

Have an amazing trip in Uruma City An island of coral reefs

Located on the east coast of the central area of Okinawa, Uruma City is named after "Uruma" which means an island of coral reefs.

Connected by Ayahashi, meaning "beautiful bridge," and surrounded by a cobalt blue ocean and small islands, it is a scenic city where the sea, bridges, and sky create harmony. The area is known for having historically significant spots such as the World Heritage Katsuren Castle Ruins, for hosting old Okinawan culture and performances such as the *eisa* drum dance and bullfighting, and also for having magnificent views of the islands.

In addition, a variety of food and produce nurtured by the rich nature offer endless charm and excitement.

Uruma City Tourism Ambassador



Loving everything local, the popular local Uruma band HY (Izumi Nakasone, Hideyuki Shinzato, Shinsuke Kyoda, and Shun Naka) promotes the charm of the city all across the country through their music. Their desire to stay in their hometown and keep making music gives many people opportunities to rediscover the allure of Uruma.

Uruma City info

Establishment

Uruma City was established by merging Gushikawa City, Ishikawa City, Katsuren Town, and Yonashiro Town on April 1st, 2005.

Location

Lat. 26°22'45" N
Long. 127°51'27" E

Population

127,159
(as of September 1st, 2025)

Number of households

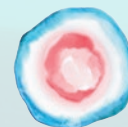
59,256
(as of September 1st, 2025)

Uru-urara is a character created to promote the charms of Uruma City to many people. Uru-urara is a coral seed born in the sea of Uruma.



Uruma City declared itself as a Special Zone for Inspiring Industry in April, 2023, to continue to be a region that inspires many people, and was the first in the country to do so.

Under the keywords of "inspiration" and "industry," we promote the entire community not just from the local government point of view but also by involving local businesses and citizens of the city.



まんま
うるま

The original brand called "Manma Uruma" (Uruma; Just the way it is) was established to promote the nature, culture, history, food, and people of Uruma, and the city is proud to share "local inspiration." It was created so that Uruma's true charm can be known nationwide.