NIHI

SUMBA

Wander with Curiosity

PRESS KIT



Edge of Wildness™

WELCOME TO THE EDGE OF WILDNESS™

This is not just an escape from the ordinary; it's a return to life as it's meant to be.



31 Exquisite Villas

Offering 51 rooms with private pools in various bedroom layouts

Seaside Serenity

Embrace 2.5km of private beach bliss amid 270 hectares of nature's embrace

Sumbanese Synergy

NIHI Sumba offers authentic Sumbanese hospitality thanks to its 93% local staff

Awards

MICHELIN KEYS 2025
Three Michelin Key • An Extraordinary Stay

TATLER BEST-IN-CLASS INDONESIA 2025
Hotel of the Year & Best Destination

ROBB REPORT 2025
#7 Greatest Luxury Hotel on Earth

TRAVEL + LEISURE 2025
#4 Hotel & #3 Spa in Asia-Pacific

THE EDGE LIST, FORBES TRAVEL 2025
Inaugural Winner

TATLER BEST AWARDS 2024
Tatler Best Asia 100 Hotels

THE WORLD'S 50 BEST HOTELS 2024
#10 in the World & #1 in Indonesia

DESTINATION DELUXE 2024
People's Choice Awards Best Hotel & Retreat

TRAVEL + LEISURE 2024
#38 Favorite Hotels in the World,
#7 Favorite Resort in Asia & #4 in Indonesia

CONDÉ NAST TRAVELER 2024
#21 Best Resort in the World
& #1 in Indonesia

TRAVEL + LEISURE 2016 & 2017
Best Hotel in the World,
in Asia & in Indonesia

Inclusions

- Roundtrip airport transfer in a shared Safari Car
- Three daily meals (breakfast, lunch, dinner) and all non-alcoholic drinks
- Unlimited Wi-Fi
- In-villa mini bar (1 full restock per day)
- Laundry
- Happiest Hour, daily from 5:30pm to 6:30pm with free-flow domestic beers and house wine
- Complimentary weekly activities
- Complimentary tour of projects by The Sumba Foundation
- Access to padel, pickleball, and tennis court from 6:00 AM to 9:00 PM. (subject to availability).
- Water Activities: Stand-up paddle boarding and snorkeling around Nihiwatu Beach (when weather conditions permit)
- Guests can also participate in our scheduled group yoga & meditation classes

Guest Services

- Guest Kapten
- Private in villa dining
- Domestic flight arrangements
- Bali & Sumba airport transfers
- Babysitting services
- Destination dining and off-site meals at extra charge
- Multilingual hotel staff



How to Get Here

FLIGHTS
NIHI's Bali office can assist in arranging domestic flights and ticketing between Denpasar (DPS), Bali and Tambolaka (TMC), the closest airport to NIHI Sumba. There is also a direct flight from Surabaya (SUB) to Tambolaka three times a week, on Tuesdays, Thursdays, and Saturdays.

DEPARTURE TAX
If return flights from Bali to Sumba are booked through NIHI, all domestic airport taxes are included in the rate.

TRANSFERS
Transfers from Tambolaka airport to NIHI take approximately 90 minutes. Private option is available depending on capacity.

VISA REQUIREMENTS
Visitors from the USA, Canada, UK, Europe, Australia, New Zealand, China, and India can typically obtain an Indonesian visa on arrival, allowing a 30-day stay. If not eligible, embassy applications are an option. Ensure passports are valid for at least six months upon arrival with a clean visa page to avoid boarding denial in the departing country.

Facts

HEALTH AND SAFETY
Malaria has decreased by 93% in nearby areas, but we maintain precautions, regularly misting the resort. Villas include mosquito nets, and we offer repellent in all rooms. Consult your GP about prophylactics. Local clinics and a hospital are within a 45-minute drive. Stay current on your vaccines.

CURRENCY
Indonesian Rupiah

ATM at the resort. Cash paid-out available at resort against a nominal bank fee. Credit cards can be used upon check-out for all on-site purchases at the bar, boutique and activities.

DRESS CODE
Opt for casual beachwear with T-shirts, loose shirts, shorts or pants, a hat, and sandals. Evening attire should be casually chic, and comfortable walking shoes are recommended. In local villages, wear a shirt covering shoulders with bermudas or a sarong.

DRY SEASON
April to November

GREEN SEASON
December to March

A STORY OF PURPOSE

Rooted in spirit and guided by love for Sumba, NIHI is a story of giving back and building hope.

