

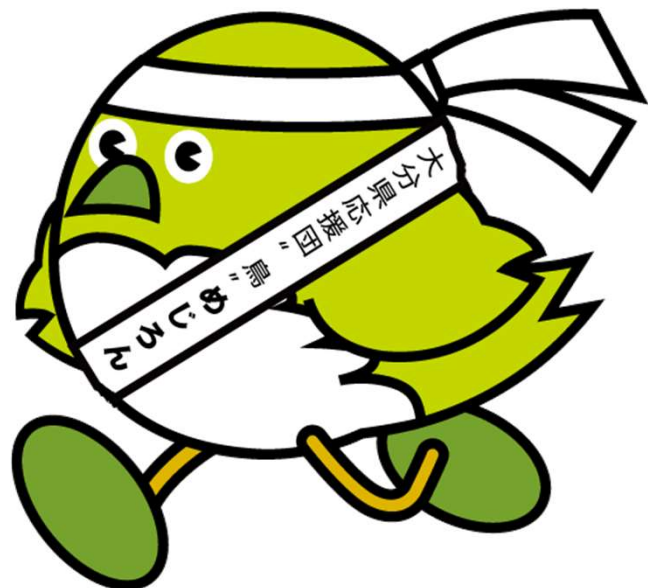
OITA

OITA Prefecture

2025

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味力も満載

(1) Location of Oita Prefecture

Oita Prefecture is located in northern Kyushu, a region known as the “Gateway to Asia.” To its north is the Suou-nada, and to its east are the Iyo-nada and the Bungo Channel. Suou-nada and Iyo-nada are both parts of the larger Seto Inland Sea. The Bungo Channel connects the sea to the Pacific Ocean.



(2) Oita Prefecture’s Municipalities.

Oita Prefecture consists of 18 cities, towns, and villages (14 cities, 3 towns, and 1 village). Before the municipal mergers during the Hesei era, there were 58 municipalities (11 cities, 36 towns, and 11 villages). The total population is approximately 1.08 million (as of March 1st, 2025), and the municipality with the largest population is Oita City, where the prefectural office is based. The total area is approximately 6,340 km², and Saiki City is the largest area both in the prefecture and in Kyushu.

Region	Area January, 1 2025 (km ²)	Number of Households March 1, 2025 (Households)	Population March 1, 2025 (Persons)		
			Total	Male	Female
Oita Prefecture	6,340.71 * A	497,505	1,080,581	515,112	565,469
Oita City	502.39	217,361	469,883	226,246	243,637
Beppu City	125.34 * a	55,259	111,700	50,705	60,995
Nakatsu City	491.44 * b	38,693	80,634	39,696	40,938
Hita City	666.03	25,367	58,562	27,874	30,688
Saiki City	903.14	28,043	61,354	28,475	32,879
Usuki City	291.20	14,393	33,168	15,591	17,577
Tsukumi City	79.48	6,485	14,157	6,670	7,487
Taketa City	477.53 * c	8,249	18,131	8,546	9,585
BungoTakada City	206.24	9,817	21,354	10,239	11,115
Kitsuki City	280.08	11,699	25,667	12,478	13,189
Usa City	439.05	22,029	49,530	23,602	25,928
Bungoono City	603.14	13,271	30,726	14,419	16,307
Yufu City	319.32 * a	13,938	32,304	15,373	16,931
Kunisaki City	318.09	11,710	23,991	11,559	12,432
Himeshima Village	6.99	798	1,488	689	799
Hiji Town	73.26	11,468	27,154	12,974	14,180
Kokonoe Town	271.37 * c	3,275	7,677	3,643	4,034
Kusu Town	286.60	5,650	13,101	6,333	6,768

* A Since some boundary sections between Oita Prefecture and Fukuoka and Kumamoto Prefectures remain undecided, these figures are provided as reference values.

* a Since parts of Beppu City and Yufu City boundaries remain undecided, these figures are provided as reference values.

* b Since a portion of the boundary between Nakatsu City and Soeda Town, Tagawa District, Fukuoka Prefecture, remains undecided, the figures for Nakatsu City are provided as reference values.

* c Since parts of the boundaries between Taketa City, Kokonoe Town (Kusu District), and Oguni Town (Aso District, Kumamoto Prefecture) remain undecided, the figures for Taketa City and Kokonoe Town are provided as reference values.

※The population and number of households are estimated figures based on the Oita Prefecture Monthly Population Movement Survey.

