



NIHI

SUMBA

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APRIL 21, 2022

EDGE OF WILDNESS™

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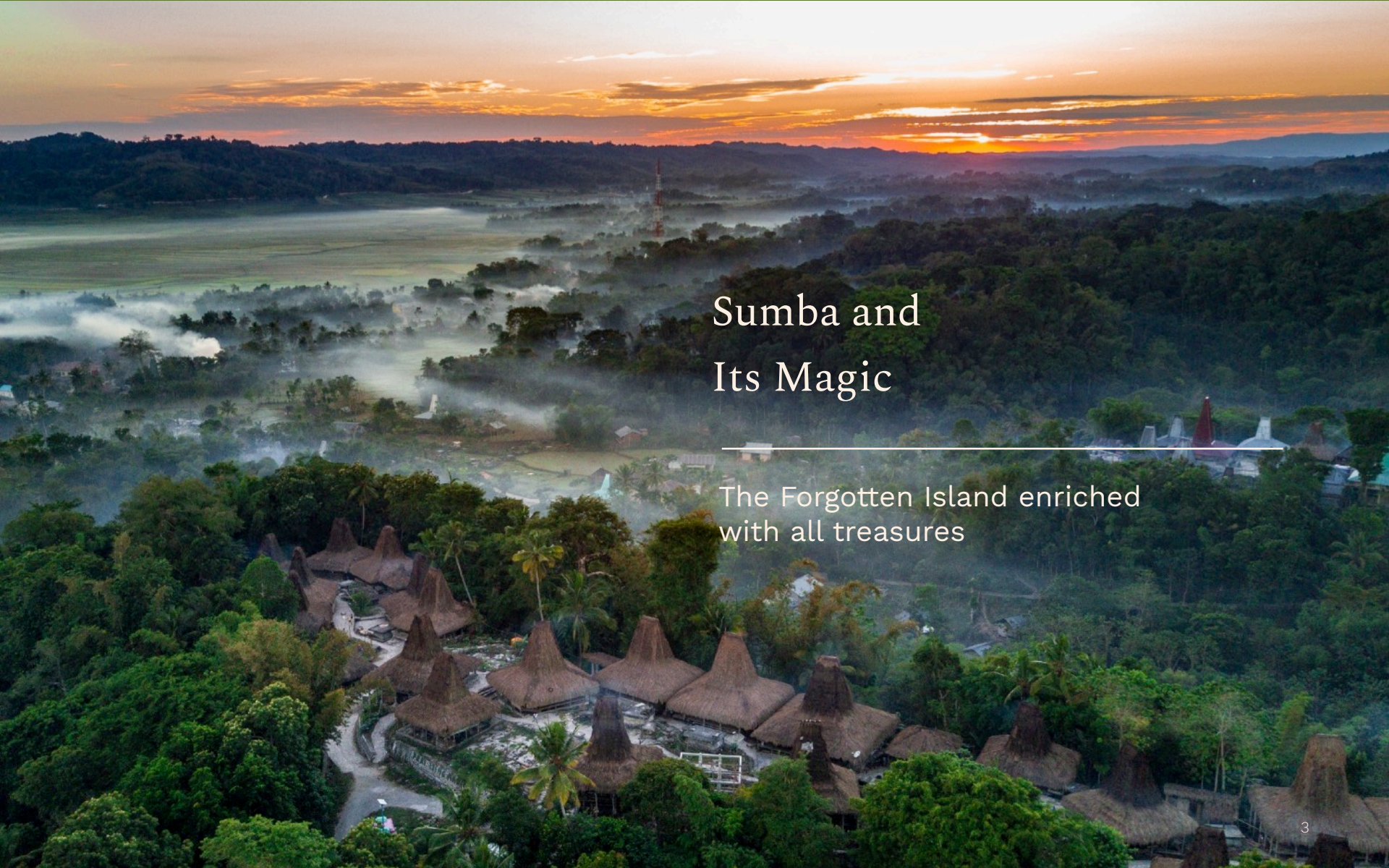
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An aerial photograph of a village in Sumba, Indonesia, during a misty sunrise. The foreground shows several traditional houses with conical thatched roofs. The middle ground is a dense forest of palm trees and other tropical vegetation, with a layer of white mist or fog settling in the valleys. In the background, rolling hills and mountains are visible under a bright orange and yellow sky. A tall communication tower stands in the distance. The overall scene is serene and picturesque.

Sumba and Its Magic

The Forgotten Island enriched
with all treasures

Sumba

Is an abundant land of natural wonders

...

