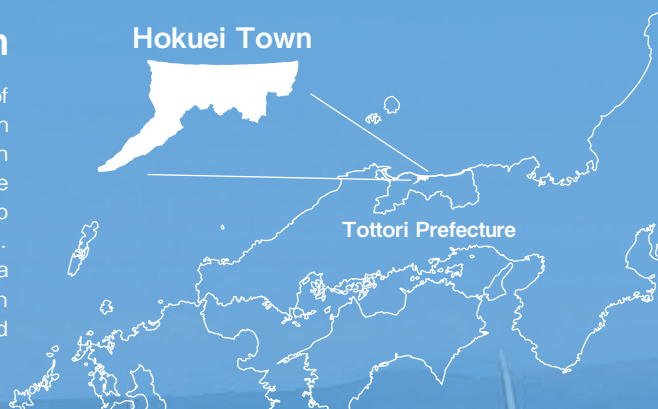


HOKUEI

◆ Location and Overview of Town

Hokuei Town was formed on October 1, 2005, through the merger of the former Hōjō Town and the former Daiei Town. Hokuei, located in central Tottori Prefecture, has sand dunes facing the Sea of Japan to the north and fields of Kuroboku soil to the south. It is one of the prefecture's leading agricultural towns and is also committed to environmental preservation efforts, including wind power. Furthermore, since it is the hometown of Gōshō Aoyama, the manga artist of Detective Conan, Hokuei is promoting Conan's Town Development, which attracts many fans from Japan and abroad throughout the year.



◆ Population, Area, and Population Density

(As of August 2025: according to a survey by the Citizens Affairs Section of the Hokuei Municipal Office)



◆ Highest, Lowest, and Annual Average Temperatures

(As of 2024: according to the Japan Meteorological Agency [records at Kurayoshi])



◆ Certified Childcare Centers / Elementary Schools / Junior High Schools

Certified
Childcare
Centers

Four



Hokuei Municipal Hōjō Childcare Center
Hokuei Municipal Taisei Childcare Center
Hokuei Municipal Yura Childcare Center
Private Hōjō Midori Childcare Center

Elementary
Schools

Two

Hokuei Municipal Hōjō
Elementary School
Hokuei Municipal Daiei
Elementary School

Junior
High Schools

Two

Hokuei Municipal Hōjō Junior
High School
Hokuei Municipal Daiei Junior
High School

Future Vision (Future Image to Aim for in 2030)

Town where humans and nature coexist and you experience authentic richness

I

Development of a lively community that prospers from local resources

We will develop and maintain the town's attractive agriculture, commerce, and industry and support efforts to create new industries. We will increase the charms of the town, such as "Town Where You Can Meet Detective Conan," and its natural environment, history, and culture and disseminate them both within and outside the town.



II

Development of a community where people learn for life and nurture the future

We will create an environment where children in our town would think, "I'm glad I was born and raised in Hokuei Town," through our efforts to alleviate the anxiety and burden of raising children and attractive education. We will enrich the lives of our residents by promoting cultural and artistic activities, lifelong learning, and sports.



III

Development of a community that leaves no one behind

We will develop an environment where all people, regardless of age, gender, disability, or illness, can exercise their abilities without having their rights infringed. We will promote assistance, health, and community welfare so that our residents can live without anxiety about the future.



IV

Development of a community with safety and sustainability

In the face of challenges such as a declining birthrate and aging population, environmental issues, and disaster preparedness, we will maintain and develop infrastructure, such as roads, water and sewerage systems, public facilities, and information communication infrastructure, as well as consider what infrastructure to be appropriate.



V

Development of a community to foster connections between people

We will actively support community initiatives in each region, enhance an environment where residents can participate in such initiatives as well as discuss with the town government, and encourage the formation of various networks through exchanges with other local governments and countries, immigration, and settlement.



VI

Sound financial management

With the population decline and an aging society with fewer children to develop, we will further promote administrative and financial reforms and efforts to secure revenue in order to carry out sustainable and sound financial management by which we will strive to maintain and improve services for our residents even under difficult financial circumstances.



A 20-Year Footprint

~ from the Past to the Future ~

Hokuei Town celebrates the 20th anniversary of the establishment of the municipal system. The footsteps of our predecessors from the past through the present and connecting to the future



▲ The former Hōjō Town and the former Daiei Town merged.



▲ The Hōjō Sand Dune Wind Farm began operation.

