



KANAZAWA

City of Samurai

**Tourism Promotion Section,
Kanazawa City
Kanazawa City Tourism Association**

As of Oct.18th, 2024

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TOPIC 1

Destination Overview



Overview of Kanazawa

Geography

- ✓ Located in the center of Japan
- ✓ Facing both Sea and Mountains

Population

- ✓ 462,448 ⇒ 0.4% of Japan's total population = **Small City**

History

- ✓ 1600s-1800s: The Maeda clan ruled over Kanazawa for **280** years
- ✓ **No significant damage from natural disasters or war for over 430 years**

Features of Kanazawa

- ✓ **Castle Town & Samurai Town**
- ✓ **Can feel the peaceful historic atmosphere here and there**
- ✓ **Tradition (crafts, art, food) and new culture (contemporary art)**

Tourism in Kanazawa

- ✓ **10,680,000 annual visitors**
- ✓ **613,000 from overseas, 33% from Europe & USA *2019data**



Where is Kanazawa ?

Sea of Japan

Ishikawa
Kanazawa

✓ **From Kyoto / Osaka**

**By Hokuriku Shinkansen
& Limited Express Train**

✓ **Kyoto : 2hours**

✓ **Osaka : 2hours & 30 min.**

✓ **From Tokyo**

**By Hokuriku Shinkansen
2hours & 30minutes**

Kyoto ●
Takayama
Gokayama &
Shirakawa-go

Tokyo ●



Pacific Ocean



Features of Kanazawa

Charm 1

✓ **Castle and Samurai Town**

Charm 2

✓ **Rich in Culture**

- Tea Ceremony
- Geisha Culture
- Noh theatre

Charm 3

✓ **Rich in Crafts**

- Kaga Yuzen (Silk Dyeing)
- Kanazawa Shikki (Lacquerware)
- Gold leaf and etc.

