

Sustainable Tours to
KANAZAWA and NOTO



ACCESS INFORMATION

From Tokyo to Kanazawa

Haneda Airport	Approx. 1 hour by plane	Komatsu Airport
Tokyo Station	Approx. 2.5 hours by Hokuriku Shinkansen	Kanazawa Station

From Tokyo to Noto

Haneda Airport	Approx. 1 hour by plane	Noto Satoyama Airport
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From Kyoto to Kanazawa

Kyoto Station	Approx. 2 hours 10 minutes by Limited Express Train	Kanazawa Station
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From Osaka to Kanazawa

Osaka Station	Approx. 2.5 hours by Limited Express Train	Kanazawa Station
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From Nagoya to Kanazawa

Nagoya Station	Approx. 3 hours by Limited Express Train	Kanazawa Station
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3		8	

1. Ishikawa-mon Gate in Kanazawa Castle Park standing out against the cherry blossoms in full bloom
2. Dyeing scene at the Kaga Yuzen Studio
3. Tea ceremony at a tearoom in Kanazawa
4. KAMU Kanazawa, a contemporary art museum
5. Hiking along the coast of Noto Peninsula
6. Noto Nigyo Washi (traditional Japanese paper) containing seasonal flowers
7. Vegetable harvesting experience at the Satoyama Marugoto Hotel
8. Restaurant with its distinguishing large thatched roof

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Highlights

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The many charms of Kanazawa & Noto Enjoy a sustainable trip

Kanazawa has prospered as a castle town since the days of the samurai, and on the Noto Peninsula, visitors can enjoy the rich natural environment facing the Sea of Japan. The traditional lifestyle and culture remain, preserving and nurturing a sustainable society. We propose a trip where you can experience the beauty of nature and traditional culture and share luxurious moments which are unique to this region.

LIVING WITH NATURE LIVING WITH TRADITION

Explore the Noto Peninsula's natural beauty and Kanazawa, where traditional culture is still alive. Meet people who combine sustainability and innovation.

HIGHLIGHTS

Enjoying the beautiful scenery and the rich lifestyle unique to this region and sharing the slow passing of time and the pleasant atmosphere.



Night auction tour

The market adjacent to Kanazawa Port offers a variety of seafood caught in the surrounding area. The market offers night tours during the lifting of the ban on bottom trawl fishing from September to the following June to observe the night auction, which is usually closed to the public.



Kanakura Walk

Inland on the Noto Peninsula, the village of Kanakura is an area where small rice paddies and reservoirs are spread across a hilly terrain. You will walk through the tranquil scenery guided by a foreigner who has settled here, and hear about the lifestyle and activities to preserve the traditions here.



Visit to a young artisan's workshop

Kanazawa has a thriving traditional craft culture. There are various craft studios producing a wide variety of works, including ceramics, lacquerware, and dyeing. You will visit the homes of young artisans who are innovating old craftsmanship with new styles and methods.



The Shiroyone Senmaida Rice Terraces, a steep slope facing the Sea of Japan, are made up of more than 1,000 small rice paddies, layered one on top of the other, and offer a beautiful scenery in every season.

4 Day, 3 Night Plan

Trip to Noto and Kanazawa to experience nature and tradition

Day 1

10:00 A.M.

Noto Satoyama Airport

10:30 A.M.

Restaurant Kayabuki-an ②

This restaurant is housed in a traditional Japanese thatched-roof house. After exploring the surroundings, enjoy lunch made from local vegetables, wild plants, and seasonings.

1:30 P.M.

Shiroyone Senmaida Rice Terraces ①

3:00 P.M.

Ono Charcoal Factory ③

You will visit a craftsman who is carrying on the charcoal making tradition in Noto. He makes special charcoal used in tea ceremonies, and is highly respected.

Day 2

9:00 A.M.

Kanakura Walk ④

Walk through the inland countryside guided by a foreigner who has moved here or hike along the coast with its sheer cliffs.