- 2005 Oct. The former Hōjō Town and the former Daiei Town merged.
The Hōjō Sand Dune Wind Farm began operation.
- 2007 Mar. Gōshō Aoyama Manga Factory opened.
Jun. Marked the 100th anniversary of Daiei Watermelon.
The mascot, Natsumi-chan, was created.
- 2009 Mar. Introduced a new voice announcement system capable of disaster management radio communication and neighborhood community association broadcasts across all the towns.
Jul. Celebrating the 100th anniversary of Hojo Sand Dune Grapes.
The mascot, Hojoppi, was created.
- 2010 Mar. Completed construction of the new building for Hōjō Elementary School.
Jul. Signed the Friendship Exchange Agreement with Dadu Township, Taichung County (present Dadu District, Taichung City), of the Republic of China.
Sep. Completed construction of the Hokuei Municipal School Catering Center with an all-electric kitchen.
- 2011 Jul. Signed the Friendship Exchange Agreement with Konan City, Shiga Prefecture.
- 2012 Mar. Completed construction of the Hōjō Childcare Center.
Apr. Opened the Hōjō Childcare Center, Taisei Childcare Center, and Yura Childcare Center.
- 2013 Apr. Daiei celebrated the 20th anniversary as the first nationally registered roadside station.
Nov. JR Yura Station was nicknamed Conan Station.
- 2015 Oct. The 10th anniversary since the merger
- 2016 Jun. Launched a strawberry park project. (Established Hokuei Dream Farm Co., Ltd.)
Oct. The 2016 Tottori earthquake occurred.
- 2017 May The Saio-ke House (at Kunisaka) was designated a national registered tangible cultural property.
- 2018 Nov. Certified as a biomass industrial city.
- 2019 Jun. Daiei Watermelon was registered as a Geographical Indication (GI) by the Ministry of Agriculture, Forestry and Fisheries.
Dec. Announced the climate emergency declaration.
- 2020 Jul. Roadside Station Hōjō Park was selected as one of the priority roadside stations.
- 2021 Jul. The reservoir (Futagoike Pond) collapsed from torrential rain.
- 2022 Jul. The total number of visitors to the Gōshō Aoyama Manga Factory reached 1.5 million.
Sep. Sales of Daiei Watermelon exceeded 2.2 billion yen for the first time in 21 years.
- 2023 May Held the 50th Anniversary Commemoration of the foundation of the Daiei Watermelon Association Council.
- 2024 Oct. Detective Conan's Giant Maze ended its 12-year history.
Nov. The 30th anniversary of the opening of Hōjō Junior High School and the 50th anniversary of the opening of Daiei Elementary School
- 2025 Apr. Grand opening of Roadside Station Hōjō
Oct. The 20th anniversary since the merger



▲ Signed the Friendship Exchange Agreement with Dadu Township, Taichung County (present Dadu District, Taichung City), of the Republic of China.



▲ JR Yura Station was nicknamed Conan Station.



▲ Daiei Watermelon was registered as a Geographical Indication (GI) by the Ministry of Agriculture, Forestry and Fisheries.



▲ Grand opening of Roadside Station Hōjō

▼Greetings

Toward a town where humans and nature coexist and you experience authentic richness

Hokuei Town is celebrating its 20th anniversary since its establishment. It is a thriving agricultural town with abundant brand-name produce, such as Daiei Watermelons and Hojo Sand Dunes Grapes. Hokuei is also an environmentally friendly town that is committed to environmental conservation, having nine wind turbines as a landmark of the town. Moreover, since Hokuei is the hometown of Gōshō Aoyama, the manga artist of Detective Conan, the Gōshō Aoyama Manga Factory and Conan Street are attracting many fans from Japan and abroad. We do hope you will come and visit this fascinating town.



Mayor of Hokuei Town
Toshiki Teshima

▼Major Events



Let's-Talk-with-Gōshō-Aoyama DAY

This is a social event to be held by arranging the schedule around the time when Gōshō Aoyama comes back home. It is a cozy event with a relaxing atmosphere where attendees can hear live about Detective Conan and even the artist's private topics. (To be held around early January)



Watermelon and Japanese Yam Health Marathon

Participants in this marathon event run through hills and sand dunes covered with watermelon and Japanese yam fields with the Sea of Japan to the side. After finishing the marathon, they receive a special treat of all-you-can-eat sweet watermelon and yam soup. (To be held around mid-June)



Hokuei Sand Dunes Festival

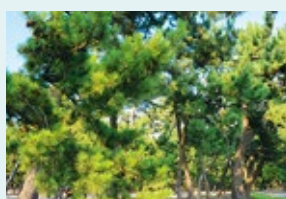
A summer festival full of smiles and joy, featuring a variety of events held on the sand dunes. Fireworks, offered as the finale of the festival, are launched from the sand dunes. Approximately 500 fireworks lighting up the night sky are overwhelming. (To be held around mid-to-late August)

▼Information



Town emblem

The town emblem of Hokuei is based on the letter H, the initial letter of Hokuei. It represents bountiful harvests and dreams in green, collaboration and creativity in blue, and hope and vitality in vermilion.



Town tree: Japanese black pine

The Japanese black pine is a tall, evergreen coniferous tree that grows robustly, enduring wind and snow. In the sand dunes areas in the town, it serves as a windbreak and sand barrier, protecting the lives and agriculture of local residents. It is also popular for bonsai.



Town flower: Sea bindweed

Sea bindweed is a typical coastal plant native to the sand dunes in Hokuei. Enduring the harsh environment, it has its roots firmly planted in the ground, and spreads, blooming beautiful and pretty flowers. Its appearance evokes its flower language, "bonds."



Town bird: Japanese bush warbler

The Japanese bush warbler is popular among townspeople as a sign of spring. It lives throughout the town, and its clear, beautiful birdsongs are lively and give us dreams and hope for the future.

