



News from Ishikawa

とうとう北陸新幹線開業まであと2週間に迫りました！今月14日には開業初日のチケットが発売となり、金沢-東京を最速で結ぶ「かがやき」の一番列車は、なんと25秒で完売しました。すごい人気ですね！

東京では、今月6日から「いしかわ伝統工芸フェア2015」が開催されました。新幹線開業に向けて、県内36業種の伝統工芸品約3万点が展示販売され、来場者に「工芸王国石川」をアピールしました。

また、関東だけではなく関西からの誘客にもつなげようと大阪市で、石川など北陸新幹線沿線6県のゆるキャラたちが地域の魅力を売り込みました。新幹線開業効果を最大限に引き出すため、今後とも観光誘客に力を入れていく所存です。

新幹線効果は様々などころに現れており、2014年の移住希望先ランキングでは石川県は過去最高の11位に入りました。首都圏からのアクセスが良くなることから関心が高まったと分析されています。

「新幹線が春を連れて、やってくる」というキャッチフレーズのとおり、春の訪れが待ち遠しいですね。

今回の新聞記事

- (1) 一番列車は25秒で完売 北陸新幹線チケット発売
<http://www.hokkoku.co.jp/subpage/H20150215101.htm>
- (2) 「工芸王国」東京でPR フェア開幕、3万点並ぶ
<http://www.hokkoku.co.jp/subpage/E20150206001.htm>
- (3) ゆるキャラが新幹線開業PR 大阪で石川など6県
<http://headlines.yahoo.co.jp/hl?a=20150210-00216598-hokkoku-17>
- (4) 移住希望先、石川が11位に 新幹線効果で過去最高位
<http://www.hokkoku.co.jp/subpage/H20150210102.htm>

※次回は3月末にお届けする予定です。
* The next edition is scheduled to be issued at the end of March.

The Hokuriku Shinkansen will finally be here in 2 weeks! Tickets for the first trains went on sale on 14th February, and seats for the first Kagayaki train (fastest Kanazawa-Tokyo train) sold out in a mere 25 seconds. Demand is sky high!

The Ishikawa Traditional Crafts Fair 2015 was held on 6th February in Tokyo. With the Hokuriku Shinkansen coming, some 30,000 items featuring 36 types of traditional Ishikawa crafts were on display for sale, showing off to the event attendees the Craft Kingdom of Ishikawa.

It is not just visitors from the Kanto region that are being appealed to, but Kansai visitors from Osaka too. Mascot characters from the 6 prefectures including Ishikawa that the Hokuriku Shinkansen passes through helped to promote their local treasures. Everyone is really making a push to attract tourists in order to make the opening of the Shinkansen a real success.

Signs of the Shinkansen's impact are showing as Ishikawa was bumped up to rank 11 in the list of most desirable places to live in 2014 which is the highest to date. Analysis shows that interest has grown due to the improved access to the Tokyo metropolitan area.

As with the catchphrase that goes "Here it comes, the spring bringing the Shinkansen", we eagerly await the coming of spring.

Recent News

(1) Tickets for Hokuriku Shinkansen first train sells out in 25 seconds.

On 14th February, one month before the Hokuriku Shinkansen opening, tickets for the Shinkansen opening day of 14th March went on sale across the country. Tickets for the first Kagayaki fastest trains between Tokyo and Kanazawa sold out in 25 seconds for departures from both Kanazawa and Tokyo.

(2) Kingdom of Crafts PR fair in Tokyo with 30,000 items on display.

The Ishikawa Traditional Crafts Fair 2015 was held on 6th February in Tokyo. With the Hokuriku Shinkansen coming, some 30,000 items featuring 36 types of traditional Ishikawa crafts were on display for sale, showing off to the event attendees the Craft Kingdom of Ishikawa.

(3) Mascot characters from 6 prefectures with Ishikawa promote the Shinkansen opening in Osaka.

A joint PR event took place in Osaka held by the 6 prefectures on the Hokuriku Shinkansen line including Ishikawa, promoting the improved access to the Hokuriku and Shinshu regions from Kansai with the opening of the Hokuriku Shinkansen. Mascot characters from each prefecture were present to show of the regional cuisine and hot springs to shoppers.

(4) Shinkansen's impact gives Ishikawa a record high rank 11 in the list of most desirable places to live.

The results of the 2014 most desirable places to live shows that Ishikawa has been boosted to rank 11, the highest record to date. Analysis shows that interest has grown due to the improved access to the Tokyo metropolitan area.

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) 石川エクスプレス Ishikawa Express (Multilingual Webmagazine) <http://www.ifie.or.jp/express/>
- (3) ほっと石川旅ねっと Hot Ishikawa Tabi-Net (Ishikawa Prefecture Tourism Guide) <http://www.hot-ishikawa.jp/>
- (4) 石川県 Ishikawa Prefectural Government Official Website <http://www.pref.ishikawa.lg.jp/>
- (5) 首相官邸 Prime Minister of JAPAN (Countermeasures for the Great East Japan Earthquake) <http://www.kantei.go.jp/>

※今後、この情報提供をご希望されない場合は、以下にご連絡をいただければ配信を停止いたします。
If you do not wish to receive these messages in the future, please send an e-mail to following address:

e200500@pref.ishikawa.lg.jp

(問合せ先 / Contact)

IFIE (Ishikawa Foundation for International Exchange)
石川県国際交流協会 TEL/FAX +81-76-262-5931/263-5931