



3月14日、待ちに待った北陸新幹線がとうとう開業しました！金沢発の一番列車の出発式は早朝にも関わらず、約5千人がホームに集まり、金沢駅は乗客や見物客であふれました。2倍以上の面積になってリニューアルオープンした金沢駅の観光案内所にも、観光情報を求め、早速多くの観光客が訪れています。

金沢城公園では、新幹線の開業に向けて整備が進められていた「玉泉院丸庭園」が開園しました。週末には、石垣をスクリーンに見立てたライトアップが実施されており、新しい観光名所になっています。

また、シンガーソングライターの松任谷由美さんが石川県観光ブランドプロデューサーに委嘱されました。松任谷さんは大の石川、金沢通ということでも知られており、観光戦略に自信を示しました。松任谷さんには県が作成する観光PR動画の挿入歌を制作いただくことになっています。どんな曲が出来上がるか楽しみです。

新幹線開業で大きな注目を集めている石川県。一度だけでなく、二度三度と訪れていただけるよう、おもてなしの心で観光客の皆さんの満足度向上に取り組んでいきたいと考えています。

今回の新聞記事

(1)北陸新世紀が幕開け 金沢-東京、新幹線開業

<http://www.hokkoku.co.jp/subpage/H20150315101.htm>

(2)観光案内所がリニューアルオープン

<http://www.hokkoku.co.jp/subpage/E20150309002.htm>

(3)夜の金沢城、新たな魅力 玉泉院丸庭園をライトアップ

<http://headlines.yahoo.co.jp/hl?a=20150314-00227091-hokkoku-17>

(4)観光戦略「お任せあれ」

松任谷由美さん、県ブランドプロデューサーに

<http://headlines.yahoo.co.jp/hl?a=20150317-00227942-hokkoku-17>

※次回は4月末にお届けする予定です。

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



The long awaited Hokuriku Shinkansen line started bullet train services on 14th March. Despite the early morning departure ceremony for the first Shinkansen train, almost 5,000 people, among passengers and viewers, gathered at the station. Crowds of tourists could also be seen at the tourist information centre at Kanazawa station that doubled in size since its reopening.

Following the opening of the new Shinkansen line, Gyokusenin-maru Garden at Kanazawa Castle Park opened after a lengthy period of development. On weekends, a light show is projected onto the stone walls, turning the garden into a new tourist attraction.

Singer-songwriter Yumi Matsutoya was appointed as the Ishikawa Tourism Brand Producer. She is known for her extensive knowledge of both Ishikawa and Kanazawa and she has great confidence in her tourism promotion strategy. Matsutoya is currently working on the theme song for a promotional video for the prefecture and we are all looking forward to hearing it.

Ishikawa Prefecture has been drawing huge attention with the new Shinkansen line opening. The prefecture will continue to improve on services to increase the level of satisfaction of visitors so that they will keep on coming back to visit.

Recent News

(1)New era of Hokuriku – Kanazawa-Tokyo Shinkansen line goes into service

The Hokuriku Shinkansen Line, directly connecting the Tokyo metropolitan area and the Hokuriku region, started bullet train services on 14th March. The line now allows journeys from Tokyo to Kanazawa in only 2 hours 28 minutes, 1 hour faster than before. Almost 5,000 people, passengers and viewers, gathered at the station for the departure ceremony of the first Shinkansen train.

(2)Tourism information centres open after the renewal

The Ishikawa Prefecture and Kanazawa City tourist information centre reopened. Comparing to the former, the new center is twice the size and is divided into three sections: information desk; pamphlets and brochures; and events and exhibitions.

(3)New enchantment at the Kanazawa Castle Gyokusenin-maru Garden night-time illumination

In conjunction with the opening of the new Shinkansen line, Gyokusenin-maru Garden held its first illumination event on 13th March. A light show is displayed with the theme of spring and cherry blossoms, creating a majestic light show in the restored garden of the feudal lord.

(4)“Leave it to us” Tourism promotion strategy - Yumi Matsutoya to be Prefecture Brand Producer.

Ishikawa prefectural government has appointed singer-songwriter Yumi Matsutoya to be the Ishikawa Tourism Brand Producer. Matsutoya stated “I want to show even the narrowest of streets to everyone from first time travelers to regular visitors”. She is known for her extensive knowledge of both Ishikawa and Kanazawa and she has great confidence in her tourism promotion strategy.

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