Charm 4

✓ **Rich in Cuisine**

- Sushi, Sashimi and Sake
- Omicho Market

Charm 5

✓ **Compact City**

- All major attractions are within **2 km** of the city

Charm 6

✓ **Modern & Traditional Art and Architecture coexist**



Charm 1 Castle and Samurai Town

✓ Kanazawa Castle Park

Michelin green guide ★



Charm 1 Castle and Samurai Town

✓ Kenroku-en Garden

Michelin green guide ★★★



Charm 1 Castle and Samurai Town

✓ **Nagamachi Samurai District = middle class Samurai lived**

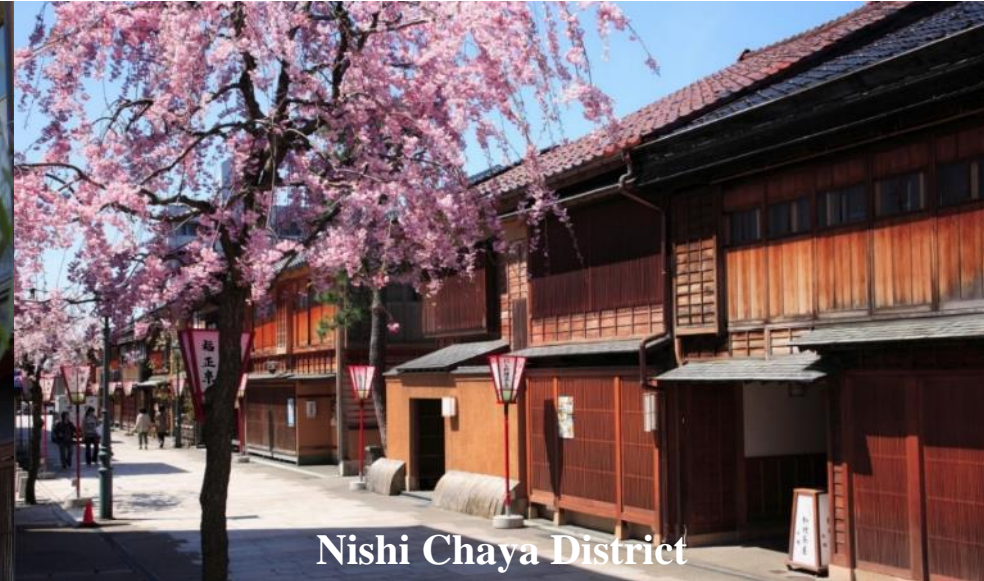
Michelin green guide ★



Charm 2 Rich in Culture

✓ Geisha Culture & Chaya Districts

Michelin green guide ★



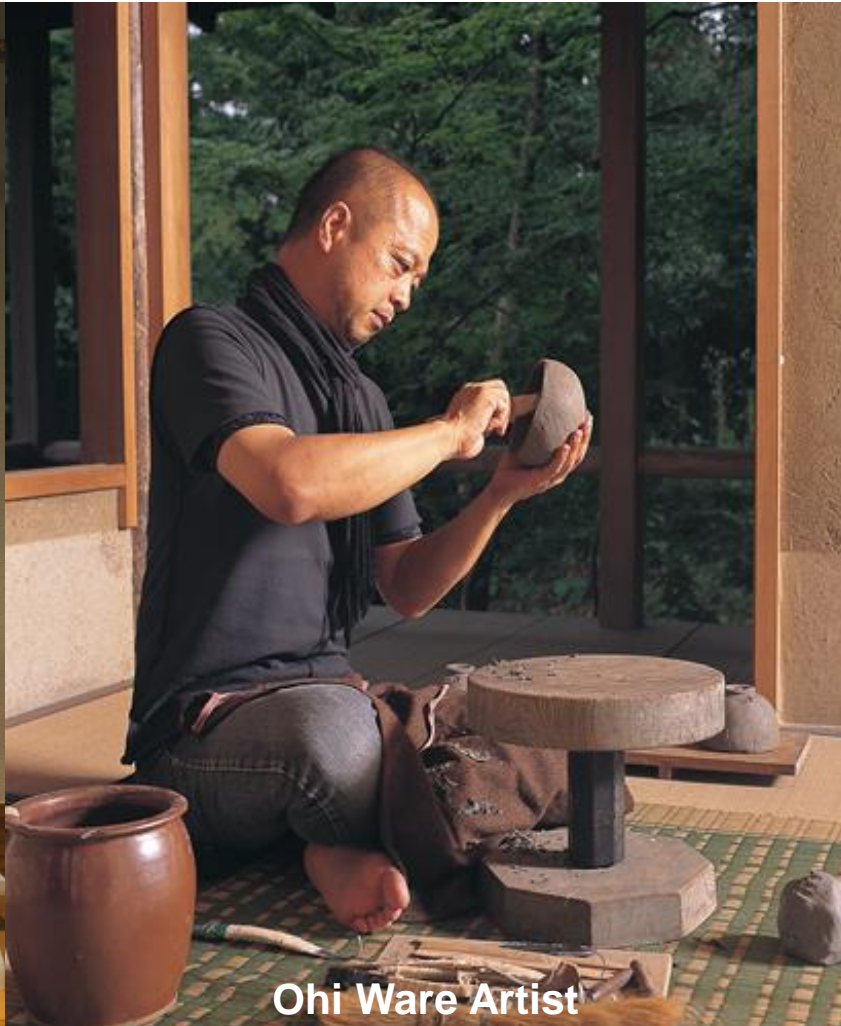
Charm 2 Rich in Culture

- ✓ Enjoy Geisha Performance and Teahouse game



Charm 3 Rich in Arts & Crafts

✓ 26 Traditional Crafts in Kanazawa



Charm 4 Rich in Cuisine

✓ A city of gastronomy



Charm 5 Compact City

- ✓ All major attractions are within **2km** of the city !