4:00 P.M.

Higashi Chaya District ⑤

Transfer from Noto to Kanazawa. Stroll through beautiful streets lined with lattice-fronts, and visit stores selling crafts and accessories made with gold leaf.

6:00 P.M.

Night auction tour

7:00 P.M.

ORIGO ⑥

9:00 P.M.

Hyatt Centric Kanazawa

Stay at a luxury hotel right next to Kanazawa Station.

Day 3

8:00 A.M.

Kenrokuen Garden & 21st Century Museum of Contemporary Art, Kanazawa

Visit to Kenrokuen Garden, famed as one of the three most beautiful gardens in Japan, and the 21st Century Museum of Contemporary Art, Kanazawa, which is known for its innovative architecture.

11:00 A.M.

KAMU kanazawa

Visit to the contemporary art museum of an up-and-coming art collector. Afterwards, you will visit the workshop of a young artisan who breathes new life into traditional crafts.

6:00 P.M.

Evening bar hopping tour ⑦

Enjoy the interaction with the locals in a small bar where most of the guests are regulars.

Day 4

8:00 A.M.

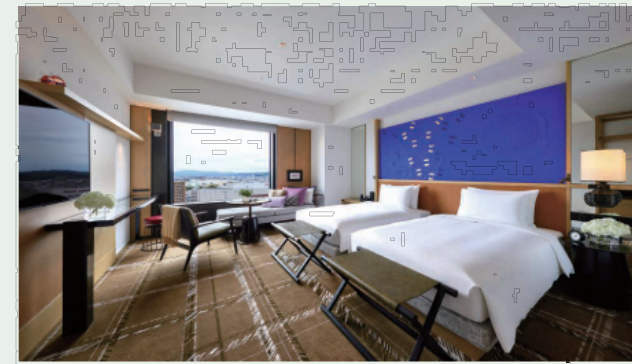
Gyokusen'inmaru Garden ⑧

A restored garden within Kanazawa Castle. The stone walls of various designs are also a sight not to be missed. Matcha green tea and sweets are available at the rest area.



1. Shiroyone Senmaida, one of Noto's most famous scenic spots
2. Cycling around Kayabuki-an
3. Charcoal from the Ono Charcoal Factory, highly respected by tea ceremony masters
4. Hiking along the Noto coast
5. The elegant streets of Higashi Chaya District
6. Restaurant ORIGO located in a machiya townhouse in Kanazawa
7. A series of bars on a small street
8. Gyokusen'inmaru Garden, a reproduction of a feudal lord garden (©Ishikawa Prefectural Tourism League)

STAY



Hyatt Centric Kanazawa

Just a 2-minute walk from Kanazawa Station, this is an excellent location for sightseeing in Kanazawa. Artworks are displayed throughout the building, creating a museum-like atmosphere. The contemporary design inspired by the image of Kanazawa and the spaciousness make for a comfortable stay.

GOURMET FOOD



ORIGO

A restaurant by a chef from Italy. The restaurant is located in a wooden machiya (traditional merchant townhouse) near Kanazawa Station, and is furnished with innovative furniture made by local artisans. Enjoy creative Italian cuisine that emphasizes seasonal flavors and colors.

ACTIVITIES



Hiking in Noto

Located at the tip of the Noto Peninsula, Suzu has a variety of coastlines, including cliffs and sandy beaches, where you can enjoy a 1.5-hour hike with a view of forests and the sea. If you have time, you can also visit the Rokkosaki Lighthouse and Mitsukejima Island, also known as "Gunkanjima" (Battleship Island).

SPECIAL



Evening bar hopping tour

Kanazawa is full of bars and pubs that offer a friendly welcome. We will guide you through the streets lined with small drinking establishments where even locals need an introduction to enter. You will enjoy interactions with the friendly and talkative regulars and shopkeepers.