The story of NIHI® Sumba is rooted in serendipity and tradition, reaching back to the arrival of the Marapu on Sumba's shores. Their enduring spirit continues to shape the island's culture and way of life.

In 2012, American financier Christopher Burch learned that Claude Graves, founder of the cult surf retreat Nihiwatu, was seeking a visionary partner. Chris enlisted hotelier James McBride, then President of YTL Hotels, and together they visited Sumba.

Instantly captivated, they set out to transform Nihiwatu into one of the world's best resorts, combining luxury with Sumba's peaceful soul while supporting local communities through The Sumba Foundation®.

With Chris covering all administrative costs, 100% of guest donations directly fund humanitarian projects. These efforts have had measurable impact: access to clean water, educational programs, and a dramatic 93% reduction in malaria within target areas.

The Sumba Foundation® has built four health clinics serving 400,000 patients, saved over 400 children from malnutrition and malaria, and created over 60 wells and 250 water stations, supplying clean water to 25,000 people daily. Today, NIHI® Sumba is the island's largest employer and thrives in deep collaboration with its community, an inspiring model of luxury travel intertwined with purpose.

The first camp set up in 1988 on Nihiwatu Beach.



THE NIHIWATU STONE

The Sumbanese believe that long ago, before mankind, the Marapu (Gods) descended to Earth on a celestial ship, landing on the beach where NIHI® Sumba sits today.

The name Nihiwatu comes from the Sumbanese tradition of chewing sirih pinang (betel nut). Early settlers, lacking their mortar stone, used a beach boulder that, over time, formed a cylindrical hole, Nihi (mortar) and Watu (stone).

The Nihiwatu Stone still stands today, just 300 meters from the Boathouse, among other sacred boulders: Prahu (believed to be the Marapu's ship), Tempat Istirahat (the gods' daybed), and Anjing (their dog).

Each year, Ratus priests perform rituals here to predict the harvest. The sand within the stone's hole is read as an omen: too full signals heavy rains, empty means drought, and perfectly balanced promises abundance.

SUMBA WILDLIFE

Famous for the wild Sandalwood Horses, Sumba is also alive with a vibrant tropical wildlife.

At NIHI® Sumba, Whether trekking the island, exploring the jungle, or venturing out to sea, is an encounter with the island's remarkable wildlife.

Birdwatchers will delight along the river and on our Nihioka Spa, where White-winged tern, Cinnamon-banded kingfishers, Sulphur-crested cockatoos, Great-billed herons, Oriental hobby, and the native Julang Sumba (Sumba hornbill) may reveal themselves.

Geckos are everywhere, harmless yet essential to the ecosystem, feeding on insects. Locals believe their chirps can answer yes/no questions, offering glimpses into the future.

Monitor lizards, reaching up to 1.5 meters, may appear intimidating but are shy and will quietly retreat if observed calmly. Colorful land crabs scuttle along the paths and even near the Menara, harmlessly disappearing into mud or dirt. Rare snakes may be seen; if so, calmly step aside and notify our team, who will relocate them safely to the jungle.

Beneath the waves, Nihiwatu's ocean teems with vibrant marine life, best explored with a mask and snorkel. Guests may also have the opportunity to participate in our turtle hatchery and release baby turtles, depending on the season.

Larger wildlife such as monkeys, buffalo, and wild boar may be seen on land tours or near villages, with farmers sometimes bringing buffalo herds to the beach for a bath. Within the resort, the focus is on our iconic Sandalwood Horses and a few local dogs and cats along the shore.



Male asian Paradise Flycatcher spotted at the resort.

VILLAS

Our villas offer a luxurious retreat where Sumbanese architecture meets modern comfort.

SOLO & COUPLES (1-BDR)

- Lantoro (2 units)
- Kasambi (1 unit)
- Kasambi Suite (1 unit)
- Kanatar (1 unit)
- Lulu Amahu (1 unit)
- Hillrise (1 unit)
- Mandaka Surf (1 units)
- Marangga Occy's (2 units)
- Marangga (4 units)
- Villa Rahasia (1 unit)

FAMILY & FRIENDS (2-BDR)

- Lulu Amahu Saudara (1 unit)
- Kanatar Sumba House (1 unit)
- Mandaka Sumba House (3 units)
- Putri Lantoro (1 unit)
- Putri Wamoro Jungle (1 unit)
- Putri Wamoro Beach (1 unit)
- Putri Kasambi (1 unit)
- Putri Puncak (1 unit)
- Putri Hillrise (1 unit)
- Raja Mandaka (1 unit)

FAMILY & FRIENDS (3-BDR)

- Mamole Treehouse (1 unit)
- Wulla Marapu (1 unit)
- Raja Puncak (1 unit)

GROUPS & CELEBRATIONS (+4-BDR)

- Marangga Family Estate (1 unit)

Immerse Yourself
360 VIRTUAL TOUR

NIHI SUMBA
BEST HOTEL IN THE WORLD
for two consecutive years
www.nihi.com
#EDGEOFWILDNESS



Marangga



Putri Wamoro Beach

RIDE THE LEGEND

Nihiwatu Beach is the soul of NIHI® Sumba, where iconic waves meet breathtaking shores.