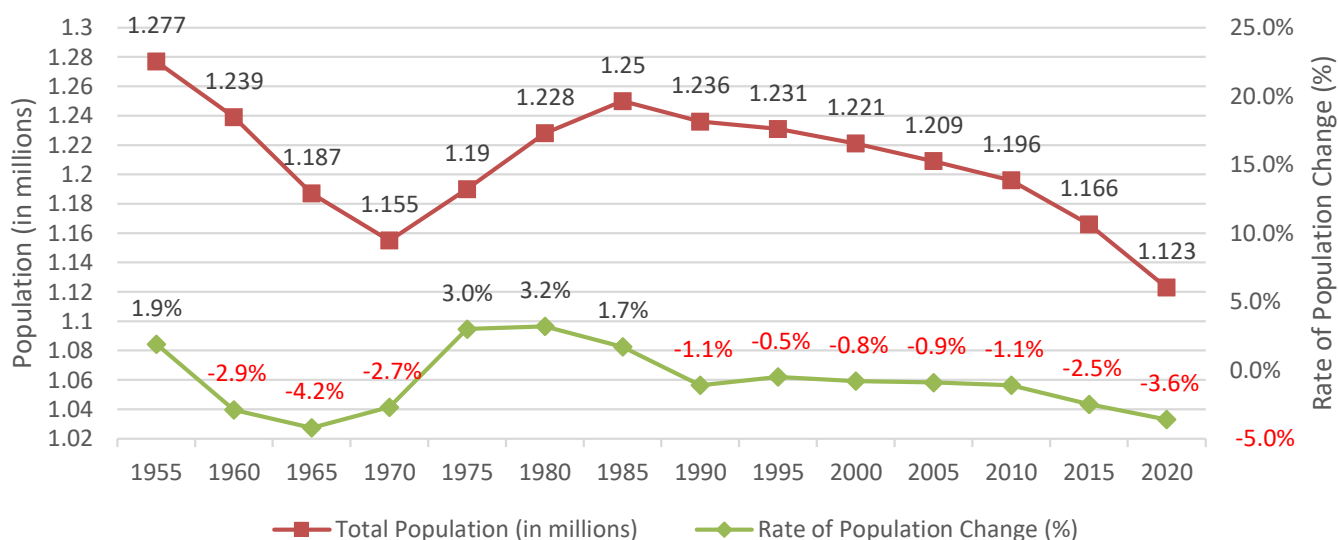
Source: Geospatial Information Authority of Japan; Prefectural Statistics and Survey Division

(3) Changes in Population

Oita Prefecture's population peaked at 1,277,000 in 1955 and has generally declined since. By 1970, the population had decreased to 1,155,000, but a period of growth followed, with the population reaching 1,250,000 in 1985.

However, from 1985 onward, Oita has experienced a steady population decline, largely due to factors such as population concentration in the Tokyo metropolitan area and a nationwide decline in birth rates. By 2020, the population had fallen to 1,123,000, marking the highest rate of decline in the prefecture since 1965.

