

W h a t ' s U p , O I T A !

Bringing the latest from Oita, Japan to all those connected to Oita thriving all across the globe.

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Greetings! from Mitsuru Tokuno <tokuno-mitsuru@pref.oita.lg.jp>, the Head of the International Policy Division in the Oita Prefecture Planning Promotion Department

“Japan Entertainment Group DRUM TAO,” who base themselves in the TAO village in the town of Kusu in Taketa City, Oita Prefecture, are active in many areas both in Japan and overseas and have been nominated to be special host city supporters for the 2019 Rugby World Cup. Furthermore, DRUM TAO have produced a promotional video for the UNESCO Parks that are being formed in six municipalities in Oita and Miyazaki Prefecture. It’s available for viewing on video streaming websites, so please search for “DRUM TAO.”

Joint PR From Three Prefectures in Hong Kong for the Rugby World Cup

Looking towards the 2019 Rugby World Cup™ in Japan, the Kyushu host cities (Fukuoka Prefecture/City, Kumamoto Prefecture/City, Oita Prefecture) joined together and advertised the charms of Kyushu abroad to attract tourists to the area during matches.

On this occasion, the three prefectures advertised together for the first time overseas in Hong Kong. From April 3rd to the 9th, they presented at booths at Hong Kong Stadium where the Hong Kong Sevens was being held. The Sevens takes place with teams of seven players, is characterized by its short match times, and is a particularly popular event worldwide. The matches took place between April 6th and the 8th, and the 40,000 spectator capacity stadium was bursting with people and nearly at full capacity during those three days.

At the booths, staff gave schedules and stadium access information for matches in Kyushu as well as tourism information to rugby fans. People from New Zealand and Wales, whose countries will be playing in Kyushu, were very interested and enthusiastically listened to explanations. Rugby fans found the information given by the coordinator for international relations, who came from overseas to Kyushu, to be particularly interesting. On the other hand, drumming up interest amongst fans whose countries will not be playing in Kyushu remains an issue.

General tickets went on sale at the same time globally on September 19th, a year prior to the match, and current hopes are to continue to convey the charms of Kyushu (Oita Prefecture) to many people.



Flowers, Falls, and More in Bungoono

Of all of Oita's municipalities, the only city I still hadn't been to was Bungoono. It's not on the train line I normally take (the northbound Hohi line), so I don't typically think about it. The local train station isn't named Bungoono either. (It's called "Ogata" instead.) But I made my first visit to Bungoono this month in order to attend their Tulip Festival.

And once I arrived, all I could think was... Why haven't I been to Bungoono a million times by now!

It's a perfect getaway from the hustle and bustle of Oita City. The surrounding nature is idyllic, and its tourist attractions are a real spectacle.

The most difficult part in planning an excursion to Bungoono was transportation. Although there are several bus stops within the area, you have to be very careful with your timing if you want to explore the area without a car. However, there are several tourist destinations located within walking distance of the station. (By walking distance, I mean roughly half an hour away on foot.)

There were tulips as far as the eye could see, spanning in several different directions. Even though we went on a weekday afternoon, the festival mood was in full swing. Vendors had set up shop to peddle a variety of goods, including kabosu flavored karaage, pure honey, tulip bouquets, and more.

The Tulip Festival took place at the Harijiri Falls Michi-no-Eki, located conveniently next to Harijiri Falls (as well as the Ogata waterway).

Once we finished eating at the restaurant inside of the Michi-no-Eki and exploring the tulips, we headed next door to see Harijiri Falls itself. It was a stunning sight, and I couldn't believe something like this existed under my nose this entire time.



Soft serve tulip ice cream!





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Editor's Note

Although it's a difficult season for allergies, spring is definitely a beautiful season in Oita! I hope I can find more tucked away spots like Bungoono before I leave such a lovely prefecture.

