Matira Beach is a stunning beach located on the southern tip of Bora Bora, which is an island in French Polynesia. It is often regarded as one of the most beautiful beaches in the world. Here is some information about Matira Beach:

1. Location: Matira Beach is situated on the main island of Bora Bora, which is part of the Society Islands in French Polynesia. It is located in the Pacific Ocean and is known for its idyllic tropical setting.

2. Natural beauty: Matira Beach is famous for its powdery white sand, crystal-clear turquoise waters, and lush greenery. It features a long stretch of beach with shallow, calm waters, making it ideal for swimming and sunbathing. The beach is backed by coconut palm trees and offers picturesque views of the surrounding lagoon and Mount Otemanu.

3. Activities: Visitors to Matira Beach can engage in a variety of activities. Besides swimming and sunbathing, you can go snorkeling to explore the vibrant coral reefs and encounter colorful marine life. There are also opportunities for kayaking, paddleboarding, and jet-skiing. The beach is also a popular spot for picnics and beach strolls.

4. Amenities: Matira Beach offers several amenities to enhance visitors' experience. There are beachside restaurants and bars where you can enjoy local cuisine and refreshing tropical drinks. Additionally, you can find rental shops for water sports equipment and beach gear.

5. Accessibility: Matira Beach is easily accessible from the main areas of Bora Bora. It is approximately a 20-minute drive from Vaitape, which is the main town on the island. There are also taxi boats available for transportation between different parts of the island.

6. Sunset views: Matira Beach is known for its spectacular sunset views. Watching the sun dip below the horizon while casting vibrant colors across the sky is a popular activity for visitors. The beach's west-facing location makes it an ideal spot to witness these breathtaking sunsets.

Matira Beach is a popular tourist destination, and its natural beauty and tranquil atmosphere make it a must-visit for those traveling to Bora Bora or French Polynesia.