- Its marine life and exotic beaches
- The beauty of the vast savannas which are rarely found in the world
- The Manupeu Tanah Daru and Matalawa National Parks with their endemic birds and butterflies
- The mesmerizing Mangrovia Trees at Walakiri Beach

... and strong culture

- The traditional villages and megalithic tombs
- The Ikat waving- unique woven fabrics which recount the story of each Sumbanese family and village
- The Pasola Riding culture
- The unique traditional costumes and preserved system of kingship
- The Marapu ceremonies, led by the Ratus, the traditional animist priests



Some Facts ...

- Sumba is 2.5 time the size of Bali
- It hosts 600,000 Sumbanese people
- It is officially Christian. However, the Sumbanese people follow the animist principles

An aerial photograph of a tropical resort. The left side of the image shows a dense cluster of buildings with grey roofs and swimming pools, surrounded by lush greenery. A sandy beach runs along the bottom edge of the resort. To the right, the ocean is a vibrant turquoise color, with white waves crashing against the shore. A few small boats are visible in the water.

How to Get Here



Travel to Sumba and to the Resort

- Sumba is 400km east of Bali
- **50 min flight away from Bali**
- **2 x daily flights with domestic airlines from Bali's Ngurah Rai International Airport** in Denpasar to Tambolaka Airport in West Sumba. Our team can arrange domestic flights from Bali to Sumba including use of VIP lounges at both Denpasar and Tambolaka airports, excess baggage, airport taxes and road transfers between Tambolaka and the resort.
- **1h15 journey from Tambolaka to the resort** by road through lush green river valleys and forests of teak and mahogany.

For the final part of the journey, our guest will enjoy magnificent views of the vast Wanukaka River delta populated by local tribesmen working the rice fields, traditional swords in hand and wearing Ikat head scarves, before winding through local villages to arrive at the magical setting of NIHI Sumba.

- **Return Transfer US 275 plus 21% tax per couple**
- **Best Time to travel**
 - Dry season || April to Nov
 - Wet season || Dec to Mar (still extremely enjoyable)

A group of people riding horses on a beach at sunset. The scene is captured from a low angle, showing the silhouettes of the riders and their horses against the golden light of the setting sun. The beach is wet, reflecting the sky and the riders. In the background, there are palm trees and a forested hillside under a cloudy sky.

This is NIHI!

A rare and fascinating tale that began when Sumba's ancestors, the 'Marapu,' landed on its secluded beach centuries ago.

Our Story

Beliefs about their powers vary, but the Marapu spirit has remained a benevolent force on the island, protecting the way of life and attracting custodians whom honor and carry forth the heritage and stories of the Sumbanese people, past and present.

The same beach attracted Claude and Petra Graves in 1988, in search of the perfect wave. From this adventure emerged a vision to create a resort that would preserve and share the breath-taking beauty of Sumba with those who would truly appreciate it. The beach of Nihiwatu, meaning “*mortar stone*,” was named by early settlers for its isolated rock formation along the tide. The Graves aptly called the resort Nihiwatu for its surrounding legacy.

By 2012, stories of the unregulated freedom and beauty of NIHI reached renowned brand-building American entrepreneur Christopher Burch, who was told Claude was looking for help to expand the resort. Burch called on a friend from New York’s The Carlyle Hotel—South African-born hotelier James McBride, who was President of YTL Hotels in Singapore at the time—to visit Sumba.

Later that year, Burch’s trip with his three sons proved to be a milestone, as he acquired NIHI in partnership with McBride. The acquisition enabled substantial investment with the single priority to evolve NIHI into one of the best resorts in the world, an example of a sustainable operation in harmony with the environment and the Sumbanese people. **Travel + Leisure** readers globally have voted NIHI as the **Number One Hotel in The World**, in all categories, for 2016 & 2017 World’s Best Awards.



THIS IS NIHI!

Our Values

- **Exploration**
- **Sublime Beauty**
- **Community Immersion**
- **Unparalleled Luxury**

A person stands on a grassy hill, silhouetted against a vast, misty mountain range. The scene is captured at dawn or dusk, with soft, golden light filtering through the haze. The mountains recede into the distance, creating a sense of depth and scale. The person is positioned in the lower center of the frame, looking out over the landscape.

Edge of Wildness™

NIHI Sumba offers a rare sense of discovery in this age of global travel, where ancient tribal culture and spectacular natural beauty combine with understated sustainable luxury and wonderful hospitality to create an unforgettable experience.



