

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.

August 2018 No. 27



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

The Oita Prefecture has been making continuous efforts in organising visits and PR events in preparation for the Rugby World Cup. It should be noted that aside from holding events in Paris and Hong Kong, the three host prefectures, Fukuoka, Kumamoto and Oita have been coming up with various PR proposals to be run in both domestic and international venues. For instance, we're hoping that guests touring Fukuoka, Oita and Kumamoto during the Rugby World Cup would spread word of Kyushu even after they return to their foreign homes as the games come to an end. We want to make the most out of this invaluable opportunity, and use the occasion to increase the accessibility and quality of our local tourism.

Promotional PR Events of Oita Prefecture in UK and France

Between June 29th and July 4th, the Oita Prefecture held a series of PR events in the United Kingdom and France. The aforementioned nations will be playing in next year's Rugby World Cup hosted in Oita – it goes without saying that there is the possibility of both nations' respective teams emerging into the finals.

The party first held appointments with Wales' Cabinet Secretary for Finance, Mr. Mark Drakeford, as well as the Welsh Rugby Union. Besides explaining Oita's role as a host for the Rugby World Cup, the party also extended their warm welcome to the Welsh representatives who will be visiting the prefecture during the upcoming qualifiers. During their stay in Wales, the party stopped by the National Museum and the Cardiff Metropolitan University, during which the possibility of further cultural exchange between Wales and Oita were discussed.

The party then headed towards England, where they arranged meetings with the Head of Rugby World Cup, Mr. Alan Gilpin, as

well as the English Rugby Football Union. All parties involved presented their respective ideas for future cultural exchange. The Oita representatives also received much invaluable advice regarding the operations for the upcoming Rugby World Cup.

Having arrived their next stop, France, the Oita party collaborated with representatives from other prefectures of Kyushu and combined efforts to host seminars and PR events. Over 100 guests visited the reception held at the long-established Parisian restaurant *Pavillon Ledoyen Alleno*. Aside from the Rugby World Cup booth, there were stands that showcased Kyushu specialties such as local cuisines, alcoholic beverages, and traditional crafts. Guests were encouraged to taste-test and admire the various goods. It's safe to say that the PR event was a grand success.

The Oita prefecture is proud to announce that there will be more upcoming PR events on the way in preparation for the Rugby World Cup next year, so please keep your eyes peeled for any updates!

- International Policy Division, Oita Prefectural Office

The Machu Picchu of Oita

Contemplating where I should go for my last adventure in Oita was difficult. In the three years that I have lived in Oita, I have had the opportunity to go nearly everywhere, and I have gone to my favorite places multiple times.

But there was one place I hadn't visited yet: Machu Picchu.

Or rather, Usa's Machu Picchu.

When I visited the Usa Tourism Association over a year ago, I learned that the charms of Usa extended beyond Usa Jingu. As I discussed the history of Usa in Oita Prefecture, I learned two things that really resonated with me.

1. If you visit Usa Jingu and the Prefectural Museum of History, you have captured 80% of the history of Usa.
2. Each area of Usa (Ajimu, Innai, and Usa) each have their own attractions. One of Usa's attractions is "Machu Picchu"

As fate would have it, the Prefectural Museum of History was having a special exhibit on Usa's Machu Picchu right before I went home. Even better, the real Machu Picchu (Usa's Machu Picchu) was only a short drive away.

The special exhibition at the museum featured information about Japanese archaeologists who had gone to Peru to learn more about the real Machu Picchu and had brought back interesting artifacts from their journey.

The museum featured photographs from the real Machu Picchu in Peru as well as opportunities to learn about the lifestyles of people living in the area surrounding Machu Picchu and an opportunity to try on the people's traditional clothing.

(Aside from the Machu Picchu specific exhibits, the museum's regular exhibitions were still running as scheduled. There was plenty of information about the Oita yore, and many interesting replicas.)



After learning more about Machu Picchu, we set off to see the real thing.

Although we got a bit lost along the way, we eventually made it to the observation deck facing Machu Picchu.

The view from the car was lovely, but gazing upon Machu Picchu from the observation deck was perfect. I couldn't have chosen a better last adventure.

General admission to the Oita Prefectural Museum of History is 310 yen. Fees for the “Machu Picchu, Ancient Andes Civilization, and the Japanese” special exhibition are 310 yen. The Machu Picchu exhibit will run until September 9th.



Farewell Note from the Editor

I can't believe it's already been three years since I first arrived in Oita. I will be going back home to America this month, but I will be taking all of my memories of Oita with me. I have developed many Oita favorites in my three years here, but some of my all-time favorites are the view of Beppu Bay, Himeshima, Usa Jingu, Hita yakisoba, ryukyudon, and the beautiful dairy cows of Kuju. During my time here, I've had the opportunity to introduce Oita to friends and family members as well and show them around the prefecture. They have all left with a very good impression of Oita. From here on out, as a Mejiron Overseas Ambassador and as a big fan of Oita Prefecture, I want to continue promoting the charms of Oita to people all over the world.