Total Population and Rate of Population Change



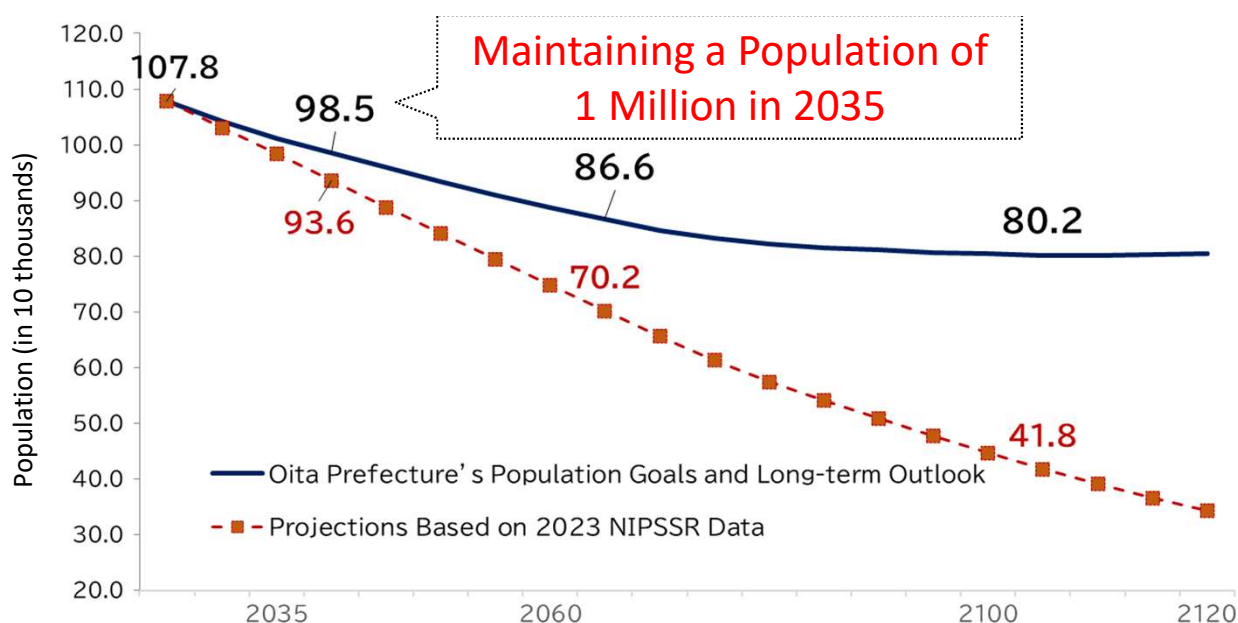
(4) Future Population Estimates

According to projections by the National Institute of Population and Social Security Research (NIPSSR), the population of Oita Prefecture is expected to decline to approximately 984,000 by 2035, falling below the one-million mark.

To address natural population changes, the prefecture aims to raise the total fertility rate to 1.84% (the birth rate desired by residents) by 2033.

In terms of social population changes, measures will be implemented to increase the number of migrants and foreign workers, with the goal of surpassing the projected population by approximately 2,000 people. Through these combined efforts, Oita Prefecture seeks to maintain a population of one million by 2035.

Projections for Total Population

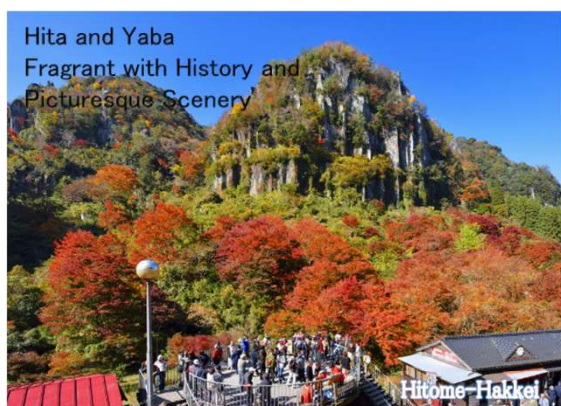


(5) Special Features of Oita Prefecture

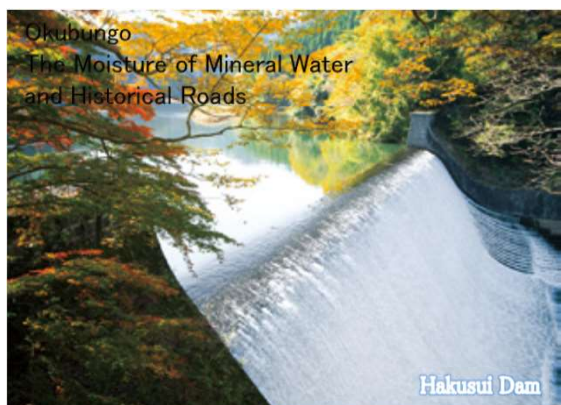
Oita Prefecture is blessed with a warm climate, rich natural resources from both land and sea, and an abundance of fresh, safe food nurtured by that environment. The region is home to numerous cultural and historical treasures, such as Usa-jingu Shrine, the Rokugo Manzan temple complex, and the iconic Usuki Stone Buddhas carved directly into cliffsides. Oita also boasts Japan's highest number of hot spring sources and the largest volume of hot spring water. Remarkably, of the ten types of hot spring in the world, Oita Prefecture contains eight. In addition, Oita is renowned for its exceptional local foods, including premium "The OITA" brand products such as Seki-aji and Seki-saba fish, Oita Wagyu beef, kabosu citrus, and shiitake mushrooms, offering a culinary experience as rich as its natural and cultural heritage.



Beppu Bay boasts the highest yield of hot spring water and the highest number of hot spring sources in all of Japan. Visitors enjoy the bountiful variety of hot springs on offer and can relax at the aquarium, theme park, and other attractions that overlook the sea.



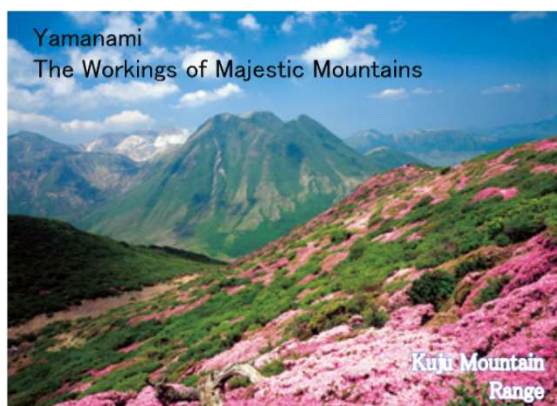
In this area lies the distinct scent of history. Hita flourished as a "Imperial Fief" under the direct control of the shogun during the Edo Shogunate. Its townscape from days of yore and the culture of the townspeople from the Edo period still lingers. In Nakatsu, the elegant charm of its castle town is well alive. The whole of Shinyabakei is a picturesque landscape interwoven with curiously shaped boulders, summits, and shallow streams.