Travel requirements

Area	Kanazawa/Noto Peninsula (Ishikawa Prefecture)
Anticipated targets	Affluent Western travelers
Travel concept/theme	Countryside, local communities, traditional culture, craftsmanship, natural beauty, agriculture, coastline scenery
Anticipated no. of participants (minimum no. of participants)	Any (1 person)
Best season	April to October (summer is the best time to enjoy the many local festivals)
Age limit	None

Travel agent contact information

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UNIQUE SAMURAI CULTURAL EXPERIENCE WITH THE LOCALS

Kanazawa prospered as a castle town, and the samurai culture and traditional performing arts are still handed down and loved by the locals. We will explore the reasons for this through various experiences.

HIGHLIGHTS

In Kanazawa, you will experience the culture nurtured by the samurai, such as martial arts and tea ceremony. On the Noto Peninsula, you will encounter the lifestyle and customs of traditional farming villages.



Satoyama Marugoto Hotel

Under the concept of seeing the whole community as a hotel, you can enjoy all aspects of Noto lifestyle here. The hotel is run by a young man who moved to Noto in cooperation with local people. In addition to meals, coffee, and lodging, visitors can experience cycling, making Japanese paper, and harvesting vegetables.



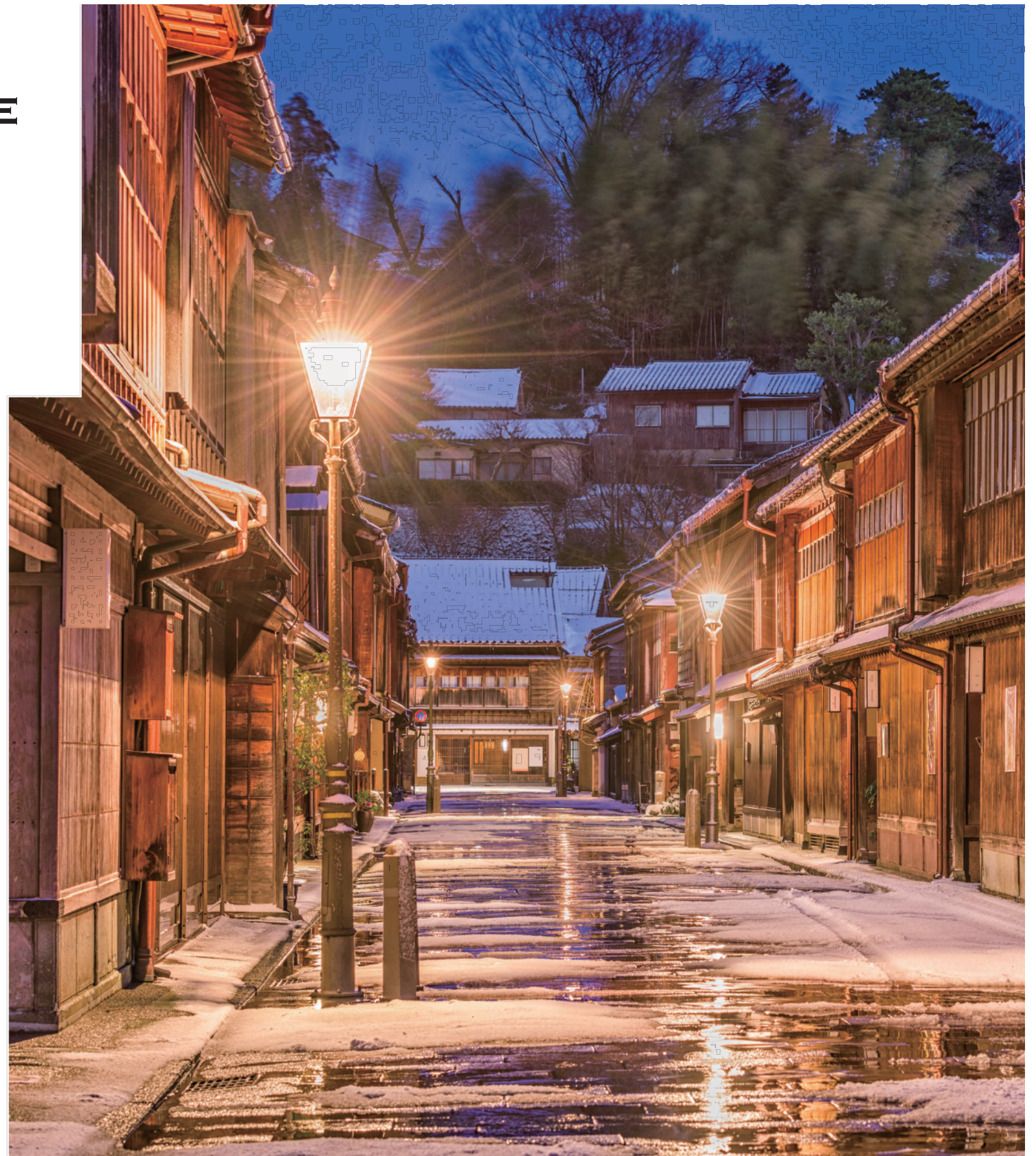
The Noto Satoyama Satoumi Go

A sightseeing train of the Noto Railway, a local railroad running along the sea coast of Noto. The interior of the train is decorated with Noto crafts, and the seats are arranged so that passengers can enjoy the scenery. At a station along the way, you will visit a rare railroad postal car which was used until about 35 years ago.



Sword Experience (Shijimaya Honpo)

Experience samurai and merchant culture at a well-established Kanazawa house with a history dating back to the samurai period. You will see Japanese swords handed down in this house and listen to an explanation of the swords. You can also take a commemorative photo with the sword in your hand and sample Kanazawa's traditional fermented foods.