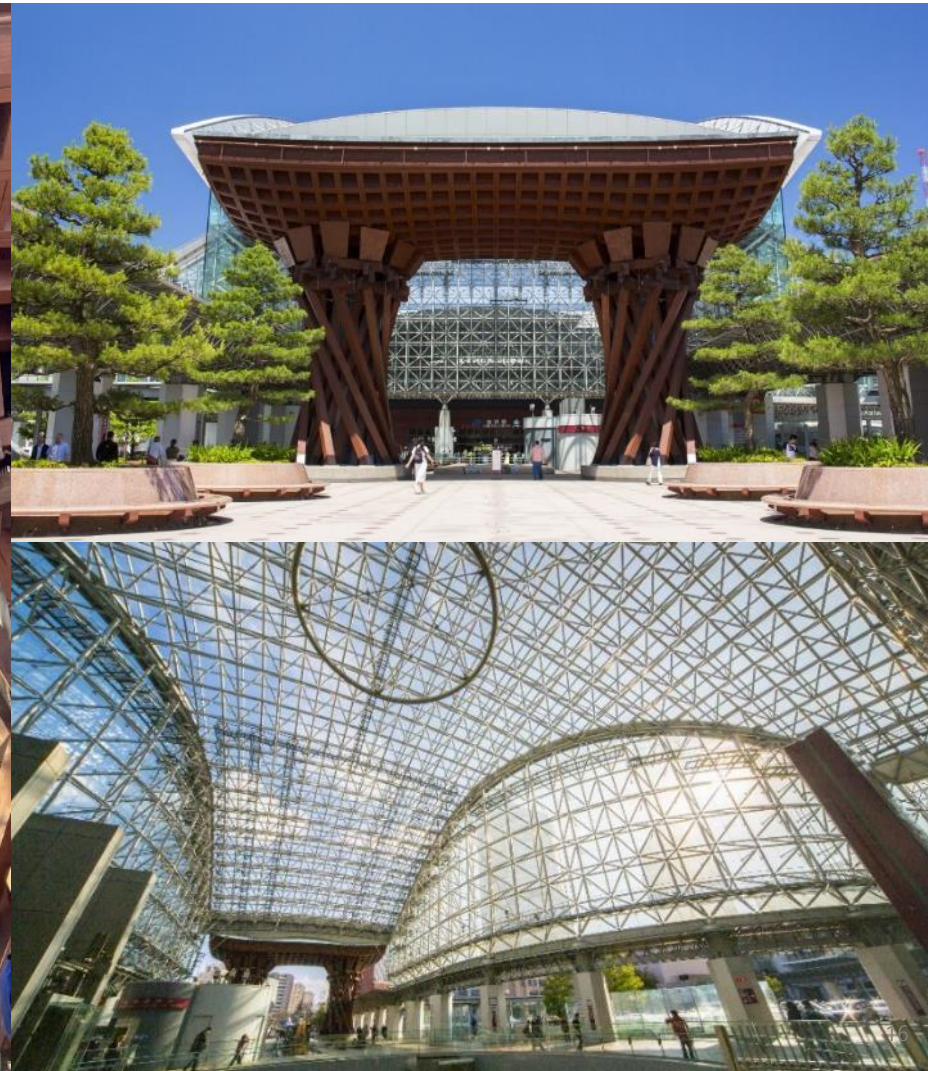
Charm 6 Modern & Traditional Art

✓ Rich in Modern & Traditional Arts and Architecture



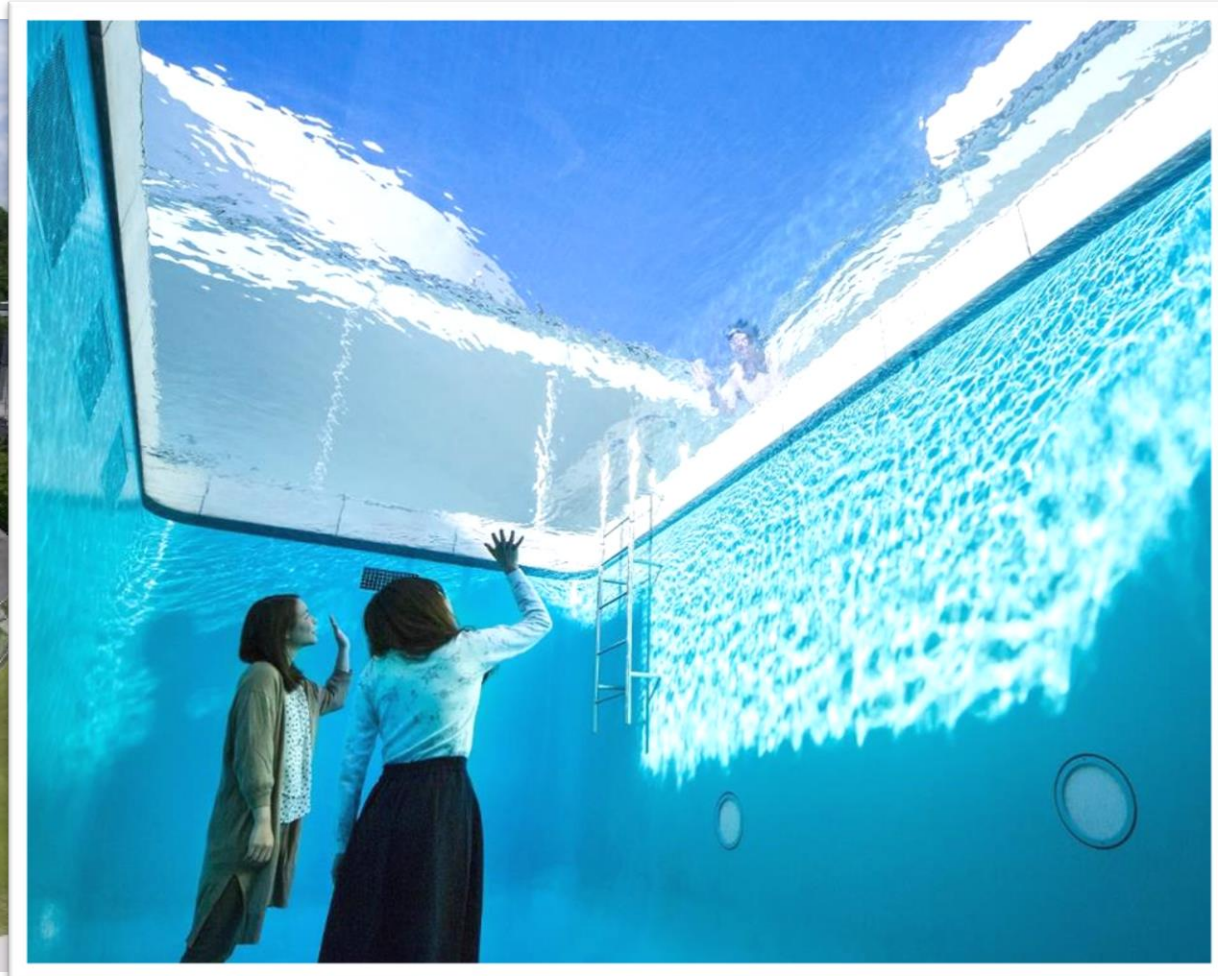
Charm 6 Modern & Traditional Art

- ✓ **Hawks are flown monthly to protect the glass ceiling from pigeon droppings**



Charm 6 Modern & Traditional Art

✓ Rich in Modern & Traditional Arts and Architecture



21st Century Museum of Contemporary Art, Kanazawa

Charm 6 Modern & Traditional Art

- ✓ **KAMU Kanazawa - Opened in June, 2020**



TOPIC 2

Unique Programs

Samurai Story :

https://visitkanazawa.jp/en/videos/detail_384.html



Samurai Experiences

- ✓ **Samurai Culture & Sword experience**
- ✓ **Learn about Samurai Sword through lecture and demonstration using real swords in a traditional Kanazawa merchant's house**



<https://www.kabura.jp/contents/samurai/>



Samurai Experiences

- ✓ Morning Activities with Kendo practice, Monko (incense), Dharma talks, and morning porridge !



https://visitkanazawa.jp/en/activities/detail_1217.html



BUDO Experiences (1) Kyudo

- ✓ Learn how Samurai trained themselves through BUDO (martial arts)
- ✓ Japanese archery lesson in costume



<https://greentours.maruichi-gp.co.jp/tours/884/>



BUDO Experiences (2) Kendo

- ✓ Learn how Samurai trained themselves through BUDO (martial arts)
- ✓ Through Kendo, learn “Bushido” and experience the samurai spirit



<https://greentours.maruichi-gp.co.jp/tours/885/>



BUDO Experiences (3) Aikido

- ✓ Learn how Samurai trained themselves through BUDO (martial arts)
- ✓ AIKIDO; very beautiful self defense martial arts



<https://greentours.maruichi-gp.co.jp/tours/1483/>



GEISHA Experiences

- ✓ Authentic Kanazawa Geisha Experience
- ✓ Held on designated Saturdays especially for first time visitors



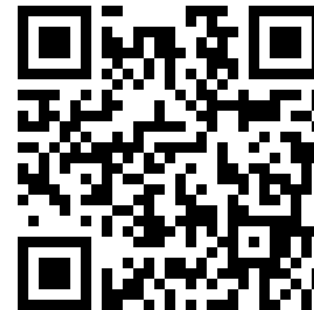
GEISHA Experiences (2)

✓ Date-specific plans and private plans are both available



Kenrokuen Tea Ceremony Experience

Time	10:30 AM 02:00 PM 03:00 PM (reservation required)
Inclusion	Tea experience Japanese sweets English explanation
Pricing	1 person 4,800yen (tax) Maximum number of appointments: 10 people



<https://kenrokutei.com/tea-ceremony-en/>

Special Gastronomy Program

- ✓ **Omicho market & Temari-Sushi making Cooking Class**
 - ✂ many other programs are available upon request



Special Gastronomy Program

- ✓ **Tour of Fukumitsuya property and Sake pairing lunch at a fine sushi restaurant**

<https://www.fukumitsuya.co.jp/guidedtour/>



Special Gastronomy Program

✓ Kanazawa New Food Experience

<https://greentours.maruichi-gp.co.jp/tours/1078/>



Bar Hopping Tour

- ✓ Enjoy Japanese sake and food made with local ingredients at an Izakaya accompanied by a local guide
- ✓ Stroll around a district that still retains the Showa era atmosphere

<https://greentours.maruichi-gp.co.jp/tours/1854/>



Gourmet Ticket “Kanazawa Bimi”

- ✓ The local dishes, sweets and bars cherished in Kanazawa
- ✓ You'll find what's delicious to you

※English page available : https://coupon.kanazawa-kankoukyoukai.or.jp/bimi_en/



Total 125 restaurants / 244 menus ! As of Aug.01, 2024

- Sushi ● Japanese Cuisine ● Izakaya ● Oden ● Western Cuisine ● Café ● Ramen/Soba ● BAR



RED

(Equivalent to 1,000 yen)



YELLOW

(eq. to 2,000 yen)



GREEN

(eq. to 3,000 yen)



BLUE

(eq. to 5,000 yen)



PURPLE

(eq. to 10,000 yen)



