



草木が芽吹き、ようやく春のエネルギーが感じられる日々がやって来ました。日本の春といえば、誰もが待ち焦がれるのが桜の花見。「日本全国桜スポット20選」の一つに兼六園・金沢城公園が選ばれました。昨年秋の「紅葉が美しい観光スポット」でも兼六園が1位に輝いており、改めて兼六園の人気の高さが伺えます。ちなみに、最新の開花予想は当初の予定より早まり、4月1日と予想されています。兼六園では例年、開花後1週間、無料開放を行っておりますので、是非本県にお越しの際は足をお運びください。

花のニュースをもう一つ。1月号でお伝えした7色の石川県産フリージア「エアリーフローラ」の出荷が3月11日、本格的に始まり、4月中旬までに8万本の出荷を予定しております。「株立ちを祝う花」エアリーフローラ、入学式や入社式など新たなスタートにぴったりです。さて、ゆるキャラグランプリ2011で1位に輝くなど全国的に人気のある熊本県の「くまモン」が、「レディー・カガ」と協力して観光PRビデオを作成するため、本県を訪れました。九州新幹線全線開業をきっかけに生まれたくまモンは、北陸新幹線金沢開業に伴う観光誘致に「全面的に協力するモン」と気合十分です。頼もしい助っ人の誕生ですね。

2年後に迫った北陸新幹線開業は、本県が発展していくための千載一遇のチャンスです。県としてもこれまで以上に、誘客など交流人口の拡大のための戦略的なPRに全力で取り組むため、国際交流課が属する観光交流局は4月1日より「観光戦略推進部」として生まれ変わります。この局から部への昇格を機に、国際交流課も本県の国際交流をより一層元気にしたいと考えておりますので、今後ともよろしくお願いたします。

今回の新聞情報

- (1)日本全国桜スポット20選 兼六園と金沢城公園選出
<http://sankei.jp.msn.com/economy/news/130212/pr13021219290106-n1.htm>
- (2)エアリーフローラ「株立ち」、本格出荷へセレモニー 金沢市の卸売市場
<http://www.hokkoku.co.jp/subpage/ET20130311071.htm>
- (3)くまモン来訪、加賀温泉郷沸く レディー・カガとPRビデオ
<http://www.hokkoku.co.jp/subpage/HT20130308401.htm>
- (4)「観光交流局」を「観光戦略推進部」に昇格
<http://www.hab.co.jp/headline/news0000011177.html>

※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.

Green is starting to return to the land and we can finally feel the energy of the spring season, which in Japan, is represented by the cherry blossom (sakura). Kanazawa's Kenrokuen Garden and Kanazawa Castle have been selected as one of the 20 most beautiful cherry blossom viewing spots in Japan. Last autumn, Kenrokuen Garden was selected as the top place in Japan for viewing autumn leaves location, and this spring, we can once again confirm the popularity of Kenrokuen Garden. In the most recent estimates, the cherry blossom is estimated to begin blooming in Ishikawa on April 1st. Every year, Kenrokuen Garden opens its gates for free one week after the initial blooming of the sakura, so find some time to visit Ishikawa Prefecture. One more piece of news related to flowers: "AiryFlora", the seven-colored species of freesia developed in Ishikawa Prefecture that was presented in the January issue, finally began distribution on March 11, and it is estimated that approximately 80,000 flowers will be distributed by mid April. Because the flower blooms around March and April when graduation and school entrance ceremonies take place, the flower is being called a flower of hope that celebrates new endeavors.

"Kumamon", Kumamoto Prefecture's official mascot which won first place in the 2011 Japanese Mascots Grand Prix, came to Ishikawa Prefecture to participate in a tourism promotion video in partnership with Lady Kaga. The mascot, who was developed to promote the opening of the Kyushu Shinkansen, will help to attract tourists in the opening of the Hokuriku Shinkansen.

The Hokuriku Shinkansen, which will be open for use in two years, is a golden opportunity for the development of the Hokuriku Region. Due to this, Ishikawa Prefecture is doing our best to attract tourists through various strategies. The "Tourism Exchange Bureau" of Ishikawa Prefecture has been changed to the "Tourism Promotion Strategy Department" in order to develop the tourism promotional activities of the prefecture. As the bureau develops into the department, Ishikawa and its International Exchange Division would like to take greater strides in improving international exchange in the prefecture.

Recent News

(1) One of Japan's Three Great Gardens, Kenrokuen Garden and Kanazawa Castle have been selected as one of the 20 most beautiful cherry blossom viewing spots in Japan on the internet forum of the famous travel site "travel.jp". The site used member feedback and created a photo gallery introducing sakura spots from several regions of Japan. On Kenrokuen Garden's page, there are images that show Kanazawa Castle above a row of cherry blossom trees and the landscape inside the garden, where there are many famous cherry blossom trees. Kenrokuen Garden and Kanazawa Castle were the top place in Japan for viewing autumn foliage last year.

(2) Full-scale shipment of AiryFlora, produced in Ishikawa and available in seven pastel colors, began on the March 11. At the sales ceremonies held at wholesale flower markets in Kanazawa, government employees and the Ishikawa branch of JA talked to customers about the rich variety of colors and the refreshing fragrance of the flower.

In order to solidify the brand image of AiryFlora as a flower that celebrates new beginnings, the organizers plan to ship 80 000 flowers by mid-April.

(3) On March 7, Kumamon, the official mascot of Kumamoto Prefecture, came to Kaga to take part in a tourism promotion video for Ishikawa Prefecture, Kumamoto Prefecture, and Kyoto Prefecture, filming with the okamis (owners) of Japanese inns in the Kaga Onsen area, known

collectively as "Lady Kaga". While Kumamon was performing geisha dances, striking poses, and shouting with glee in his high-pitched voice, the whole onsen town got in the spirit of his frolicking and had a great time. In the promotional video, Lady Kaga shows Kumamon and Mayumaro (Kyoto's mascot) around the Kaga Onsen area. Kumamon stated with a confident look that he is going to fully cooperate with the tourism promotion campaign prior to the start of operation of the Shinkansen to Kanazawa. He also regarded the Kaga Onsen area as wonderful and confessed that the adorable Lady Kaga made his heart race.

Kumamoto Prefecture proposed production of this video to Kyoto Prefecture and Kaga Tourism Exchange Association when the three prefectures' representatives applied to take part in the nation-wide local mascot parody video competition last year. After the production is finished in mid-April, the video will be streamed on YouTube and shown during events.

(4) Governor Tanimoto said that the start of operation of the Shinkansen line to Kanazawa in two years is a golden opportunity for Ishikawa to see major development. The governor also expressed his intention to call in more tourists. For this purpose, the government will develop the "Tourism Exchange Bureau" to the "Tourism Promotion Strategy Department" and set up a new "Capital Region Strategies Division".

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/>

※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)

Ishikawa Prefectural Government - International Exchange Division
石川県観光交流局国際交流課 TEL/FAX +81-76-225-1382/1383