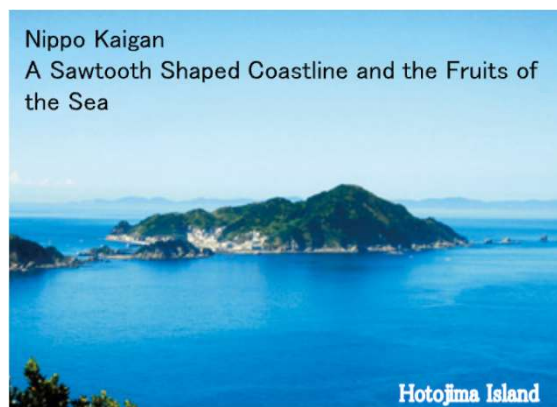
In the upper and middle river basins of the clear Ono River, bountiful nature gives life to highly beloved, pure waters. Taketa, one of Kyushu's "little Kyotos," is a castle town containing monuments of times gone by that bring to the mind the prosperity of days of yore, such as the Oka Castle Ruins.



Usa prospered with the Buddhist Hachiman culture that was once concentrated in Usa-jingu Shrine. And in Kunisaki Peninsula blossomed the unique Buddhist culture "Rokugomanzan." This area is also rich in stone creations, such as stone Buddhas and bridges.



Including the Kuju mountain range, with peaks of over 1,700 m., this area is enveloped by the Sobo-Katamuki mountain range, Mt. Yufu, and other magnificent mountains. Visitors can hike the mountains, walk the highlands, and witness Mother Nature changing her colors throughout each season. As well as heal themselves with relaxing mountain hot springs.



In Nippo Kaigan Quasi National Park, the beautiful sawtooth shaped coastline continues throughout southern Oita Prefecture. In Usuki and Saiki, where the aura of former fiefdoms still lingers, the seaside castle towns are filled with atmosphere. The fruits of the sea that hail from the Bungo Channel are superb in quality, including seki-aji and seki-saba fish.

(6) Oita Prefecture's Specialties in Japan

Oita Prefecture, blessed with abundant natural resources, excels in many areas on a national level. Notably, it holds 100% of Japan's production share of Shichitoui, a traditional type of rush grass.



Number of Hot Spring Sources
5,086 (at the end of FY2023)
Hot Spring Yield
291kL/min (at the end of
FY2023)



Installed Capacity of
Geothermal Facilities 174,000
kW (as of 2023)



Designated Prefectural
Tangible Cultural Properties
(Structures)
756 buildings (as of 2024)



Number of Road Tunnels
575 (at the end of FY2023)



Kabosu Production
6,500 metric tons
(in 2023)



Dried Shiitake
Production
654 metric tons (in
2023)



Shichitoui Production
6 metric tons (in 2023)



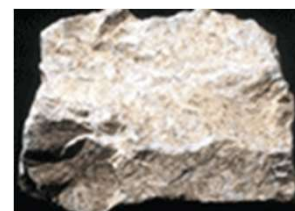
Saffron (Stamen/Pistil)
Production
9kg (in 2023)



Madake Bamboo Production
17,500 bundles
(in 2023)



Hozuki Flower Production
1,181,000 cut flowers
(in 2023)



Limestone Production
24,147,000 metric tons
(in 2023)



Hiramé (olive flounder)
Production 467 metric
tons (in 2023)

(7) The History of Oita Prefecture

In ancient times, the area now known as Oita Prefecture was called Toyo Province. At the end of the 7th century, it was divided into two separate provinces: Bungo and Buzen.

In the 8th century, Usa Hachimangu Shrine flourished as the head shrine of over 40,000 Hachiman shrines across Japan. Around the same time, a unique Buddhist culture called "Rokugo Manzan" blossomed on the Kunisaki Peninsula.

In the early 13th century, during the Kamakura period, the Otomo clan entered the region to protect it and went on to rule for approximately 400 years. Under the leadership of Sorin Otomo, the clan governed six provinces in northern Kyushu, including Buzen. As a Christian daimyo, Sorin actively embraced Christianity and Western culture. This openness brought Chinese and Portuguese ships to the Funai Domain (modern-day Oita City) and Usuki, where trade with the West (known as Nanban Trade) thrived, and the region prospered as a hub of international exchange.

However, at the end of the 16th century, under the unification efforts of Toyotomi Hideyoshi, the Otomo clan was stripped of its territory, and the region fell into political fragmentation. For the next 300 years, during the Edo period, the land was divided into numerous small feudal domains.