TOPIC 3

Traditional Crafts

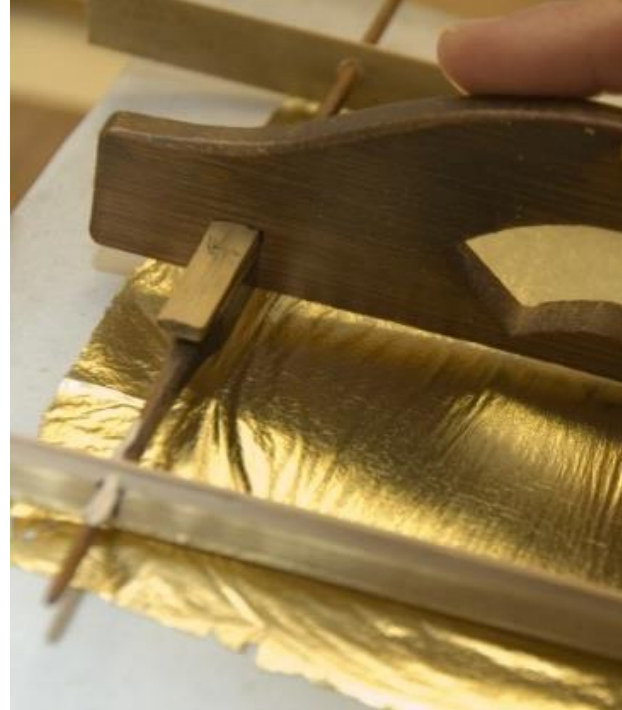


United Nations
International, Scientific and
Cultural Organization



City of Craft
and Folk Art
KANAZAWA

- Member of the
UNESCO Creative
Network since 20



Traditional Crafts - Gold Leaf

- 99% of all gold leaf in Japan is produced in Kanazawa
- Gold leaf pasting experience is one of the most popular activity

Traditional Crafts - Mizuhiki

- ✓ Japanese custom to decorate gifts with strings called “Mizuhiki”
- ✓ Mizuhiki is a special string made by twisting a long and thin sheet of paper mixed with seaweed and white clay





© Kutani Kosen Pottery Studio



Traditional Crafts - Pottery

Kanazawa's modern Kutani ceramic ware is based on a revival of Kutani ceramic ware early in the 19th century. Kutani is characterized by the technique of thickly heaping up paint in five colors, i.e., red, yellow, green, purple, and dark blue and drawing natural beauties boldly. In Kanazawa, you can also try your hands at pottery making, including Kutani ceramic ware.

©Kanazawa City Tourism Association



Traditional Crafts – Kaga Yuzen

- ✓ **Kaga Yuzen is a traditional silk dyeing technique that has been handed down in Kanazawa, featuring the beauty of nature as the design motif**



TOPIC 4

Premium Programs



Kanazawa Ichigo Ichie

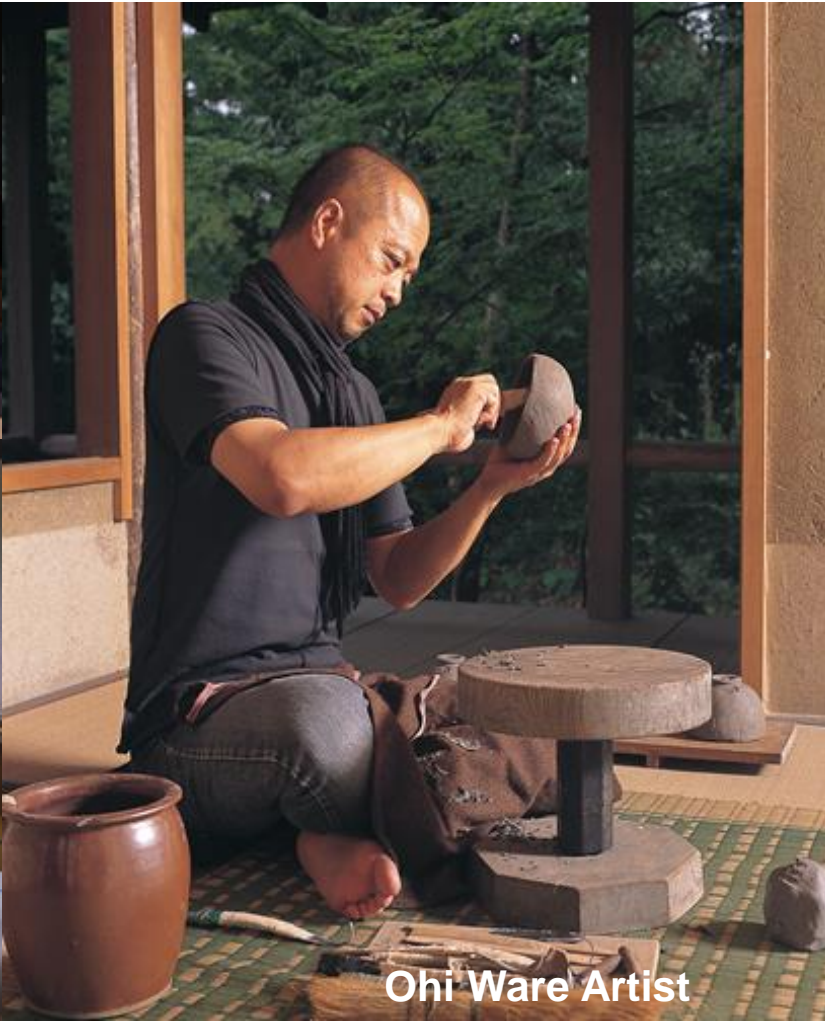
- ✓ A once in a lifetime Arts and Crafts experience



**Special plans for you
to enjoy Arts & Crafts**

Kanazawa Ichigo Ichie

- ✓ A once in a lifetime arts and crafts experience
- ✓ Samples of our arrangement