The history of the Higashi Chaya District dates back about 200 years, and visitors can still enjoy dances and performances by geigi (geishas). The elegant streets are lined with restaurants, cafes, and souvenir stores.

4 Day, 3 Night Plan

Learn about Kanazawa's samurai culture and Noto's lifestyle

Day 1

10:00 A.M.
Kanazawa Station (meeting point)

10:30 A.M.
Kenrokuen Garden & Nagamachi Samurai District ①③④

We will stroll around Kenrokuen Garden, famed as one of the three most beautiful gardens in Japan, once belonging to a feudal lord family and the Nagamachi Samurai District, which retains the atmosphere of the days when warriors lived in the area. In Nagamachi, we will visit the Nomura Residence, a former samurai residence with a magnificent garden.

2:30 P.M.
Shijimaya Honpo

A long-established pickles and fermented food shop. The owner of the shop, a descendant of a samurai family, will explain about the Japanese swords using real swords in front of you. Also you can observe the quick sword-drawing technique called 'iai' and learn the movements with a model sword.

6:30 P.M.
Japanese cuisine Zeniya ⑥

A member of Relais & Chateaux, a 2-star Michelin restaurant, and one of the best ryotei restaurants in Kanazawa.

9:00 P.M.
Hyatt Centric Kanazawa (two nights)

Day 2

9:15 A.M.
Omicho Market ⑤

This market has a history of more than 300 years. It is referred to as the kitchen of the local citizens, with about 170 stores selling fresh fish, produce, and other items.

10:30 A.M.
Kyudo experience (Japanese archery)

3:00 P.M.
Higashi Chaya District ②

One of the teahouse districts where samurai warriors enjoyed the cuisine and hospitality by geisha. It has been preserved as an important preservation district of historic buildings. You can hear about the broad based samurai culture by experiencing a tea ceremony and learning about tea utensils.

