



2019
No. 44
Summer

Ishikawa Tourism Newsletter

Special Feature: Ishikawa's Beaches

Hachigasaki Beach: A clear water beach at the tip of the Noto Peninsula 1

The shoals stretching across the length of this beach boast some of the clearest sea water in the prefecture, and the interplay of blue sea water, white sand, and green pine groves make for a beautiful sight. Nearby, there are several local eateries as well as Genki Hot Spring. Heated showers, lockers, and toilets are available at a nearby beachside hut.

Address Suzu-shi, Takojima-machi, Hachigasaki
Access 2hr 50min via Suzu Limited Express Bus from Kanazawa Station to Suzunarikan-mae bus stop → transfer to Kinoura route bus → get off at Refresh Village bus stop → 3min walking



Swimming Season:
Mid-July to
Mid-August

Chirihama Beach: A beach where you can drive right up to the water's edge 2

This beach is one of the only beaches in Japan, and one of only a few worldwide, where you can drive your car right on the beach. In the summer months you can also enjoy swimming here.

Address Hakui-shi, Chirihama-machi
Access Kanazawa Station to Hakui Station → 20min walking (40min by car from Kanazawa Station)



Swimming Season:
Mid-July to
Late August

Uchinada Beach: Only 30 minutes from Kanazawa 3

Conveniently located near Kanazawa, Uchinada Beach is a spacious beach which stretches on for over 200 meters before reaching the sea. Nearby, there is a large shopping center, Yurara Hot Spring, and Uchinada Sunset Park, a roadside station with a beautiful view of the sunset.

Address Kahoku-gun, Uchinada-machi, Chidoridai 4-153
Access 17min via Asanogawa line from Hokutetsu Kanazawa Station (located on basement floor of Kanazawa Station) → get off at Uchinada Station → 15min walking



Swimming Season:
July 13th to
August 18th



Komaiko Beach: Only 5 minutes from Komaiko Station 4

The gentle waves of the shoals along this beach make it a perfect swimming spot for families. A beachside rest area featuring heated showers and a shop opens during the summer months. At dusk, visitors can enjoy the view of the setting sun slowly sinking into the sea.

Address Hakusan-shi, Minato-machi 1-3
Access 28min from Kanazawa Station to Komaiko Station → 5min walking



Swimming Season:
July 20th to
August 18th



Summer News and Recommended Events

Sunflower Village: 5

Perfect for Families!

From late July to early August, over 350,000 sunflowers bloom in a ~2.3 hectare field called the Sunflower Village. Children and adults alike can enjoy finding their way through a maze of 2m high sunflowers. Within the maze is a viewing platform from which visitors can see the entire field of sunflowers from above.

Address: Hagoku-gun, Tsubata-machi, Koto 395
 Cost: Free
 Access: 30min by car from Kanazawa Station



Metasequoia Avenue 5

Just five minutes by car or ten minutes walking distance from Sunflower Village, you'll find rows of 270 Metasequoia trees planted 2 meters apart on either side of the country avenue. In the summer, the shade of the trees and the cool wind which blows through them make this a perfect place to beat the heat.

Address: Kahoku-gun, Tsubata-machi, Koto 395



Hori Farm Dreamy Dairy 5

Located just 2 minutes by car or 15 minutes on foot from Sunflower Village, the Dreamy Dairy at Hori Farm offers delicious soft-serve ice cream made from the ranch's very own fresh milk. An open area next to the Dairy is home to animals like horses and rabbits which visitors can feed, making it perfect for animal lovers and ice cream lovers alike.

Address: Kahoku-gun, Uchinada-machi, Kosei 243
 Phone number: 076-255-1369
 Hours of Operation: 10AM to 5PM*

*10AM to 6PM on weekends and holidays in July and August



Enjoy beautiful scenery and see marine wildlife up close

Tsukumo Bay Pleasure Boat 6

Feel the gentle wind blowing over the smooth, wave-less surface of Tsukumo Bay on this relaxing 40 minute cruise. During the cruise, the boat stops at a live fish enclosure 100 meters in circumference in the center of the bay, which is almost like a miniature aquarium. The feeding show, where viewers can watch sea bream, mackerel, and even octopuses being fed, is a popular attraction. Visitors can even try their hand at feeding the fish themselves.