Kanazawa Ichigo Ichie

- ✓ Visit Ohi Ware Artist, experience tea ceremony with his work



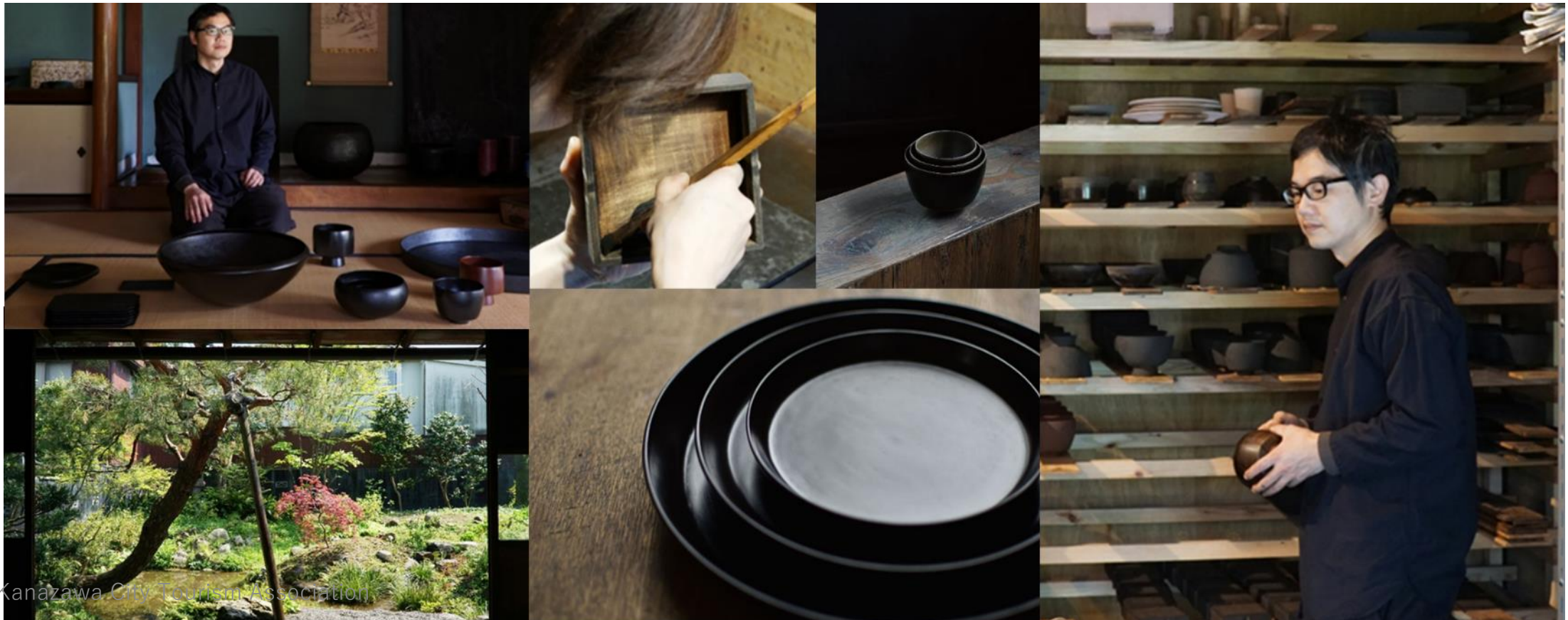
Kanazawa Ichigo Ichie

- ✓ Visit Kaga Yuzen Artist
- ✓ Learn the techniques and characteristics of Kaga Yuzen



Kanazawa Ichigo Ichie

- ✓ **Visit Lacquer Artist**
- ✓ **Learn the characteristics and production process**
- ✓ **Works can be seen at Alain Ducasse's restaurant in Paris, Aman NYC, and Aman Kyoto**



Kanazawa Ichigo Ichie

- ✓ Visit Kaga Embroidery Artist
- ✓ Learn the history and technique, process of Kaga embroidery



Kanazawa Ichigo Ichie

- ✓ **Lacquer Artist Shoitsu Nishimura**
- ✓ **Explains the relationship between crafts and daily life in Kanazawa,**
- ✓ **not limited to lacquer and Kaga maki-e**



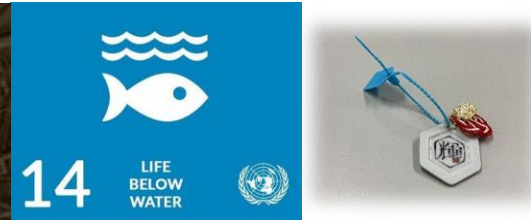
TOPIC 5

Sustainable Contents



Sustainable Travel Contents

✓ Night Auction at Kanazawa Port



Sustainable Travel Contents

✓ Kenroku-en SDGs tour with an Expert

★this program is under construction



Sustainable Travel Contents

✓ Zen Walking by Bicycle



TOPIC 6

Short Trips from Kanazawa



Short Trips from Kanazawa- Three Star Road

✓ Mitsubishi Kaidou = Three-Star Road



Short Trips from Kanazawa- Three Star Road

5 places in 4 different prefectures

- ✓ Kenrokuen Garden ★★★: Kanazawa - Ishikawa prefecture
- ✓ Gokayama ★★★: Toyama prefecture
- ✓ Shirakawa-go ★★★: Gifu prefecture
- ✓ Takayama ★★★: Gifu prefecture
- ✓ Matsumoto Castle ★★★: Matsumoto - Nagano prefecture





★★★★ Kenroku-en Garden, Kanazawa



★★★★ Takayama



★★★★ Matsumoto Castle



★★★★ Gokayama



★★★★ Shirakawago

TOPIC 7

Useful Information



Bus Company List in Kanazawa

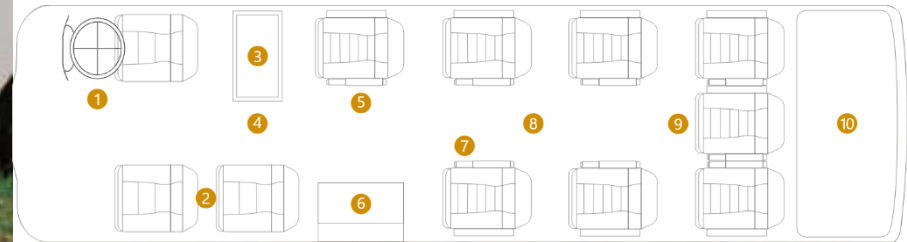
Business Suppliers	Tel.	L-Bus	M-Bus	S-Bus	Luxury Bus	Others
(株)丸一観光 Maruichi Kanko Co. Ltd.	076-255-0603	24	5	10	5	ラグジュアリータクシー保有 Owns luxury motor coaches
北陸鉄道(株) Hokuriku Rail Road Co. Ltd.	076-239-2111	10				
北鉄金沢バス(株) Hokutetsu Kanazawa Bus	076-237-8355	15	6	-		北陸鉄道グループ会社
西日本ジェイアールバス(株) West Japan JR Bus Co.	076-225-8004	4	1			3列独立シート型バス有 3-row independent seat type bus available
大和(だいわ)タクシー(株) Daiwa Taxi	076-218-4116	4	2	4		
(株)富士交通 Fujikotsu Co. Ltd.	076-252-8111	17	5	1		
(株)オリエンタル Oriental	076-298-0150	2	1	7		
金城 (きんじょう)交通(株) Kinjou Koutsu Co. Ltd.	076-253-3333	5	6	9		
北日本観光バス(株) Kitanippon Kanko Bus	076-266-2511	25	2	-		
なるわ交通(株) Naruwa Transport Co. Ltd.	076-253-2211	8	3	5		
(株)マップ Map	076-249-7300	6	5	5		
(株)中日本ツアーバス Central Japan Tour Bus	076-237-0240	10	2	3		

