



A Journey in Amazing Oita (Beppu/Yufuin)

Oita is a prefecture located in the northeast of Kyushu. Surrounded by the mountains and the sea, nature-rich Oita Prefecture is best known for hot springs. It ranks the highest in the country for both the existing number of hot springs and the annual amount of spring water output. The total number of hot springs currently existing in the prefecture is 4,385(2018.8). Among them are some of the country's most famous onsen resorts, such as Beppu facing the Beppu Bay and Yufuin in central Oita. Along with onsen spas, Oita offers timeless history, nostalgic Japanese cultural experiences, and a wide variety of savory cuisines made with products from this resource-rich, abundant nature.

A trip to Onsen Prefecture, OITA is sure to rejuvenate your body, soul, and mind as it should leave an ever lasting impression on your heart.

Welcome to Japan's No.1 Onsen Spot, Oita Statue of Kumahachi Aburaya Situated in front of JR Beppu Station is this bronze figure of a mid-age man in a cape. It depicts Kumahachi Aburaya, a man widely credited with promotion of Beppu as a hot spring tourist destination via use of various creative marketing methods, including the country's first bus tour with a professional female guide on board. Snap a photo of yourself with the same pose as Kumahachi when you visit Beppu Station.

Onsen

The Highest Reputation in Japan





Beppu Jigoku Meguri (Hell Tour)

This tour takes you through 7 unique, and rather odd, natural hot spring locations including stunning cobalt blue "Umi Jigoku" (Sea Hell) and boiling reddish "Chinoike Jigoku" (Blood Pond Hell).

Yufuin

Yufuin is a highly-acclaimed, popular domestic onsen resort. The area is characterized by its natural beauty formed by the high mountains towering over 1,000m and the basin at the foot of Mt. Yufu.



Hita

Here in Hita remains the nostalgic townscape and the abundance of nature -- perfectly fitting for this renowned riverside district. Dinner on the yakatabune houseboat is available here in this onsen district where inns and spas line up along the river.



Taketa

At the foot of the Kuju mountains is Nagayu Onsen with one of the best bicarbonate hot springs in the country. It is as if you are dousing in soda as the fizz wraps all around your skin.



History & Culture

Experience History and Time



National Treasure: Usa Jingu Shrine

Constructed in A.D. 725, Usa Jingu Shrine is the main sanctuary of over 40,000 Hachiman Shinto shrines existing all throughout the country. This expansive site is entirely surrounded by the natural forest, providing a venerated atmosphere to the premises containing several structures of high historic value.

National Treasure: Usuki Stone Buddhas

Carved on the side of a rocky cliff is this cluster of over 60 figures of Buddha. Said to have been formed about 1,000 years ago between Heian and Kamakura era, this National Treasure site continues to be the symbolic spiritual protector for the locals.





Castle Town Kitsuki: Try wearing a Kimono

Town of Kitsuki with nostalgic slopes and old-time townscape is an old castle town filled with a tranquil castle town ambience. Available here are unique programs for experiencing tea ceremonies, traditional Japanese calligraphy writing, and walking tours in kimono.

Local Cuisines

Flavors of Oita



Unlike other common sushi styles, Hitan (as in Hita's) Sushi features veggies and fruits along with the standard, fresh, raw seafood. Savor the healthy sushi of this region.

Jigoku Mushi Cuisine

Jigoku Mushi Cuisine utilizes geothermal energy of the area hot springs to steam cook the seasonal veggies and seafood. This encapsulates the flavors of the ingredients while adding the aroma of the springs, deepening the overall taste.



Toriten (Chicken tempura)

Battered and tempura fried is this Oita-style local specialty fried chicken, toriten. Soft yet crisp, this juicy chicken dish is best served with another Oita specialty Kabosu citrus ponzu sauce.



Tsukumi Hyuga-don

This specialty dish features slices of lean tuna topped with a original sesame sauce, green onions, and seasonings on top of a bowl of warm rice. This fishermen's dish is sure to make you smack your line.



