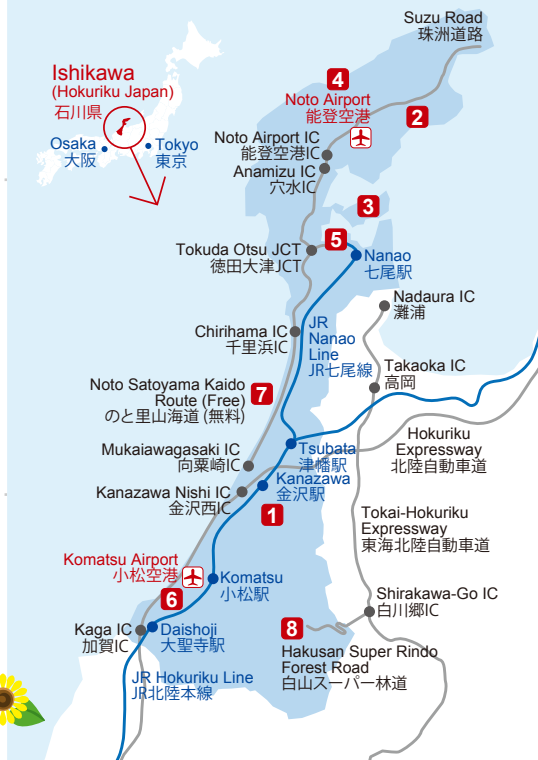


Ishikawa Tourism Newsletter



Notice

With the start of the new fiscal year on April 2013, the Tourism Exchange Bureau has been renamed the Tourism Promotion Strategy Department and a new International Tourism Department has been created. We will work hard to bring even more domestic and international tourism to Ishikawa.

Editor's Picks 1 Summer Events in Ishikawa

Summer Festivals

Every year, from July to September, the Noto Region becomes the stage for many Kiriko Lantern Float Festivals where local residents carry tall Kiriko lantern floats through the streets at night, lighting the path for the gods as they travel throughout the town.

TIP Kiriko Lantern Float Festivals

Kiriko lantern float festivals are very important to the people living in the Noto Region. People working in Kanazawa, Tokyo, and Osaka come back to their hometowns every year to participate in these festivals, showing their deep love for these festivals.



Kōda-no-Hi Fire Festival

MAP-3

July 27 (Sat.)

Kōda-Sakiyama Hiroba, Nanao City

This is one of Japan's three big fire festivals. Come see a 30-meter tall torch burn and topple over. Spectators can also throw small torches onto the main pillar.

Access

- [1] From JR Kanazawa Station to Wakura Onsen Station via JR Nanao Line → Notojima Bus (20 min.) → Get off at Kōdamiya-mae bus stop
- [2] about 1 hour via taxi (Noto Furusato Taxi) from Noto Airport

Abare Festival

MAP-2

July 5 (Fri.) to 6 (Sat.)
Ushitsu, Noto Town

This must-see festival marks the start of the Kiriko festival season in the Noto. Come see large Kiriko lantern floats vigorously maneuvered through the narrow streets of town.

The Kirikos will gather in front of Noto Town Hall at around 9 p.m.!

Access to Noto Town Hall

- [Bus] Kanazawa (2 hours via Hokuriku Railway Express Bus) → Noto Town → Get off the bus at "Notocho Yakuba-mae"

Recommended Spot

area in front of Noto Town Hall

Wajima Taisai Festival

MAP-4

August 22 (Thurs.) to 26 (Sun.)
Wajima City

During the four days of this festival, dozens of majestic Wajima Kiriko lantern floats decorated with Wajima lacquer lead portable shrines (mikoshi) through the streets of Wajima.

Access

- [Bus] Bus JR Kanazawa Station (2 hours via Hokutetsu Express Bus) → Get off the bus at "Wajima Eki-mae"



Summer in Kenrokuen Garden MAP-1

Kenrokuen Garden changes with the seasons, offering different views throughout the year. The garden will be open to the public free of charge for a few days this summer. Wake up early and take a relaxing walk while enjoying the beautiful morning scenery.

- Summer Free Admission at Kenrokuen Garden
Period: August 14 (Wed.) to 16 (Fri.),
7 a.m. to 6 p.m



2013 Kanazawa Hokoku Fireworks Festival MAP-1

July 27(Sat.) Kanazawa City

This fireworks festival takes place along the banks of the Saigawa River, which flows through Kanazawa City. Every year, there are a number of uniquely designed fireworks.

- Venue: Prefectural Mameda Kanyai Field

✓ **Access to Kanazawa Citizen's Art Center**

[BUS] Get on bus at JR Kanazawa Station East Exit → Transfer at Musashi-ga-Tsuji → Get off the bus at "Mameda"



Wakura Onsen Fireworks Show/Festival MAP-5

August 1 (Thurs.) Nanao City

Watch over 1000 fireworks light up the night skies over Wakura Onsen at this festival.

