



花火、かき氷、風鈴といった日本の夏の風物詩が似合う夏本番を迎え、石川県では暑い日が続いています。海水浴を楽しむ人も多く、砂浜を車で走れる千里浜には県内外から訪れた車が列を作り、海水浴客でにぎわっています。石川県産の高級ブドウ「ルビーロマン」も初競りが行われ、なんと一房55万円で取引されました。かなりの高級品ですが一度は食べてみたいものです。

さて、石川を訪れる外国人観光客が増加を続けています。今年1月から6月に兼六園を訪れた外国人は約13万5千人と過去最多となりました。世界各地から石川に訪れてくれる方が増えることは、大変嬉しいことです。こうした中、金沢がフランスの人気女性誌で特集を組まれ、古い町屋と現代建築の立ち並ぶ街並みが「奇跡の調和」と紹介されました。

石川の夏は他にも能登の祭りなどここでは紹介しきれない魅力がいっぱいです。ぜひお誘合せのうえ、石川に遊びに来てください！

(1)涼求め、千里浜に車の列 波打ち際にパラソルの花

<http://www.hokkoku.co.jp/subpage/TR20140722701.htm>

(2)一房55万円、最高値 ルビーロマン初競り

<http://www.hokkoku.co.jp/subpage/E20140705001.htm>

(3)兼六園の外国客最多 1～6月、東南アジアから増加

<http://www.hokkoku.co.jp/subpage/H20140709102.htm>

(4)金沢観光、仏で脚光 町家と現代建築「奇跡の調和」

<http://www.hokkoku.co.jp/subpage/H20140710105.htm>

※次回は8月末にお届けする予定です。

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

Days of hot weather continue to heat up Ishikawa, and there is no better way to get into the Japanese summer mood than with fireworks, shaved ice and the sound of wind bells. The place is thriving with many enjoying a cool dip in the sea and cars from outside as well as within the prefecture queued to go for a ride on the Chirihama sandy beach. The first auctions for the Ishikawa grown high grade Ruby Roman grapes took place with the highest bid reaching a staggering ¥550,000. It is a high class food item but I would still like to try having a taste of one.

Elsewhere, the number of tourists from abroad visiting Ishikawa continues to rise. From January to June this year we have had around 135,000 foreign visitors come to Kenrokuen garden which is the highest record to date for this period. We are extremely delighted to have more people from around the world visit Ishikawa. Among these were journalists from a popular French ladies' magazine that came to Kanazawa to write an article on "The Miracle of Harmony" introducing the townscapes with its blend of old townhouses and new architecture.

Summer in Ishikawa also has the festivals in the Noto region with its immeasurable beauty. Bring your friends over to enjoy Ishikawa.

### Recent News

(1) 21<sup>st</sup> July Marine Day saw clear summer skies for Ishikawa. Crowds came to bathe in the sea at Hakui City's Chirihama Nagisa Driveway. Lines of cars from outside and within the prefecture came and rows of beach parasols were opened up by the sea.

(2) The first auctions for the Ishikawa grown high grade Ruby Roman grapes took place on 5<sup>th</sup> July at Kanazawa City Central Wholesale Market, with the highest price reaching ¥55,000. Ruby Roman grapes are nearly double the diameter compared to ordinary grapes, have a rich colour and have a high sugar content.

(3) Ishikawa is seeing a continued increase in the number of foreign visitors before the start of the Hokuriku Shinkansen service from Kanazawa. This year saw 134,438 foreign visitors to Kenrokuen park between January to June - a 26.4% increase compared to last year for the same period breaking the record for a second year running. Increases were

from visitors from Taiwan, Southeast Asia and Europe.

There is a concern that with the sharp increase in tourists there may not be enough places for accommodation around the station area after the Shinkansen service starts in spring. The prefectural government is devising an "all prefecture spread strategy" to get groups of tourists to disperse and lodge in the Kaga and Noto regions.

(4) With the coming of the Hokuriku Shinkansen service in spring, France is building an interest in tourism in Kanazawa. Marie France, one of France's top ladies' magazines, featured Kanazawa in the June edition which introduced the "Miracle of Harmony" of the cityscape with the blend of old town houses and modern architecture. The number of French visitors to Kanazawa this year between January and June increased by forty percent against the same period last year.

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

(1) 公益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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