Each of our private villas offers uninterrupted views of the vast Indian Ocean, with the world-famous swell playing a central role in NIHI® Sumba's allure.

"The Wave", a legendary left-hand break, attracts surfers from around the world, yet only 12 are allowed per day, enhancing its exclusivity. Over the years, it has earned nicknames such as Big Blue, God's Left, and Occy's Left, after surf legend Mark Occhiplupo.

This side of the island has strong currents, so exercise caution during high tide or large swells, regardless of swimming ability.

NIHI® Sumba epic beach, Nihiwatu, is over two and a half kilometers long. It is great for exploring at low tide, with many fascinating rock formations and shallow tidal pools toward the far end. To go the distance, plan for a 45-minute power walk or leisurely 1.5 hour stroll to the end point and back.

If you plan to spend time on the beach, please take water with you. As a cultural observation and courtesy, we recommend that women cover up with a sarong when walking along the beach, as it is unusual for locals to see women exposed outside of their villages in Sumba.



EXPERIENCES

Sumba is a rare and exotic playground that elicits one's sense of curiosity and adventure.

LAND
Go on scenic excursions by hiking, mountain biking, horse riding or by taking an open-air Land Rover Safari vehicle. Visit the local villages and markets to see the exquisite Ikat weavings, local arts & crafts and megalithic burial sites.

WATER
Surfing, swimming with horses, snorkeling, ocean and river SUP, free diving, spearfishing, deep-sea and FAD fishing, ocean and river kayaking, boogey boards, wake-boarding and "Surfaris."

CULTURAL
Stay at NIHI for luxurious comfort and authentic immersion in Sumba's ancient culture. Immerse yourself in local traditions and flavors while enjoying the rich symphony of daily life on the island.

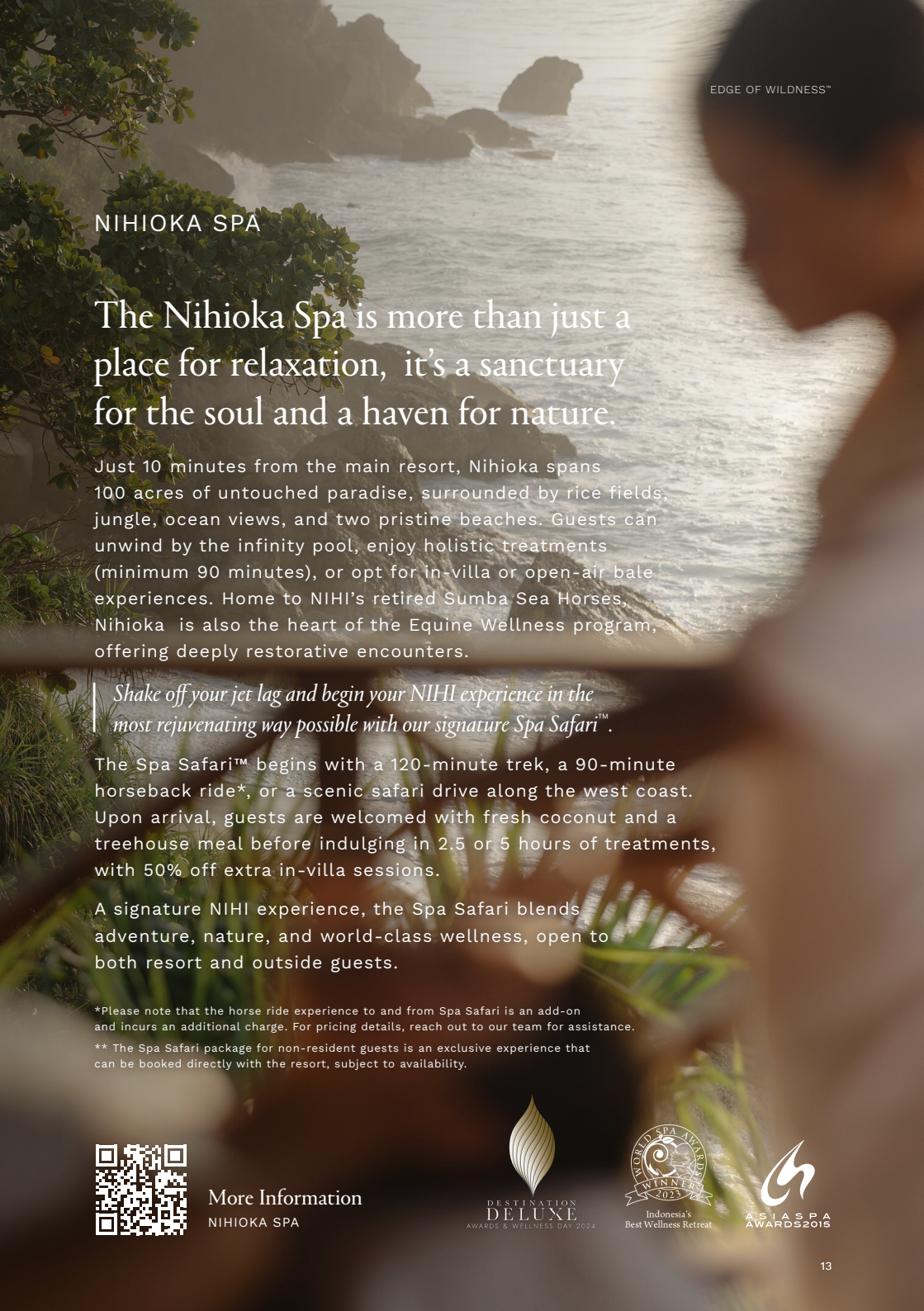
CULINARY
Explore the rich culinary traditions of Indonesia with us. From authentic local flavors to familiar cuisines, there's something for everyone. Join themed meals, take cooking classes to bring Sumba's taste home, and enjoy the freshest catches of the day.