- Venue: Wakuwaku Plaza Wakura Onsen Wakura Port

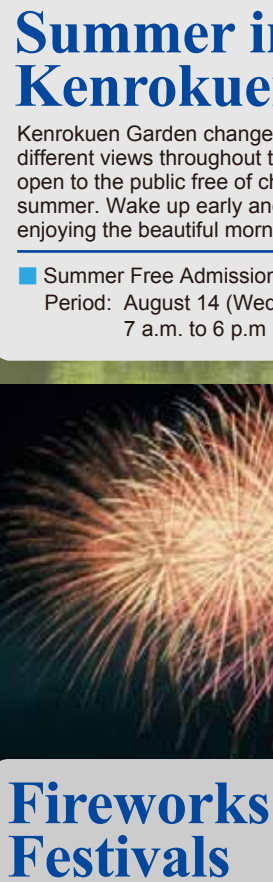
✓ **Access** [BUS] JR Kanazawa Station (2 hours via Hokutetsu Express Bus) → Get off the bus at "Wakura Onsen"

Nōryō Fireworks Festival MAP-6

August 1 (Thurs.) to 25 (Sun.) Kaga City

During the festival period, fireworks will light up the skies over Katayamazu Onsen every night.

✓ **Access** [BUS] JR Kaga Onsen Station (10 minutes via local bus) → Get off at "Katayamazu Onsen"



Fireworks Festivals

From July to September, there are many fireworks festivals throughout Ishikawa Prefecture.

Take the Noto Satoyama Kaido to the Noto Region! MAP-7

On March 31, 2013, the Noto Yuryo Toll Road became toll-free and was renamed the Noto Satoyama Kaido. Take the Noto Satoyama Kaido and plan a trip up to the Noto to see Noto's Satoyama and Satoumi, a Globally Important Agricultural Heritage Site (GIAHS) where you will find archetypal Japanese landscapes that have been passed down for generations.

Hakusan Super Rindo Forest Road – One-Way Toll Free Campaign! MAP-8

Those who stay overnight at an affiliated Japanese onsen resort are eligible to receive cash back or one voucher for the toll (one-way) on the Hakusan Super Rindo Forest Road.

- Affiliated Japanese Resorts: Kaga Onsen (Yamanaka, Yamashiro, Katayamazu, Awazu), Tatsunokuchi Onsen, Hakusan Onsen, Kanazawa Onsen
(※ for a full list of affiliated Japanese inns, please visit <http://www.hot-ishikawa.jp/rindou/> !)
- Eligible Vehicles: All vehicles except two-wheel vehicles
- Campaign Period: June 1, 2013 (Sat.) to November 10, 2013 (Sun.)
- To Apply: Please ask the front desk of your inn about this program.
- Subsidy System: ① Already used the Hakusan Super Rindo Forest Road → after confirming your receipt, you will receive cash back for the toll (one-way only)
② Will use the Hakusan Super Rindo Forest Road after an overnight stay → Pick up a one-way voucher for the toll road at your inn (must use by a certain date)



Expressway Pass for the Hokuriku and Chubu Regions

The Central Nippon Expressway Pass (CEP) 2013 lets foreign tourists drive on the expressways in the Hokuriku and Chubu Regions for a fixed price.

- Period of Use: April 1, 2013 (Mon.) to November 14, 2013 (Thurs.)
- Eligibility: Foreigners holding foreign passports and Japanese nationals with permanent resident status in a foreign country (must hold a valid driver's license to drive in Japan)
- Cost: 3-day pass: ¥6,000
7-day pass: ¥10,000
10-day pass: ¥13,000, etc.
- To Apply:
 - TOYOTA Rent-A-Car Reservation Center
+81-3-5954-8020
 - Mazda Car Rental Overseas Reservation Center
+81-50-3786-0056
- URL: <http://global.c-nexco.co.jp/en/whatsnew/20130222/20130322.html>

Grapevine News

Great Deals on Convenient Bus Routes

Name	Route	Cost	Information
Kenrokuen Shuttle Bus	Circles the area around Kanazawa Station, Kōrinbō, Kenrokuen Garden, and Ōmichō Fish Market	Adults: ¥500	Hokuriku Railway Telephone Service Center TEL: 076-237-5115
Kanazawa Loop Bus		Children: ¥250 (1-day pass)	
Flat Bus	Kenrokuen Garden, Ōmichō Fish Market, and the 21st Century Museum of Contemporary Art, Kanazawa	Adults: ¥100 Children: ¥50 (cost per ride)	Kanazawa Traffic Affairs Division TEL: 076-220-2038
Kanazawa Light-Up Bus	Circles around famous spots in Kanazawa that are lit up at night	Adults: ¥200 Children: ¥100 (cost per ride)	Hokuriku Railway Telephone Service Center TEL: 076-237-5115

Ishikawa Prefecture is proud to be home to a number of world-famous historic sites, culture, performing arts, crafts, and architecture. Here, you can appreciate and experience the "Genuine Japan" of old. This corner will introduce various aspects of Genuine Japan.