Chartered Hire Company List in Kanazawa

Business Suppliers	Tel.	No. of Vehicles	Mini-van (~max.9pax)	Others
石川交通(株) Ishikawa Hire &Taxi Co. Ltd.	076-231-4131	110	5	“GO” Taxi dispatch service
(株)富士タクシー Fuji Taxi	076-237-1020	119	7	“GO” & “S-RIDE” Taxi dispatch service
石川近鉄タクシー(株) Ishikawa Kintetsu	0570-08-3265	91	5	Private sightseeing Taxi
大和タクシー(株) Daiwa Taxi	076-266-5166	79	19	
金城交通(株) Kinjyou Koutsu Co.,Ltd	076-258-2100	59	3	
なるわ交通(株) Naruwa Transport Co. Ltd.	0120-69-3535	53	3	“GO” Taxi dispatch service
金沢第一交通(株) Daiichi Koutsu Sangyo Co. Ltd.	076-242-2325	46	5	
(株)オリエンタル Oriental	076-268-2022	34	13	
金沢タクシー(株) Kanazawa Taxi	076-240-3211	33	1	
宝タクシー(株) Takara Taxi	076-252-1236	27	1	

Chartered Luxury Vehicles in Kanazawa

Luxury Bus **LUXNODO** by Maruichi Kanko



Chartered Luxury Vehicles in Kanazawa

Luxury Mini-Vans (Wagons) by Maruichi Kanko



GRANACE



ALPHARD

Chartered Luxury Vehicles in Kanazawa

Luxury Bus & Wagon by Kanazawa Adventures



Guide Information in Kanazawa

Kanazawa City Official Guide Information

 <https://visitkanazawa.jp/en/guides/index.html>

24 results



Language : English
License : Local Guide

Reiko

I will help you make your stay in Japan a wonderful memory.



Language : English
License : Local Guide

Mai

I love Kanazawa. Let's have fun with me.



Language : English
License : Local Guide

Yumiko Yoshimuro

Based on your preference, I'd like to make your tour plan.



Language : English
License : Local Guide

Masako Asanuma

Let's enjoy and make good memories in Kanazawa city together!



Language : English
License : National Guide

Hisa Matsuo



Language : English
License : National Guide

Akira Hishida



Language : English
License : Local Guide

Harumi Hirano



Language : English
License : National Guide

Sachi Kitahara

National Government Licensed Guide Interpreter Net Kanazawa

<https://kanazawaguidelink.jp/en/>



Keiko Takakura

Chikako Omote

Junko MATSUMOTO

Katsuhiko HIROTA



Hideo NAKADE

Aiko NISHIMURA

Itaru WADA

Masayuki YOSHIDA



Restaurant Information - Large Groups -

Area	Genre	Name of Restaurant	Tel	Capacity	Others
Kanazawa St. Area	Western	Hotel Kanazawa (Banquet)	076-223-1111	BQT: 200 pax	L : 2,200JPY~ D : 4,400円
Kanazawa St. Area	Western	Hotel Kanazawa DINING TSUZUMI	076-223-1201	30 pax	
Kanazawa St. Area	Western	ANA Crowne Plaza Hotel	076-224-6111	BQT: 400 pax	L : 5,500JPY~
Omicho Market Area	Western	ANA Holiday Inn Sky		BQT: 140 pax	L : 3,300JPY (tax incl.)~
Omicho Market Area	Western	Kanazawa New Grand Hotel	076-223-1311	BQT: 200pax	L : 4,400JPY (tax incl.) ~
Kenrokuen Garden Area	Japanese	Kikantei 寄観亭 (Inside Kenrokuen Garden)	076-263-4710	Max. 120 pax	1,320 JPY (tax incl) ~
Kenrokuen Garden Area	Japanese	Tsutsumitei 堤亭	076-221-2387	Max. 120 pax	1,320 JPY (tax incl.) ~
Kenrokuen Garden Area	Japanese	Sakuratei さくら亭	076-264-8739	Max. 120 pax Various private rooms available	3,000 JPY (tax incl.) ~
Kenrokuen Garden Area	Western	Lagunavail Kanazawa (ラグナヴェール金沢 (wedding hall))	080-3392-1455 (マエ様)	Max. 150 pax	6,600 JPY ~
Higashi Chaya District	Japanese	Kinrojo 金城樓		Max. 120 pax	Bento box : 5,500 JPY~ (+)
Higashi Chaya District	Japanese	Shugetsu 加賀料理 秋月	076-251-5533	Max. 70 pax	3,025 JPY (tax incl.) ~
Higashi Chaya District	Japanese	Shogyotei 松魚亭	076-252-2273	Max. 60 pax	3,850 JPY (tax incl.) ~
Nishi Chaya District	Japanese	Tsujiike Teien 辻家庭園 ※7代目小川治兵衛の庭園	076-201-1124	Max. 120 pax	L:6,000 JPY~ D:8,000 JPY~
Others	Western	Kanazawa Kokusai Hotel 金沢国際ホテル	076-296-0111	BQT: 260 pax	Bento: 4,000 JPY~

Restaurant Information – Small /Medium Groups -

Area	Genre	Name of Restaurant	Tel	Capacity	Others	
金沢駅 周辺	Japanese	Kanazawa Chaya 金沢茶屋 (加賀屋グループ)	0120-378-223	16 pax x 1, 80 pax x 1	L: 3,300 JPY~ D: 8,800 JPY~	
	Japanese	Kagaya Kanazawa 加賀屋	076-263-2221	22 pax x1	2,300 JPY ~ (station bldg.)	
	Japanese	Hacchouya Ekimae 八兆屋 金沢駅前店	076-223-1184	32 pax	L : 1,850 JPY ~ D: 3,300 JPY~ plus all you can drink from 5,500 JPY~	
	Japanese	Hacchouya Ekinokura 八兆 屋駅の蔵 金沢駅店	076-234-1124	48 pax		
	Japanese	Cho-Hachi Ekimae 長八 金 沢駅前店	076-256-1843	40 pax	L: 1,850 JPY ~ D: 4,400 JPY ~ plus all you can drink 6,000 JPY~	
	Japanese	Daimyo Chaya 大名茶家	076-231-5121	28 pax x1 ・18 pax x1	2,530 JPY~	
	Near Kanazawa Station	Japanese	Nouka-Banzai KYO 能加万菜 郷 (きょう)	076-255-2727	Max. 56 pax	
		Japanese pub	Soroban 金沢和食バル そろば ん	076-255-0815	30 pax x1	
		Japanese pub	Shikisai 四季彩	050-5459-5348	Max. 40 pax	
		Japanese pub	Tsukumo 九十九 (つくも)	050-5459-5371	50 pax x1	Open only at night
Sushi		Akamesushi あかめ寿し	076-263-9787	30 pax x1		
Sushi		Kagayasuke 加賀彌助	076-221-6357	16 pax x1		
Sushi		Sushiwaka 寿し若	076-221-8822	12 pax x 1 ・30 pax x1		
Western		FIVE-Grill&Lounge	076-256-1559	Max. 40 pax x 2	(5 th Floor of Hyatt Centric Kanazawa Hotel)	