KIDS
At NIHI, we believe childhood should be wild, wondrous, and magical, just like the island itself. That's the spirit behind the NIHI Wildlings Kids Club, a full-day immersive program for children aged 4 to 12*, operating like a school with activities starting at 9:00 AM, with lunch and snacks, it keeps young minds engaged until 4:00 PM, thoughtfully designed to spark imagination, nurture curiosity, and let kids simply be kids.

EQUINE
Experience the healing power of NIHI® Sumba's habituated horses, which are deeply connected to the island's traditions. Horses intuitive nature fosters emotional healing, self-reflection, and balance, offering a profound sense of wellbeing.

WILD WELLNESS
At NIHI® Sumba, true wellness comes from deepening our connection with nature. Guests go beyond the spa, embracing physical, emotional, spiritual, and environmental wellbeing. From remote beach walks to award-winning spa treatments, jungle yoga, underwater meditation, and equine experiences, wellness at NIHI® is a journey of disconnection to rediscover our most vibrant selves.

More Information
EXPERIENCES



NIHIOKA SPA

The Nihioka Spa is more than just a place for relaxation, it's a sanctuary for the soul and a haven for nature.

Just 10 minutes from the main resort, Nihioka spans 100 acres of untouched paradise, surrounded by rice fields, jungle, ocean views, and two pristine beaches. Guests can unwind by the infinity pool, enjoy holistic treatments (minimum 90 minutes), or opt for in-villa or open-air bale experiences. Home to NIHI's retired Sumba Sea Horses, Nihioka is also the heart of the Equine Wellness program, offering deeply restorative encounters.

> *Shake off your jet lag and begin your NIHI experience in the most rejuvenating way possible with our signature Spa Safari™.*

The Spa Safari™ begins with a 120-minute trek, a 90-minute horseback ride*, or a scenic safari drive along the west coast. Upon arrival, guests are welcomed with fresh coconut and a treehouse meal before indulging in 2.5 or 5 hours of treatments, with 50% off extra in-villa sessions.

A signature NIHI experience, the Spa Safari blends adventure, nature, and world-class wellness, open to both resort and outside guests.

*Please note that the horse ride experience to and from Spa Safari is an add-on and incurs an additional charge. For pricing details, reach out to our team for assistance.

** The Spa Safari package for non-resident guests is an exclusive experience that can be booked directly with the resort, subject to availability.