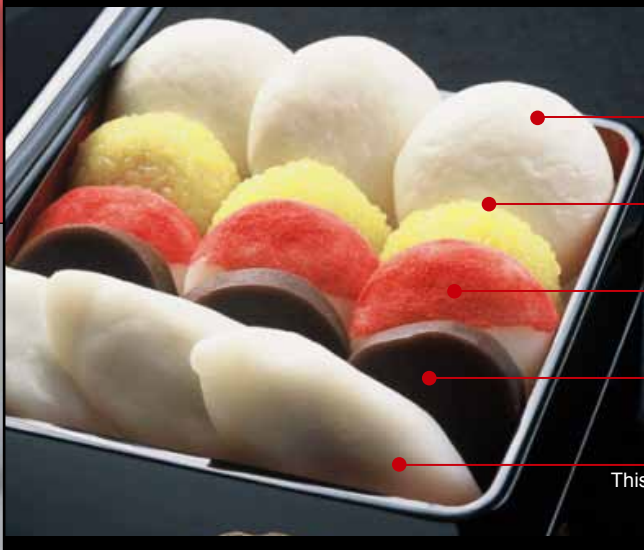
Japanese Sweets and Tea



Ishikawa Prefecture boasts the highest consumption of Japanese sweets in all of Japan, and ranks third in the percentage of people who participate in tea ceremony. During the Edo Period, the first Kaga Domain Feudal Lord Maeda Toshiie promoted tea culture which led to the development of Japanese sweets. The Kaga Domain was the most powerful region after the capital region of Edo (modern-day Tokyo), and consequently, the actions of the Maedas were always closely scrutinized by the Tokugawa government. In order to settle the central government's anxieties, the Kaga Domain invested in the development of performing arts culture and fostered the manufacturing industry. As a result, for over 400 years, Ishikawa has passed down a Japanese sweets culture. The 5-color Japanese sweet, handed out at wedding ceremonies, is especially famous.

Goshoku Namagashi Japanese Sweet

The colors of this 5-colored red-bean Japanese sweet symbolize the blessings of and express respect for the sun, moon, mountains, oceans, and the home.



Manju

This symbolizes the moon.

Egara Manju

This expresses rice stalks and represents mountains.

Sasarabei

This represents the sun.

Yokan

This represents Satoyama and symbolizes the hometown.

Uzura

This represents crashing waves and symbolizes the ocean.



The development of tea culture, which was an accomplishment of the samurai warrior class, was influenced by the concurrent development of tea utensils. This led to the development of representative arts and crafts, such as Wajima lacquer, Kutaniyaki ceramics, and Ōhiyaki ceramics, which are continued even now today.



Tea Ceremony Corner

Shiguretei Tea House

MAP-1

This tea house, located within Kenrokuen Garden, is a reconstruction of the feudal lord's villa. It was completed in the year 2000 along with a new garden.

- Hours of Operation: 9:00~16:30
- Matcha Green Tea ¥700 (includes a Japanese sweet available only at Shiguretei)
- Sencha Green Tea ¥300 (includes a Japanese sweet)
- Access: [Bus] JR Kanazawa Station → Get off the bus at "Kenrokuen-shita" (Shiguretei is located within Kenrokuen Garden)
- Contact: 076-232-8841



Nishida House Garden Gyokusenen Garden

MAP-1

This garden was built more than 100 years before Kenrokuen Garden was built.

- Hours of Operation: 9:00~16:00
- Admission Fee: ¥500 (Group rate: ¥450)
- ※ For an additional fee, you can experience tea ceremony here. Reservations required; English available.
- Access: [Bus] JR Kanazawa Station → Get off the bus at "Kenrokuen-shita" → 2-minute walk
- Contact: 076-221-0181



Kaga Yuzen Kimono Trial

MAP-1

Rent a kimono and tour Kanazawa in fashion. Our staff will teach you how to put on a kimono. You can also experience tea ceremony here.

[Kaga Yuzen Traditional Products Center]

- Hours of Operation: 9:00~17:00
- Kimono
- 1-hour rental: ¥4,500
- 3-hour rental: ¥6,000
- Access: [Bus] JR Kanazawa Station → Get off the bus at "Kenrokuen-shita" → 3-minute walk
- Contact: 076-224-5511

