



今月10日、平年より3日早く、昨年より9日早く石川県内は梅雨入りしました。しばらくはジメジメした日々が続くようですが、秋においしいお米を食べるためには、必要な季節です。しっかりと体調管理をして乗り切りたいものです。

さて、今月は、上旬に金沢市内で恒例の百万石まつりが行われました。今年にはミッキーマウスが金沢城公園内のパレードに登場するなど、大変な盛り上がりを見せました。

また、中旬には、これまで週4便だった小松-台北便が堅調な搭乗率を理由に9月より週5便に増便されることが発表されました。その他にも、白山スーパー林道の石川県側全線開通や、加賀四湯博も話題となっており、国内外からの集客が期待されます。

また、先月号でお知らせした県知事の訪欧につきまして、オランダ・アムステルダムでの県観光親善大使の委嘱状交付式の様子が、スイスの地方紙に掲載されました。今回の掲載は、さっそく親善大使に任命された方の活躍により実現したものであり、喜ばしい限りです。

多くの方々に支えられて本県はますます元気です。石川県からのお知らせをお読みのみなさま、今後とも石川県をよろしく願います。

今回の新聞情報

(1)オランダ・アムステルダムで「いしかわ観光のつどい」開催

<http://www.hokkoku.co.jp/subpage/H20120528102.htm>

(2)百万石まつりにミッキー参加

<http://www.chunichi.co.jp/hokuriku/article/photo/CK2012060402000187.html>

(3)白山スーパー林道 開通

<http://www.hokkoku.co.jp/subpage/TR20120602701.htm>

(4)加賀四湯博・加賀温泉郷おもてなしプロジェクト

<http://www.chunichi.co.jp/article/ishikawa/20120602/CK2012060202000180.html>

(5)小松—台北、週5便に エバー航空、9月増便

<http://www.hokkoku.co.jp/subpage/H20120614101.htm>

(6)県観光親善大使 スイスの地方紙に掲載

別添のPDFファイル参照

※次回は7月末にお届けする予定です。

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

On the 10th of June, we entered the rainy season, 9 days earlier than last year and 3 days earlier than average. The weather will remain somewhat sticky and humid for a while, but it is an important element in the cultivation of rice, which is harvested in the autumn. It is also easy to get sick during this season, so please take care of yourselves and don't get sick! Earlier this month, Kanazawa held its annual Hyakumangoku Festival. This year's festivities were very exciting, made even more special by a number of surprises, such as Mickey Mouse appearing at Kanazawa Castle Park. Around the middle of the month, it was announced that due to an increase in passengers, the number of flights on the Komatsu-Taimei service will be increased from four flights to five flights starting in September. Kaga's Four Onsen Towns (Yamashiro, Yamanaka, Katayamazu and Awazu) and the opening of the Ishikawa side of the Hakusan Super Rindo Forest Road are also creating a buzz among many tourists, both domestic and foreign. In other news, the Ishikawa Tourism Goodwill Ambassador Appointment Ceremony held in Amsterdam, Netherlands last month by Ishikawa Governor Tanimoto made the local newspapers in Switzerland. This is great publicity for Ishikawa Prefecture and is evidence of the activities and work of the recently appointed goodwill ambassadors. Thanks to the support of countless people all around the world, Ishikawa Prefecture is doing well. Thank you for your continued interest in Ishikawa, and we hope you will come back to visit us soon.

Recent News

(1) Was performed in Netherlands, Amsterdam, the Ishikawa Tourism Meeting, an important step for the development of tourism in Ishikawa with the presence of Goodwill Ambassadors from different nations of Europe like UK, France, Germany, Switzerland, Netherlands, Belgium and Luxembourg.

In this event, was made a presentation of Ishikawa Prefecture attractions by the governor of the prefecture that also gave the letters of approval to the ambassadors and spoke before asking for the cooperation of all. The event was held in a hotel on the night of May 26.

From this time will increase the activity of the Goodwill Ambassadors that will offer information and tourist indications about Ishikawa.

There was a growth trend in the number of tourists from Europe before the great earthquake and the event shows the intention to increase the visits of tourists to the prefecture.

(2) Was held at the end of this month the Kanazawa's annual festival "Hyakumangoku matsuri" This year we have had among several attractions, the appearance of Mickey Mouse in Kanazawa Castle's parade bringing animation and enthusiasm to the people. On the last day of the festival, Mickey and other Disney characters like Minnie and Donald Duck paraded dancing on top of a car for children's fun.

(3) The road that connects Hakusan city in Ishikawa Prefecture to Shirakawamura in Gifu Prefecture called "super rindou" was released to traffic on June 1. The 14 kilometers section from the tollgate of Chuuguu until the parking of Sanbouiwa Ishikawa side and a part of the toll road section of Gifu prefecture were opened. The section is closed all the years because of the snow and this year it was released two weeks earlier than

last year. The people who passed by the section could contemplate the beautiful scenery of Hakusan at 2,702 meters of altitude.

(4) Started on June first, the project for tourists and visitors reception in Kagaonsen Kaga city. This project is developed by the onsen women employees that dress up in Japanese traditional clothes and received the nickname "Lady Kaga". The so-called Lady Kaga, go everyday to the JR Kaga Onsen station to give welcome to arriving passengers.

This is a new project for the development of tourism in Ishikawa that will continue until the end of September and there is great expectation for the increase in the number of visitors and also will be carried out several events during the execution of the project. The employees also take charge to guide people interested to the onsen place and show the sights. On the first day of the campaign had more than 100 women dressed in traditional clothing and in the course of the project will have shows with popular singers among other attractions. The city of Kaga is privileged by the existence of 4 onsens for visitation.

(5) In the middle of the month, due to the increase of the boarding rate, flights Komatsu-Taimei that were 4 per week will be 5 per week from September.

The number of passengers has increased in recent years and so it became necessary to increase the number of flights.

The flights from Komatsu to Taiwan made by the company EVA Airways were only two per week in 2008 and the boarding rate is in trend of increase and it seems that this business will continue in good conditions in 2012.

(6) Article in Local Swiss Paper about the Goodwill Ambassadors for Ishikawa Tourism. (Refer to attached PDF file)

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

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| (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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IFIE (Ishikawa Foundation for International Exchange)

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