Despite this fragmentation, vibrant castle town cultures developed throughout the prefecture, fostering a spirit of independence and giving rise to many individuals of notable character and talent.

With the dawn of the Meiji Era, Japan underwent major political and administrative reforms. Bungo Province was reorganised into Oita Prefecture, and Buzen Province became Kokura Prefecture. Later administrative changes saw the districts of Shimoge and Usa incorporated into Oita Prefecture, shaping the borders of the prefecture as we know them today.

3 rd Century	Theory that Yamatai was founded in Usa.
~720	"Bungo Fudoki" is created
731	Usa Hachimangu becomes a government shrine. Rokugo-manzan culture is developed primarily in the Kunisaki Peninsula.
1551	Visit from Francis Xavier.
1871	Founding of Oita in accordance with the abolition of feudal domains and the establishment of prefectures.
1876	Shimoge and Usa District are incorporated into Oita Prefecture, and the territory of modern Oita Prefecture is settled.
1962	The prefectural office building is erected in its current location.
2006	Large-scale municipal reorganization in the Heisei period refines Oita into 18 municipalities.

(8) Legendary Figures of Oita Prefecture

(Early Modern Era: The Azuchi–Momoyama Period, The Edo Period)

**Sourin Otomo**

(Sengoku Warlord: 1530–1587)

A Christian feudal lord who protected and endorsed Christianity, quickly adopted Western culture, and joined in friendship with Portugal.

**Kanbei Kuroda**

(Sengoku Warlord: 1546–1604)

A close adviser to Hideyoshi Toyotomi and a talented strategist who supported national unification under one warlord.

**Ryotaku Maeno**

(Nakatsu Domain Doctor: 1723–1804)

Translated the anatomy text “Anatomische Tabellen” with Genpaku Sugita and published it as the “*Kaitai Shinsho*”.

**Chikuden Tanomura**

(Nanga Painter: 1777–1835)

Established a unique world of elegance through poems, prose, and paintings. A number of his masterpieces are now Important Cultural Properties.

**Tansou Hirose**

(Confucian Scholar: 1782–1856)

Established one of greatest private schools of the early modern period, *Kangien*. From his 3,000 followers came many talented persons.

Petro Kasui Kibe

(Priest: 1587–1639)

Passed through Jerusalem on his way to Rome to become a priest. Became a martyr after returning to Japan.

Goryu Asada

(Astronomer: 1734–1799)

Stands among the likes of Galileo and Newton. Namesake of a moon crater.

Nagatsune Okura

(Agronomist: 1768–1860)

Studied agricultural technology in all of Kyushu and from Osaka to Tohoku.

(Modern Era: The Meiji Period and Beyond)

**Yukichi Fukuzawa**

(Philosopher: 1835–1901)

Founder of Keio University, writings include *Gakomon no Susume* and *Seiyo Jijo*. Famous as the face of the 10,000 yen note.

**Rentaro Taki**

(Composer: 1879–1903)

Emerged like a comet in the music world of the Meiji Period. Left behind timeless compositions such as “Kojo no Tsuki” and “Hana.” Died at age 23.

**Yaeko Nogami**

(Novelist: 1885–1985)

Began to write novels after receiving guidance from Soseki Natsume and published many works, including *Kajjin Maru* and *Hideyoshi and Rikyu*.

**Sadaji Futabayama**

(Sumo Wrestler: 1912–1968)

Fuseishutsu no Yokozuna, *The God of Sumo*, *The Sumo Saint of Showa*. Boasted an unprecedented 69 consecutive wins as the 35th yokozuna.

Ryukei Yano

(Politician: 1850–1931)

Pupil of Yukichi Fukuzawa and author of the political novel *Keikoku Bidan*.

Takehiko Kureshima

(Children’s Author: 1874–1960)

“Japanese Hans Christian Anderson” Penned the nursery rhyme “Yuyake Koyake”.

Teikichi Hori

(Military Personnel: 1883–1959)

An intellectual vice admiral who longed for peace and disarmament.

Fumio Asakura

(Sculptor: 1883–1964)

Produced a plethora of masterpieces such as “Hakamori.” Established the style known as “naturalistic realism.”

Heihachiro Fukuda

(Nihonga Painter: 1892–1974)

Created unique decorative depictions with vivid color and bold composition.