Restaurant Information – Small / Medium Groups -

Area	Genre	Name of Restaurant	Tel	Capacity	Others
近江町市場 ひがし山 Omicho Market Area Higashiya ma District	Western	Todorokitei ビストロ とどろき亭	076-252-5755	20 pax ×1	Entrance to Higashichaya district
	Sushi/Japanese	Enishi Oumicho 近江町食処 鮮彩えにし	050-5484-9502	38 pax ×1	Inside Omicho Market
	Japanese	Koufuku 旬彩和食 口福	076-225-8080	10 pax ×1 ·18 pax ×1	Inside Omicho Market
	Japanese	Oumicho Shokudo 近江町食堂	076-221-5377	18 pax x1	Inside Omicho Market
	Japanese	Ichinokura 市の蔵	076-224-3371	40 pax	Food 3,300 JPY~, All you can drink 5,000 JPY~(Inside Omicho Market)
	Japanese	Noukabanzai Ichibaya 能加万菜 市場屋	076-254-1088	42 pax ×1	Inside Omicho Market 2,500 JPY~
	Japanese	Izakaya Kappo Tamura 割烹 田村	076-222-0517	30 pax ×1	Course 7,700 JPY~
	Japanese	Ishiya いしや	076-255-1357	Max. 50 pax	
兼六園周辺 Kenrokuen Garden Area	Sushi	Kaisen Hirai 近江町海鮮丼家 ひら井 兼六園店	076-262-0072	38 pax x1	Inside Ishikawa Local Products Center
Kenrokuen Garden Area	Japanese	Kanazawa Sekitei しゃぶしゃぶ・加賀料理 石亭	050-3647-0322	14p×2, 30p ×1, 40p x1	
	Japanese	Kanazawa Gyokusentei かなざわ玉泉邸	076-256-1542	Max. 28 pax	Michelin Plate 2021
	French	Paul Bocuse ジャルダン・ポール・ボキューズ	076-261-1161	60 pax ×1	Inside the Shii-no-ki-Geihinkan
片町・香林坊 Katamchi-Korinbo Area	Japanese pub	Amatsubo あまつぼ	076-221-8491	60 pax ×1	
	Japanese pub	Sennosakazuki 千の升 (さかづき)	076-224-2062	30 pax ×1	

Restaurant Information – Small / Medium Groups -

Area	Genre	Name of Restaurant	Tel	Capacity	Others
片町・香林坊 Katamchi-Korinbo Area	Japanese pub	Genzaemon Kiguremachi 居酒屋割烹 源左工門 木倉町店	076-232-7110	Max. 38 pax x 1	
	Japanese Oden	Oden Akadama 金澤おでん 赤玉 本店	076-223-3330	25 pax x 1 ・30 pax x 1	
	Japanese	Seigetsu 日本料理 せい月	076-233-2044	18pax X 1	
	Japanese	Shiki no Table 四季のテーブル	050-5485-1518	Max. 38 pax	
	Japanese	Cho-Hachi Katamachi 長八 片町店	076-263-9898	30 pax	Food 3,300 JPY~ All you can drink 5,000JPY ~ Open only at night
	Japanese	Totozakura 旬魚季菜 とと桜	076-222-8724	30 pax x 1	Open only at night
	Japanese	Kappo Takeshi 割烹たけし	076-234-2121	24pax x 1 ・50pax x 1	
	Sushi	Tamazushi 玉寿司本店	076-221-2644	20pax x 1 ・40pax x 1	Open only at night
	Wagyu	Kyouzawa 京澤	050-5489-1128	Max. 50 pax	Open only at night
	Western & Wine	Winekaido 葡萄酒(ワイン)街道		16pax x 1 (※Max.24pax)	Open only at night
	Western	Maraisdor マレ・ドール	076-231-2411	40pax x 1	Inside Kanazawa Tokyu Hotel
Italian	CARLO CENTRO	076-256-5646	Max. 70 pax		
大野 Ono area	Sushi	Houshouzushi 宝生寿し	076-267-0323	25pax x 2	2,400 JPY~
その他/Other	Sushi/Japanese	Gyoshoan 魚匠庵	0120-2-86037	40pax X1	

Restaurant Information – Vegetarian/Vegan friendly-

Kanazawa Barrier-Free Map : <https://kanazawa-food.jp/>



Genre	Area	Name of Restaurant	Tel.	Capacity	Comment
Japanese	Omicho Market area	COIL	076-256-5076	54 seats	
Japanese	Kanazawa station area	TILE	076-255-2802	24 seats	Kaisen Bowl
Japanese	Higashichaya District	Barrier	076-204-7018	32 seats	Innovative Japanese “Dashi”
Japanese	Omicho Market area	OTM Restaurant	050-5593-8911	48 seats	Micro Green
Brasserie	Korinbo	Cafe & Brasserie Paul Bocuse	076-261-1162	60 seats	Cafe & Brasserie
French	Korinbo	Jardin Paul Bocuse	076-261-1161	95 seats	
Currey	Korinbo	Kanazawa Nanahoshi Currey	076-232-5707	20名×1 ・40名×1	