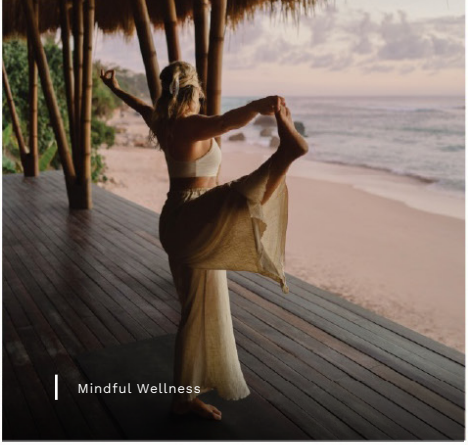
More Information
NIHIOKA SPA

DESTINATION DELUXE AWARDS & WELLNESS DAY 2024

WORLD SPA AWARDS WINNER 2023 Indonesia's Best Wellness Retreat

ASIA SPA AWARDS 2015

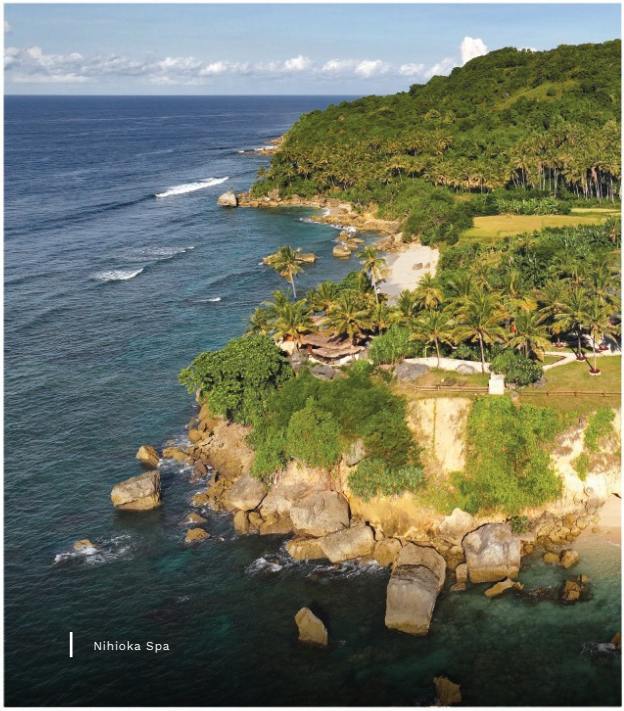

Boat Trips


Mindful Wellness


Surfing

More Information

EDGE OF WILDNESS TIMES


Nihioka Spa


Swimming Horses


Village Tours


Cultural Adventures


E-Bike Adventures


Floating Breakfast


Equine Wellness


Waterfalls


NIHI Wildlings - Kids Club


Wanukaka Adventure

DINING

Indulge in fresh, quality cuisine with locally sourced ingredients at NIHI® Sumba.

OMBAK
Main oceanfront restaurant and bar with sandy floors. A la carte breakfast and dinner with Indonesian and international cuisine.

BREAKFAST || 6:30 AM - 11:00 AM
DINNER || 6:30 PM - 10:00 PM

NIO BEACH CLUB POOL
Resort lap pool with lunch daily: grilled catch, BBQ, salads, and wood-fired pizza.

BREAKFAST || 6:30 AM - 11:00 AM*
LUNCH || 12:00 PM - 3:00 PM
*Every Sunday, Tuesday, Thursday, weather dependent

BOATHOUSE
Sunset spot serving snacks, coconuts, juices, and cocktails. Happiest Hour and live music in the evening.

BOATHOUSE BAR || 6:30 AM - 7:00 PM

MENARA
Boasting the tallest Sumbanese roof on the island, Menara is the ideal venue for NIHI's weekly culinary events.

KABOKU
Experience Kaboku, A refined Japanese restaurant offering an exquisite seven-course omakase dinner, crafted by skilled Japanese chefs with premium ingredients and fresh fish.

DINNER || 7:00 PM - 10:00 PM*

*Space is limited (6 pax) for this extraordinary dining experience so pre-booking is essential. Kaboku is not inclusive in the daily accommodation price.

WEEKLY DINING EVENTS
Bakar di Kandang Kuda
MONDAY || 7:00 PM

Burch Foundation Night
WEDNESDAY || 7:00 PM

White Party Dinner
SATURDAY || 7:00 PM

IN-VILLA DINING
FROM 6:30 AM TO 10:00 PM

More Information
RESTAURANTS

EVENTS & SPECIAL OCCASIONS

Celebrate your special moments at NIHI® Sumba, where events come alive in paradise.