Address: Hōsu-gun, Noto-cho, Oosaka 4-13
 Phone Number: 0768-74-0102
 Hours of Operation: 8AM to 5PM

Boat departs at any time

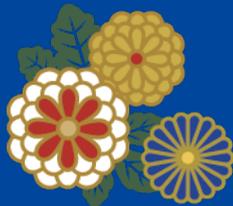
Cost: Adults ¥1000 Children ¥500



New Hanayome-Noren Rental Bus Begins Service

In the Noto and Kaga regions of Ishikawa, the Hanayome-Noren is a curtain traditionally placed over a doorframe in the home of a bride about to be married. The bride passing under this beautifully decorated curtain is said to bring about happiness. The new bus features exterior and interior designs based on these gorgeous Kaga-Yuzen silk curtains.

Features:
28 separated cradle seats with leg rests, foot rests, and 100 volt electric outlets, all in spacious rows of 3, and free Wi-Fi aboard the bus



Inquiries and Reservations:
West Japan Railway Company
Bus Travel Division (Rental Services Division)
Phone Number: 06-4256-5115
Kanazawa Office Phone Number: 076-225-8004
Email: charter_info@nishinohonjrbus.co.jp



Kakusenkei Gorge's Korogi Bridge Under Construction; 7 Illumination Event at Ayatori Bridge

The famous Korogi Bridge located in Yamanaka Onsen's Kakusenkei Gorge will be undergoing construction due to gradual deterioration from aging. The construction is scheduled to be completed in mid-October, just in time for the autumn leaf-viewing season. Footpaths through the Kakusenkei Gorge will still be open during the construction period.



At the nearby Ayatori Bridge, a nighttime illumination event has started, making it a perfect spot for visitors staying at a local onsen inn to enjoy a nighttime stroll.

Illumination Time: Sunset to 10:45PM
Location: Kaga-shi, Yamanaka Onsen, Ayatori Bridge, inside Sakura Park
Inquiries: Yamanaka Onsen Tourism Association
Phone Number: 0761-78-0330
Email: otazune@yamanaka-spa.or.jp

Shoryudo Bus Pass Area Extended to Suzu and Wajima

The Shoryudo Bus Pass grants international visitors unlimited use of highway buses, charter buses, and airport limousine buses, allowing for easy access to a variety of tourist spots in the Chubu region. On April 1st, the Pass was updated to include routes from Kanazawa to Anamizu, Wajima, and Suzu, making it a perfect opportunity for visitors to see the bucolic views of the Japanese countryside that the Noto Peninsula offers.

<https://www.meitetsu.co.jp/eng/ticket-info/shoryudo.html>

For more information on the Shoryudo:

<https://shoryudo.go-centraljapan.jp/en/about/index.html>

New Ishikawa Road Trip Tourism Map Available

With a rental car, tourists can visit many attractive locations that would normally be inaccessible by train or bus, and a new map showing the locations of such tourist spots and recommended routes has just been released. The map features many locations in the Noto and Kaga regions with abundant natural beauty that can only be reached by car. The map is available at a variety of tourist information centers as well as online, where it will be updated with new information regularly.



Inquiries:
Ishikawa Prefecture International Tourism Division
Phone Number: 076-225-1124
Email: k-kankou@pref.ishikawa.lg.jp
<http://ishikawa-roadtrips.jp/index.html>



New Accommodations Tax Incorporated in Kanazawa 8

Starting on April 1st 2019, Kanazawa City introduced a new tax on accommodations in the city. Revenue from the new tax will be used to help fund preservation efforts for Kanazawa's rich historical, traditional, and cultural assets, as well as sustainable tourism promotion efforts that ensure a harmony between tourism and local residents' way of life. The tax must be paid directly to the accommodations facility, and is calculated based on the cost of accommodations.

- Tax based on cost per person per night
 - ¥20,000 and below: ¥200
 - ¥20,000 and above: ¥500

https://www4.city.kanazawa.lg.jp/data/open/cnt/3/25603/1/chirashi_2019.4.pdf

Partial accommodations subsidy for international travelers using a rental car 9



In Suzu, located at the tip of the Noto Peninsula, a new subsidy program is available for visitors who come to Suzu via rental car. Visitors will receive ¥3,000 for each night they stay at accommodations in Suzu, excluding those who stay overnight without meals.

https://www.city.suzu.lg.jp/kankounavi/josei/rental_car.html