EDGE OF WILDNESS™

Key Highlights & Differentiating Factors

- True respect of the local eco-system
- Resort with a purpose – [Philanthropic](#) and humanitarian – [The Sumba Foundation](#)
- Each guest is looked after by a team of dedicated staff
- Experiential activities and unexpected surprises
- Pure shore of isolation- 2.5km of truly unspoilt beach
- [Spa Safari™ at Nihioka](#)
- [Occy's Left](#)
- [Sandalwood Stables](#)
- [Chris & Charly's Chocolate Factory](#)
- Guest Profile: Well travelled, searching for a far from the madding crowd location and transformational journey surrounded by an understated luxury.

Sustainability, Luxury & Local Sense of Place

"The heart and soul of NIHI Sumba will always be the Sumbanese."

- [Sumba Foundation](#)
- 90% of our team is from Sumba
- Collaboration with the [Sumba Hospitality Foundation](#) to employ their students
- Supporting local trade: Farmers and fisherman to buy their local products; Supporting local weaving program, "NIHI Sumba market "at the resort give woman from surrounding villages the possibility to sell their ikats (traditional artefact). They are also financially supported for weaving all our guests farewell NIHI ikat woven bracelets.
- We purchase vegetables & fruits from The Sumba Hospitality Foundation farming educational program (they teach local farmers to grow organic vegetables)
- We run our own farm and organic gardens: we managed our own in house turtle hatchery program
- We use local materials within the resort- Alang Alang & Bamboo and Papaya straws
- Saving initiatives: laundry program; Garbage separation program; no plastic garbage bags are used in the room and our garbage bins are in wood and all lined with banana leaves.
- We generate our own drinking water from seawater and bottle it in glass bottles to minimize any plastic pollution on the island; we provide our guests with refillable bottles to use and take away.

An aerial photograph of a vibrant turquoise waterfall cascading into a pool of the same color. The water is surrounded by large, moss-covered rocks and dense green forest. A small wooden structure is visible on the rocky bank near the top of the waterfall.

NIHI Experiences

NIHI is a collection of off-script travel experiences with purpose in destinations on the Edge of Wildness™ across the globe. We attract adventurous travelers through our symbiotic use of our natural surroundings and long-standing cultures.

Give Back - Philanthropy

The impact of [The Sumba Foundation](#) is a testament to our commitment to philanthropy, an integral part of NIHI philosophy.

We work together with the Owners / Shareholders to collaborate with the government and communities to determine where we can make the highest impact for their humanitarian and environmental needs.

We are encouraging our guests to actively participate to The Sumba Foundation initiatives, to donate and make a difference.

In which capacity NIHI and The Sumba Foundation support the local communities:

- Health clinics
- School lunches for children
- Access to clean water
- Sustainable Farming
- Hospitality education programs
- Global events and fundraisers
- Covid 19 initiatives: fundraising, medical and educational

NIHI EXPERIENCES



Outdoor Adventures

We attract adventurous travelers through our symbiotic use of our natural surroundings and long-standing cultures.

- [Swimming with horses](#) (guided by Carol our in house NIHI Horse Whisperer)
- [Biking](#) through mountains and savannah
- [Trekking](#) to incredible views
- [Boating](#), [surfing](#), [kitesurfing](#), kayaking
- [Snorkeling](#) the house reef and surrounding areas
- [Spearfishing](#) and free diving
- [Stand-up paddling](#) through the lagoons and rivers
- Picnics on secluded destinations
- Equestrian center and Polo games



Spa Safari™ at Nihioka

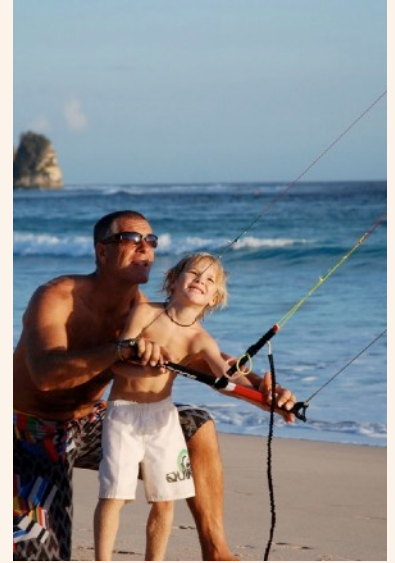
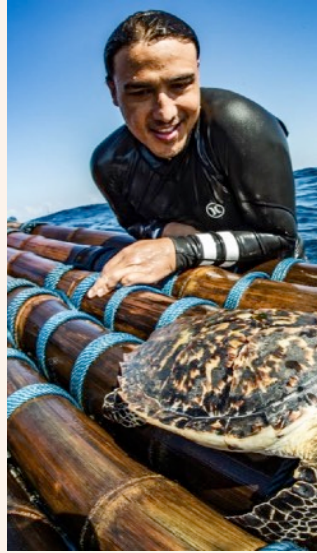
NIHI Sumba on ‘The Edge of Wildness’ experience extends to [Spa Safari™ at Nihioka](#) in which guests can enjoy an unlimited number of treatments amidst uninterrupted views of the sea and abundant surrounding rice fields.