Whether it's a corporate event, wedding, or anniversary, we offer unique experiences tailored to your needs. From intimate ceremonies to resort-wide celebrations, we create unforgettable memories against stunning backdrops.

Sumba's rich cultural traditions enhance the experience, with options like local ceremonies, traditional attire, and fire dancers. At NIHI®, every occasion becomes a remarkable adventure, making your event as unique and unforgettable as the island itself.



More Information

CELEBRATIONS

PHILANTHROPY

Driven by a deep commitment to uplifting the Sumba community.

Between 1988 and 1994, life on Sumba Island was challenging, with no running water, electricity, or medical care. Malaria was rampant, affecting both villagers and newcomers. Nihiwatu's founder Claude Graves, and his family, founded The Sumba Foundation®, embodying his vision to uplift the community. Chris Burch continued the legacy by founding the Burch Family Foundation to support all philanthropic projects related to the community in Sumba.

> *"I have witnessed Chris Burch give with quiet grace and extraordinary heart. What he has created at NIHI, born of love for his sons and a profound care for the people of Sumba, has touched lives in deeply lasting ways. His generosity has powerfully expanded the legacy of the Sumba Foundation, bringing clean water, restoring health, and igniting transformation across the island, offering more than aid: a lasting light toward a brighter future."*
>
> - JAMES MCBRIDE, PARTNER & CEO – NIHI HOTELS

Initially focused on health and education, the Burch Family Foundation now expands into providing skills training, creating employment, and developing small-scale businesses with the goal of fostering long-term sustainability.

More Information
PHILANTHROPIC PROJECTS

Burch Family
FOUNDATION



THE SUMBA FOUNDATION
A constantly evolving organization to meet the current and future needs of the Sumbanese people, building a solid foundation of better health and basic education for the community, creating employment and small-scale business opportunities for future generations.

KUDA HERITAGE PROJECT
Supported by the Burch Family Foundation, this monthly initiative brings essential veterinary care, hoof treatment, parasite control, and wellness checks, to horses in remote Sumbanese villages. Led by Doc Osta and the NIHI Stables team, it also provides mentorship for local youth, nurturing equine knowledge and empowering the next generation of compassionate caretakers.

SUMBA HOSPITALITY FOUNDATION
Sumba was poised for a surge in tourism development, with potential to create indispensable job opportunities. Many Sumbanese youth did not have access to the relevant education, and that's how Inge founded the Sumba Hospitality Foundation.

ENGLISH GOES TO KAMPUNG
A grassroots organization founded by English teacher and activist, Roswita Asti Kulla. Recognizing education as a vital tool to alleviate poverty and gain access to job opportunities, EGK's mission is to make education more widely accessible on Sumba Island.

Chris Burch visiting a local school.

THE SUMBA FOUNDATION
SUMBA HOSPITALITY FOUNDATION
English Goes to Kampung
KUDA HERITAGE PROJECT BY NIHI SUMBA

NIHI® ROTE & HOSPITALITY ACADEMY

Where Time Stands Still & Luxury Awakens

Opening in 2026, NIHI Rote rises at Indonesia's south eastern edge as an intimate island world where ocean, culture and purpose converge. Built around the NIHI Rote Hospitality Academy, guests arrive at a living school where young Rotenese and Timorese talent train in real time, guided by Michael Schwab and shaped with Nobel Peace Prize Laureate President José Ramos-Horta, making it the first resort of its kind in Indonesia.

In its opening year, guests and students evolve together through small acts of shared learning, creating a rare luxury of meaning. Twenty one expansive villas line Bo'a Beach in Rotenese architecture with open living spaces and uninterrupted ocean views, complemented by uncrowded surf, diving, fishing, village exploration, wellness and state of the art fitness. Children are welcomed into the Wildlings Club and the Academy, while a future Sumba–Rote air link enables a seamless journey across the NIHI landscape, best experienced from NIHI Rote through to NIHI Sumba.



More Information

NIHI® ROTE & HOSPITALITY ACADEMY


3H10
SURABAYA
2H00
DENPASAR
1H50
50MIN
SUMBA ISLAND
1H00
KUPANG
30MIN
ROTE ISLAND

NIHI

SUMBA

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Edge of Wildness™

NIHI® SUMBA IS A MEMBER OF:

Smith Mr & Mrs Smith HOTEL COLLECTION · AMERICAN EXPRESS FINE HOTELS & RESORTS® · LEADING HOTELS · PURE LIFE EXPERIENCES · VIRTUOSO PREFERRED