 4th-generation family member Yoshiharu Hoshino. Providing a unique experience focused on the local charms of each destination and a high level of omotenashi, Japanese-style hospitality, the company has expanded rapidly out of Karuizawa since 2001 and now operates more than 40 facilities both in and outside Japan under five distinct brands: HOSHINOYA, KAI, RISONARE, OMO, and BEB.