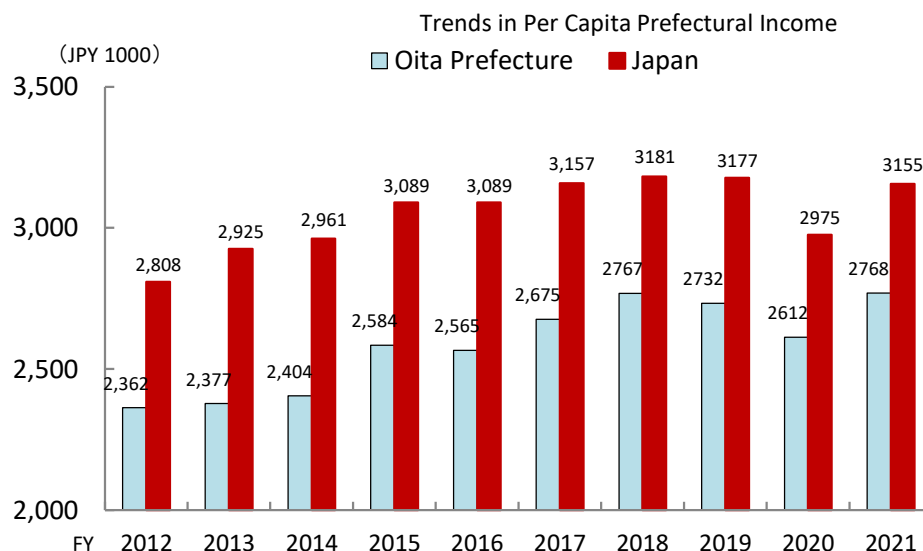
Tatsuo Takayama

(Nihonga Painter: 1912–2007)

Developed works that blurred the line between Nihonga and Western art.

(1) Prefecture GDP

Per Capita Prefectural Income for FY2021 was ¥2,768,000.

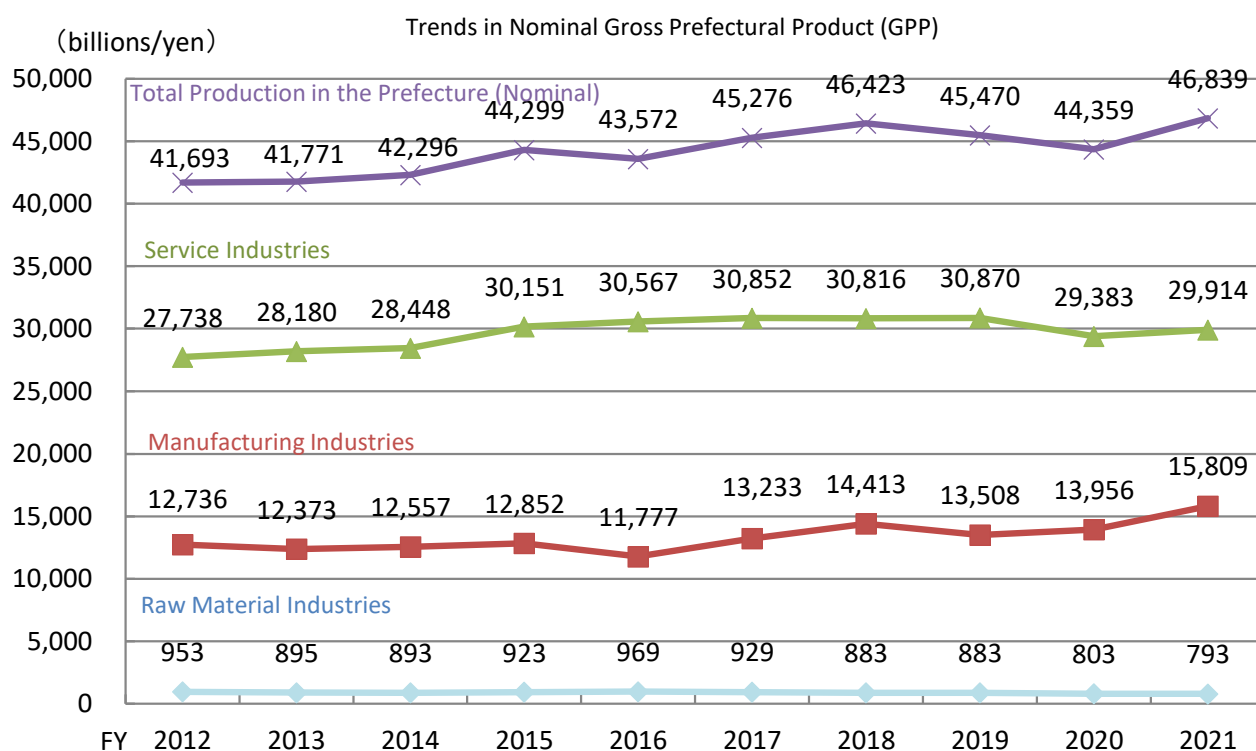


Source: Prefectural Statistics and Survey Division

(2) Industrial Organisation

In Fiscal Year 2021, Oita Prefecture's nominal Gross Prefectural Product (GPP) was approximately 4.7 trillion yen, showing a relatively stable trend in recent years.