Spa Safari™ at Nihioka is an exotic, non-traditional spa that promises excitement and adventure, encouraging guests to connect with nature and be spiritually free. The journey begins with an invigorating 90-minute trek journeying, a 45 minute horse ride or by an open-air land safari vehicle across Sumba’s dramatic west coast to nearby Nihioka valley through the rolling hills and cultural villages.

Upon arrival, guests have the option to enjoy a bush-cooked meal in the Nihioka treehouse platform. Breakfast includes freshly pressed juices and healthy cuisines.

After breakfast, guests can relax in their own private bale with dedicated spa therapists providing any number of spa treatments from full body massage, cooling and rejuvenating wraps, body scrubs to foot reflexology using natural and local ingredients. In between treatments, guests can spend a day amongst white sands, coconut trees and swim in the crystal clear waters of the Indian Ocean or infinity freshwater pool.

NIHI EXPERIENCES



Yoga and Wellness

People come to us to connect with nature, with their loved ones, and with themselves.

For those who wish to go on retreat or deepen their practice, we offer a [holistic yoga and wellness program](#).

- Daily group vinyasa classes with breathtaking views
- Private yoga sessions
- Meditation immersed in nature
- Breathwork and apnea courses
- Sound baths energy healing workshops, inspired by local rituals and modalities





NIHI EXPERIENCES

Unexpected Surprises

We sprinkle our properties with unique surprises that resonate and inspire. We will create special, Instagrammable moments like:

- The Wishing Hand is a place to set an intention in the embrace of nature, during the trek to our Spa Safari
- The circle on the yoga pavilion is perfect for taking in sunsets from the best view in the house

WATCH THE VIDEO



Resort Villas

Our villas and suites combine outdoor tropical living, prime positions of the resort's famous left-hand break waves, the simplicity and beauty of Sumbanese architecture with every luxurious detail afforded.

Tucked amongst the trees are NIHI Sumba's luxury suites and villas that represent the cutting-edge of responsible luxury. Perched above the Indian Ocean and hand-built by local craftsmen using materials indigenous to Indonesia, like alang alang, teak and rattan, all the villas are air-conditioned and offer panoramic views.

All our suites and villas are the epitome of understated luxury; featuring spacious outdoor living areas, sandy-floored bathrooms with an open air concept and private pools, with spectacular views of the azure Indian Ocean. The emphasis is on open-plan living that reflects the simplicity and beauty of Sumbanese architecture.

Wherever possible, we have allowed the beautiful natural surroundings to take centre stage, whether it's the world-renowned surf break, waving coconut palms or blossoming bougainvillea.

Our villas welcome all guests profiles:

Best for families and group of friends

Estates, Lulu Amahu, Puncak and the entire Raja Mandaka, Mamole Trehouse, Haweri

Best for couples

Marangga, Raja Marangga, Lamba, Raja Lamba, and Raja Kanatar

Best for solo travellers

Kasambi, Lantoro and Wamoro One-Bedroom villas, Kanatar and Marangga

RESORT VILLAS



EDGE OF WILDNESS™

RESORT VILLAS

- Exclusive buy-out of the entire resort is available with a minimum booking of seven nights for each villa.
- Maximum occupancy, 80 people.
- Small, private open-air meeting spaces are also available for private groups.

Kasambi, Wamoro and Lantoro || 6 residences of 1 bedroom villas, most with a private pool, outdoor shower (no bathtub), 4 king beds, 2 twin beds || 3 residences of 2 bedroom villas or 4 bedroom estates if joined with 1 bedroom villas.

Kanatar || 1 residence of 1 ½ bedrooms in duplex Sumba house || 1 residence of 1 bedroom Sumba house.

Raja Kanatar || 2 residence of 1 ½ bedrooms in duplex Sumba house

Lamba || 2 residences of wave front 1 bedroom villas.

Raja Lamba || 1 residences of wave front 1 bedroom villa with direct access to the boathouse

Lulu Amahu || 2 residences of 1 & 2 bedroom family villas.

Tree House (Mamole) || One 3 bedroom villa.

Marangga || 4 residences of 1 bedroom Honeymoon villas with cliff top bales.