Day 3

9:00 A.M.
Drive around Noto Peninsula

Lunch at the Satoyama Marugoto Hotel after driving along the Chirihama Nagisa Driveway, which runs on the sandy beach as the waves lap against the shore. In Suzu, we will visit a charcoal making workshop where trees are planted and special charcoal for the tea ceremony is produced. (Subject to change due to weather conditions)

5:00 P.M.
Nebuta Onsen Kaiyu Notonosho

Day 4

9:30 A.M.
Wajima ⑦

We will pass through the morning market with its small stalls selling fresh fish, dried fish, vegetables and other items, and visit Wajima lacquerware stores and artisan's workshops. Learn why lacquer has been used since ancient times.

2:15 P.M.
From Anamizu Station to Nanao Station on the Noto Railway ⑧

A one-hour train ride on the Noto Satoyama Satoumi Go sightseeing train. You can drop off postcards in a railroad postal car which we will visit at one of the stations along the way.

3:30 P.M.
Hanayome Norenkan

6:00 P.M.
Kanazawa Station (end of guided tour)



1. Kenrokuen Garden, famed as one of the three most beautiful gardens in Japan
2. Higashi Chaya District, where many people stroll around in kimonos
3. Nagamachi Samurai District where you feel that samurai could appear at any moment
4. Nomura-ke Samurai Residence, with its popular beautiful garden
5. Omicho Market, where you can enjoy a lively atmosphere
6. The cuisine of Zeniya, which is also a feast for the eyes
7. The Wajima Morning Market with its many stalls selling seafood and dried fish
8. The Noto Satoyama Satoumi Go with its large windows overlooking the sea

STAY



Nebuta Onsen Kaiyu Notonosho

A hot spring ryokan overlooking the Sea of Japan. Most of the rooms have ocean views, and guests can relax in spacious Japanese-style rooms while enjoying the seasonal scenery. The kaiseki cuisine is prepared using mainly local ingredients and Wajima-style lacquerware. The hot spring (large bath and open-air bath) features natural alkaline water that is believed to have beautifying effects.

GOURMET FOOD



Japanese cuisine Zeniya

One of Kanazawa's leading kaiseki restaurants. Zeniya is open by reservation only, wishing to offer the best of Kanazawa's seasonal bounty. Respecting tradition while incorporating innovative ideas, the menu is adapted to each customer. Also note the decorations in the rooms and the dishes featuring traditional crafts such as Kutani ware and Wajima lacquerware.

ACTIVITIES



Kyudo experience (Japanese archery)

Kyudo is a Japanese martial art that trains the body and mind through a series of movements to shoot an arrow at a target. You will change into a hakama and an expert will teach you a series of actions from etiquette and posture to actually shooting an arrow at a target.

SPECIAL



Hanayome Norenkan

In Kanazawa and Noto, there is a custom for the bride to pass through a "Hanayome Noren" (bridal curtain) hung in the Buddhist altar room of the groom's house and pay respect to the ancestors before starting the wedding ceremony. In this museum, the room and bridal curtains which were actually used are displayed, and the unique wedding ceremony of this region is explained.

Travel requirements

Area	Kanazawa/Noto Peninsula
Anticipated targets	Adults (singles and couples) from countries from Europe, North America and Oceania
Travel concept	<ul style="list-style-type: none"> • Experience of samurai culture which has been preserved by the locals for a long time • Natural scenery of Noto Peninsula and samurai-loved gardens in Kanazawa • Meet and talk with local friendly people
Anticipated no. of participants	From two people to eight people (if less or more, please ask)
Tour conditions	<p>Best season: April to October</p> <p>Age limit: 12 years old for Kyudo experience (Japanese archery)</p> <p>Transfer: Private vehicles (Japanese speaking driver) and local train (The Noto Satoyama Satoumi Go train)</p> <p>Meals: 3 breakfasts and 2 dinners included. Lunch and additional dinner can be also arranged upon request.</p> <p>Tourist interpreter guides can be arranged upon request.</p>
Important remarks	<p>* This is a model plan and depending on the season and dates, some of the contents in it are subject to change due to local operational reasons.</p>

Travel agent contact information

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<https://go.jtbgmt.com/l/818893/2019-10-22/gs>

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