Additionally, in terms of production value for FY2021 and the number of employed persons in FY2020, the Service Industries accounted for the largest share, followed by the Manufacturing, and Raw Material Industries respectively.



Source: Prefectural Statistics and Survey Division

(3) The State of Oita Industry

① The Agriculture, Forestry, and Fishery Industries

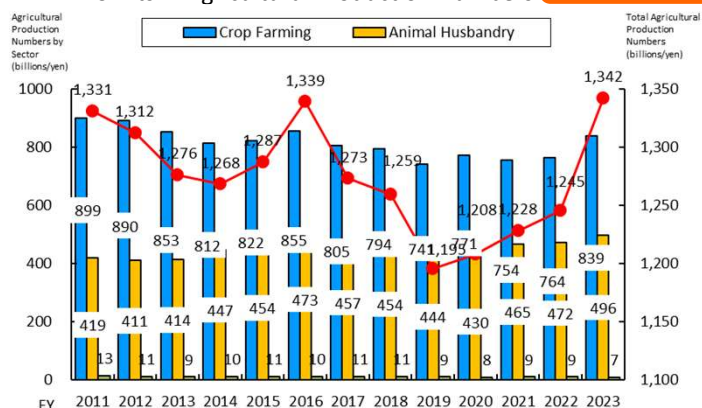
In agriculture, Oita Prefecture produces a wide variety of crops, utilising the distinctive natural conditions of each region. Major products include rice; vegetables such as white green onions, tomatoes, and strawberries; fruits like pears and kabosu citrus; and horticultural plants such as Chinese lanterns. Livestock farming, particularly beef cattle, also plays a key role.

Forestry is active as well, with cedar timber production thriving in Hita City and Saiki City, and dried shiitake mushroom cultivation flourishing in Bungoono City and Taketa City.

In the fisheries sector, the prefecture is known for its high-quality catches of Seki-aji and Seki-saba via commercial fishing, while aquaculture operations raise popular species such as yellowtail and flatfish.

Agriculture

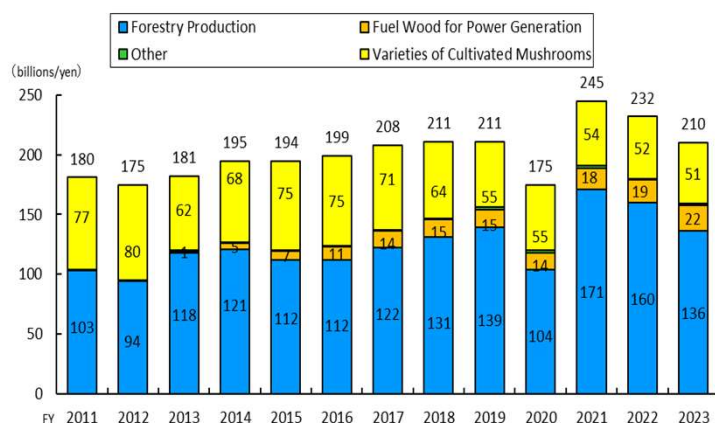
Shifts in Agricultural Production Numbers