Raja Marangga || 1 residence of 1 ½ bedrooms in duplex Sumba house with the best beach view

Puncak || One 4-bedroom

Raja Mandaka || 2 bedroom villa which can also be reserved as a estate with Raja Kanatar, Raja Marangga and Raja Lamba || 19m lap pool and iced plunge pool.

Haweri || 5 bedroom residence which can also be reserved as 1 or 4 bedroom configuration

Villa Rahasia || 1 bedroom villa at Nihioka

RESORT VILLAS



EDGE OF WILDNESS™



Our Restaurants

Dining punctuates the day. It brings on the morning and closes out the night. It gives meaning to each hour. As such we've taken great care designing the dining experience for our guests.

All dining venues offer a la carte menus and seating is at individual tables. Special events, twice weekly, are served and seated in family style tradition.

Exceptional private dining experiences and events including BBQ and romantic dining. For special occasions, themed nights are organized, for example: Sumba White Nights Party, Jungle Party or full-moon parties.

Nio Beach Club, Pool & Spa

Featuring a state-of-the-art resort lap pool, Nio Beach Club is open for lunch daily, serving grilled "catch of the day", BBQ, salads and pizza from our large wood oven.

Ombak

The main sandy-floored restaurant and bar, serving daily a la carte breakfast and dinner with choice of Indonesian or International cuisine.

Boathouse

The sunset meeting point. Snacks throughout the day are served along with fresh coconuts, juices or cocktails, all day with an la carte menu.

Menara

Boasting the tallest Sumbanese roof on the island, the resort's living room and recreation area comes complete with a pool table, table tennis and dartboard as well as a library.

Kaboku

Our beachfront sushi bar, for an intimate meal of fresh caught seafood, Omakase style.



Indonesia is Open

All you need to know

It's been a long two years since the pandemic first swept across the world, and Indonesia rightfully decided to close its borders like many other nations. The people of Indonesia and Sumba have endured during this difficult period.

We have spent this time staying positive with the best of our Sumba Smiles while preparing for the day when we would be able to welcome the rest of the world back to NIHI® Sumba.

Today is that day.

As Bali reopens to travelers with no more quarantine required, no mandatory layover in Bali, and the Visa on Arrival now available again to more than 40 countries (including the USA and the UK), the majority of the airlines are scheduled to resume flights over the next months.

In February, Singapore Airline was the first international airline to head back to Bali, and other airlines including KLM Royal Dutch Airlines, Qatar Airways, Turkish Airlines, and Qantas resumed their flights to Bali Denpasar Airport.

Indonesia's borders are open to the rest of the world. We are able and ready to welcome you to the Edge of Wildness™ and we cannot contain our excitement.

Please [click here](#) and learn more details about all you need to know in order to plan your trip to Indonesia.

With Love.

NIHI Sumba Team.

Public Relations & Media



Awards

NIHI Sumba has been internationally recognized as a leader in the Responsible Tourism field for our efforts to help our neighbors and the environment.

2020

- **TripAdvisor** || Awards Travellers Choice

2019

- **Andrew Harper** || Editors' Choice Award - Hideaway of the Year
- **Destination 2** || World's Most Instagrammable Hotels
- **Travel+Leisure** || 8th Best Resort/Hotels in Asia

2018

- **Travel+Leisure** || #9 Hotel in the World and #3 Best Hotel in Asia

2017

- **Travel+Leisure** || | Best Hotel in Indonesia, Best Hotel in Asia and Best Hotel in the World
- **Conde Nast Traveler** || The World's Best Hotels Gold List

2016

- **Travel + Leisure** || Best Hotel in Indonesia, Best Hotel in Asia and Best Hotel in the World
- **Conde Nasté Traveler** || The World's Best Hotels Gold List
- **The Telegraph UK** || The 50 Greatest Hotels in the World

2015

- **Asia Spa Awards** || Best Destination Hotel / Resort of the Year
- **Pure Awards** || Best Design of the Year

2014

- **Tatler's** || Best Hotel in the World with Soul & Style

2013

- **Conde Nasté Traveler** || World Saver's Award "Doing it all" and runner-up for "Health" category
- **TripAdvisor** || Top 25 Small Hotels in Asia "Traveler's Choice Hotel Award"

2012

- **Travel + Leisure** || The Standout for "Global Vision Award"
- **TripAdvisor** || Best Hotel #2 in Indonesia "Traveler's Choice Hotel Award"
- **TripAdvisor** || Certificate of Excellence Award
- **Kiwi Collection** || Chosen as one of "Top Eco-friendly Hotel in the World"
- **Global Ecosphere Retreats** || Long Run Destination



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For further Information:
reservations@nihi.com

THE BEAUTY OF SUMBA