

立秋とは名ばかりの暑さ続きでございますが、皆様にはますますご健勝のことと存じ、お喜び申し上げます。

今年の日本は、高知県四万十市で国内の観測史上最高気温41℃を記録するなど猛暑に見舞われ、お盆を過ぎても厳しい暑さが続いています。

県内も連日暑い日が続いていますが、街中では多くの外国の方を見かけます。そのことを裏付けるように1~7月の7ヶ月に兼六園に入場した外国人観光客が昨年一年間の入場者数を上回り、年間では最多記録の更新が見込まれています。円安効果もあるようですが、いろいろな国の方々にも兼六園の素晴らしさを知っていただけるのはうれしいですね。

さて、その誘客に追い風となるニュースが入ってきました。グーグル社のストリートビューに、金沢市内の観光地などの主要スポットが掲載されました。ストリートビューをみて金沢に興味を持つ人、旅行の事前準備にストリートビューを利用する人、いろいろな使い方ができそうですが、観光客の新しい呼び水になることを期待したいです。

最後に、ワインの話題をひとつ。石川県は、日本でも有数の日本酒の産地ですが、この度、穴水町で製造している能登ワインが、国産ワインコンクールで初の金賞を受賞しました。能登のやさしい土で育ったブドウを使った、クオネッサヤマソーヴィニヨン。ぜひ機会があればご賞味ください。

### 今回の新聞情報

- (1)暑い立秋 金沢城公園でススキゆれる 金沢市で熱帯夜  
<http://www.hokkoku.co.jp/subpage/ET20130807071.htm>
- (2)兼六園の外国客、最多ペース 7月までで前年超える  
<http://www.hokkoku.co.jp/subpage/H20130807101.htm>
- (3)金沢名所ストリートビュー 兼六園、21美…ネット散策  
<http://www.chunichi.co.jp/article/ishikawa/20130815/CK2013081502000063.html>
- (4)能登ワイン初の「金」 国内コンクール 2年の熟成実る  
<http://www.chunichi.co.jp/hokuriku/article/economy/news/CK2013080802100011.html>
- (5)金沢の観光名所「フレーム切手」に  
<http://www.asahi.com/area/ishikawa/articles/OSK201308090159.html>

※次回は9月末にお届けする予定です。

\* The next edition is scheduled to be issued at the end of September.

Autumn has come but the summer heat still remains and we hope that everyone is keeping well. This year recorded the highest temperatures in Japanese history with 41° C in Shimantoshi, Kochi prefecture, and even after the Obon Festival the extreme heat is still lingering. Despite the hot weather here in Ishikawa, we are seeing a lot of guests from abroad around the towns. To give you an idea of how many we are talking about, we had more foreign visitors come to Kenrokuen in the first 7 months of 2013 than we had for the whole of 2012, so we can expect to see a new annual record. This is in part due to the cheap yen, but in any case we are very glad that more people from different countries will get to know about the splendors of Kenrokuen. We have more amazing news regarding tourism promotion in Kanazawa. Google has added the main tourist spots of the city to its Street View map. This could potentially boost people's interest in Kanazawa when they check out Street View and help those that are preparing their trip here. There are many more uses for this and we really hope that it helps bring more tourists to this fantastic city. And lastly, we would like to touch upon the topic of wine. Ishikawa is well-known throughout the country for its Sake production but recently the Noto wine made in Anamizu won its first Golden award at the All-Japan domestic wine competition. The wine is made from grapes grown in the fertile soil of Noto and is called Quanesse Yamasauvignon. Be sure to have a taste if you get a chance.

### Recent News

- (1) August 7th is considered to be the beginning of autumn according to the solar calendar, but the intense heat from the sun on Ishikawa Prefecture reached temperatures of 31.5° C in Kanazawa and 32.5° C in Wajima.
- (2) The number of foreign tourists who visited the Kenrokuen Garden from January to July this year increased by 70% compared to the same period last year with a recorded 120,489 people, surpassing the total number of visitors during the whole of last year. The number of tourists from Taiwan, which occupy 60% of the total number of tourists, increased by 70% due to the new Komatsu-Taiwan daily flights program. Furthermore, due to the drop in value of the yen, visitors from America, Europe and Southeast Asia also increased. At the current rate this number will surely surpass the previous highest record of 146,510 foreign visitors in 2008 and the prefecture is reinforcing measures to get visitors from each country to further increase this figure.
- (3) Kanazawa's tourists spots as well as 20 other major sites within the city have been added to Google Street View. The locations can be also be visualized on the city home page and it is expected to be an attractive resource for tourists. Notable places that are included are: Kenrokuen Garden, Kanazawa Castle Park, 21st Century Museum of Contemporary Art, Kanazawa University and other public institutions. Users can get a feeling of what it is like to walk the streets by following the yellow arrows on the screen and moving the images. For some locations users are not restricted to just the surrounding areas and are able to "walk" inside some of the tourists spots such as Kenrokuen Garden.
- (4) Wine producer and seller Noto Wine (Anamizu town, Ishikawa) received the gold award for the first time in the National Wine Competition this year. The product was awarded for the sixth consecutive time since its first release in 2008. The gold prize winner is a red wine made with grapes (Quanesse Yamasauvignon) that were produced in 2011, and are the wine is said to have a concentrated and deep taste. The cultivation process on the Noto farm uses a method of cutting the grape bunches in half to condensate the refined flavour. With a cultivation process of 17 months (the longest in the company's history) the wine was produced over 2 years. In addition, a rosé received the silver medal and another red wine received bronze. The wines will be sold in department stores and liquor stores in Ishikawa from 9th August. the year.
- (5) The Japan Post Hokuriku Branch (Kanazawa) started selling original personalized stamps of Kanazawa sightseeing locations (Kanazawa travelling emotions part5) from 9th August. Photos of major tourist spots such as the Higashichayagai Geisha district, Kenroku-en Garden and Kanazawa Castle are featured in the collection. The stamps are being sold in 115 post offices in 4 cities: Kanazawa, Kahoku, Hakusan, Nonouchi, and the 2 towns of Tsubata and Uchinada. One sheet (10 stamps of 80 yen) is being sold for 1200 yen with 2000 copies available.

詳しい情報のアクセス先 For more information, please access the following links:

- (1) 財団法人石川県国際交流協会 IFIE (Ishikawa Foundation for International Exchange) <http://www.ifie.or.jp/index.php>
- (2) ほっと石川旅ねっと Hot Ishikawa Tabi-Net (Ishikawa Prefecture Tourism Guide) <http://www.hot-ishikawa.jp/>
- (3) 石川県 Ishikawa Prefectural Government Official Website <http://www.pref.ishikawa.lg.jp/>
- (4) 首相官邸 Prime Minister of JAPAN (Countermeasures for the Great East Japan Earthquake) <http://www.kantei.go.jp/>

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