Source: Ministry of Agriculture, Forestry and Fisheries

Forestry

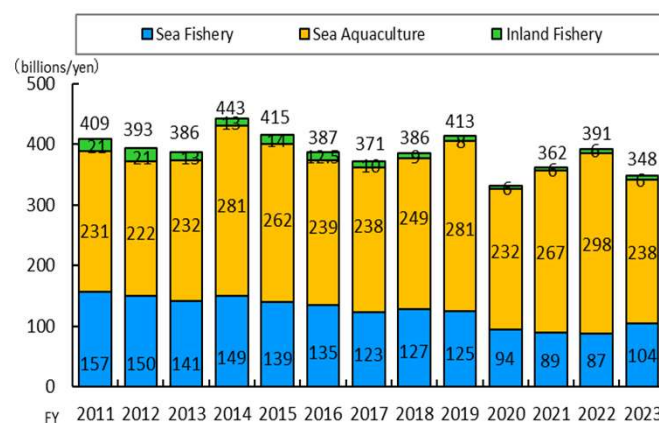
Shifts in Forestry Production Numbers



Source: Ministry of Agriculture, Forestry and Fisheries

Fishery

Shifts in Fishery Production Numbers



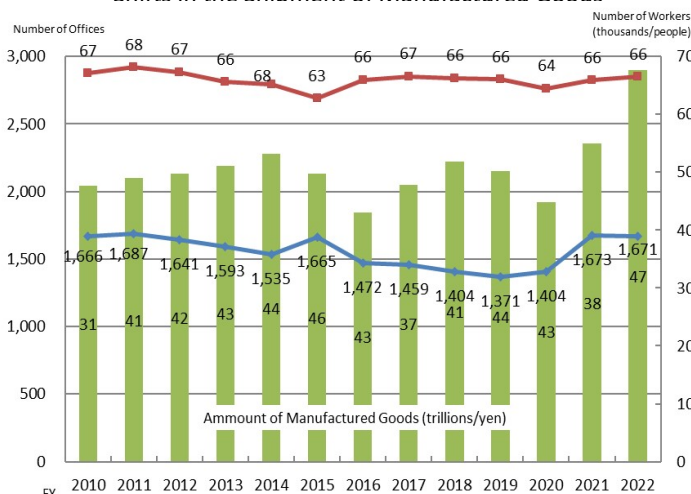
Source: Ministry of Agriculture, Forestry and Fisheries; Prefectural Fisheries Promotion Division

② Commerce and Industry

Oita Prefecture is home to a well-balanced range of industries, including steel, petroleum, chemicals, semiconductors, machinery, automobiles, and medical equipment. In 2022 (FY2022), the value of manufactured goods shipments totaled approximately 5.6 trillion yen, ranking second in Kyushu.

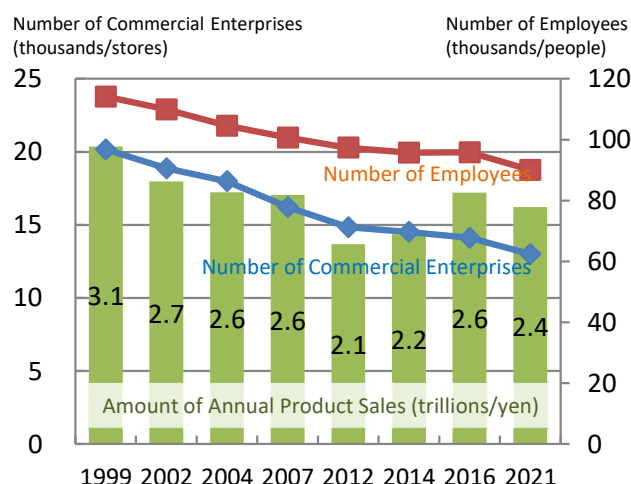
As for commerce, the number of commercial establishments has been on the decline. The annual value of goods sold in 2021 was approximately 2.4 trillion yen.

Shifts in the Shipment of Manufactured Goods



Source: Ministry of Economy, Trade and Industry (Economic Structure Survey, etc.)

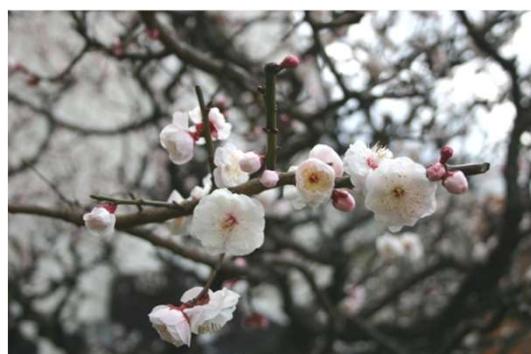
Shifts in the Amount of Annual Commodity Sales



Source: Ministry of Economy, Trade and Industry



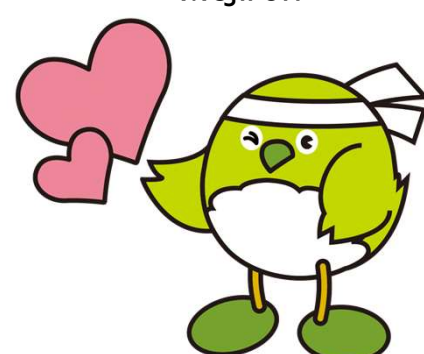
Prefectural Flower:
Bungo Plum Blossom



Prefectural Bird
Japanese White-Eye (Mejiro)



Oita Prefecture
Cheering Squad “Bird”
Mejiron



Selected August 16th, 1966

The Bungo plum has been a well-known specialty of Bungo since long ago. Its flowers are large and tinged with pink.

Designated as the “Prefectural Bird” on February 1st, 1966.

The Japanese white-eye can be found throughout the Japan, but those in Oita Prefecture are especially admired for their vibrant colouring and frequent, cheerful chirping. nationwide as the Bungo white-eye, they are held dearly by the people of Oita.

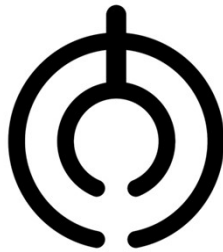
Born December 24th, 2004

Created as the mascot character for the 63rd National Sports Festival of Japan, Mejiron remains active to this day as Oita Prefecture’s Cheering Squad “Bird.”

Height: 20.08 dried shiitake

Weight: 200.8 kabosu citrus

OITA Prefecture



大分県



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Created May 2025