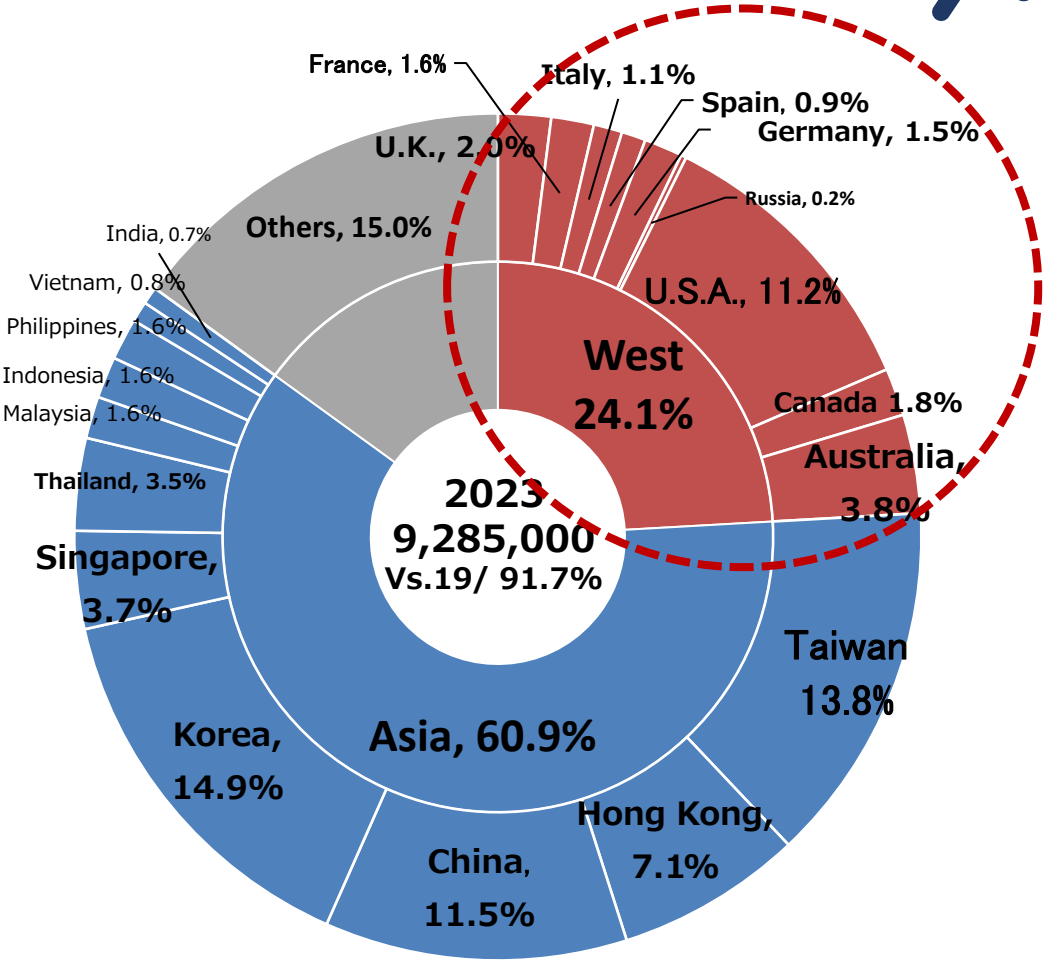
TOPIC 8

Latest Inbound Traffic to Kanazawa

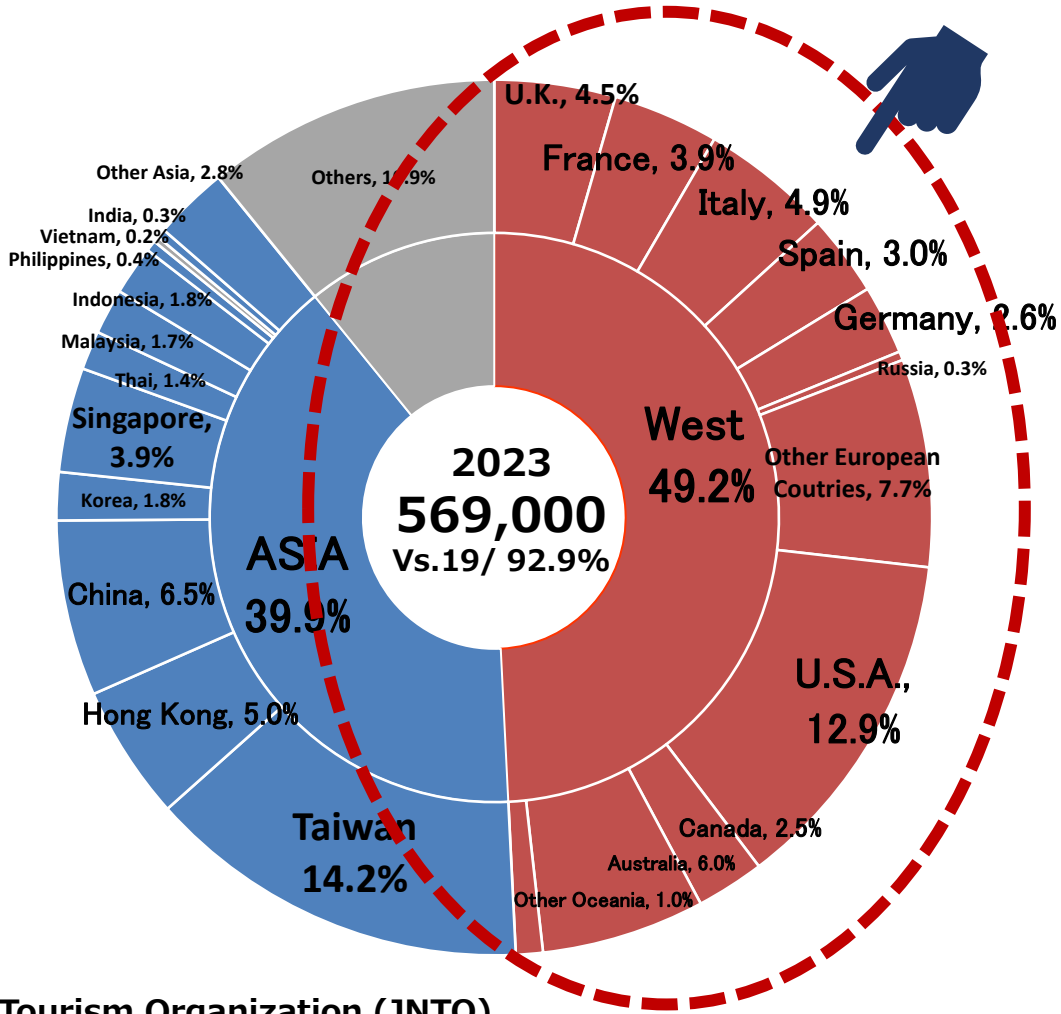


Breakdown of total foreign guests by country/region in 2023

【All Japan】



【Kanazawa City】

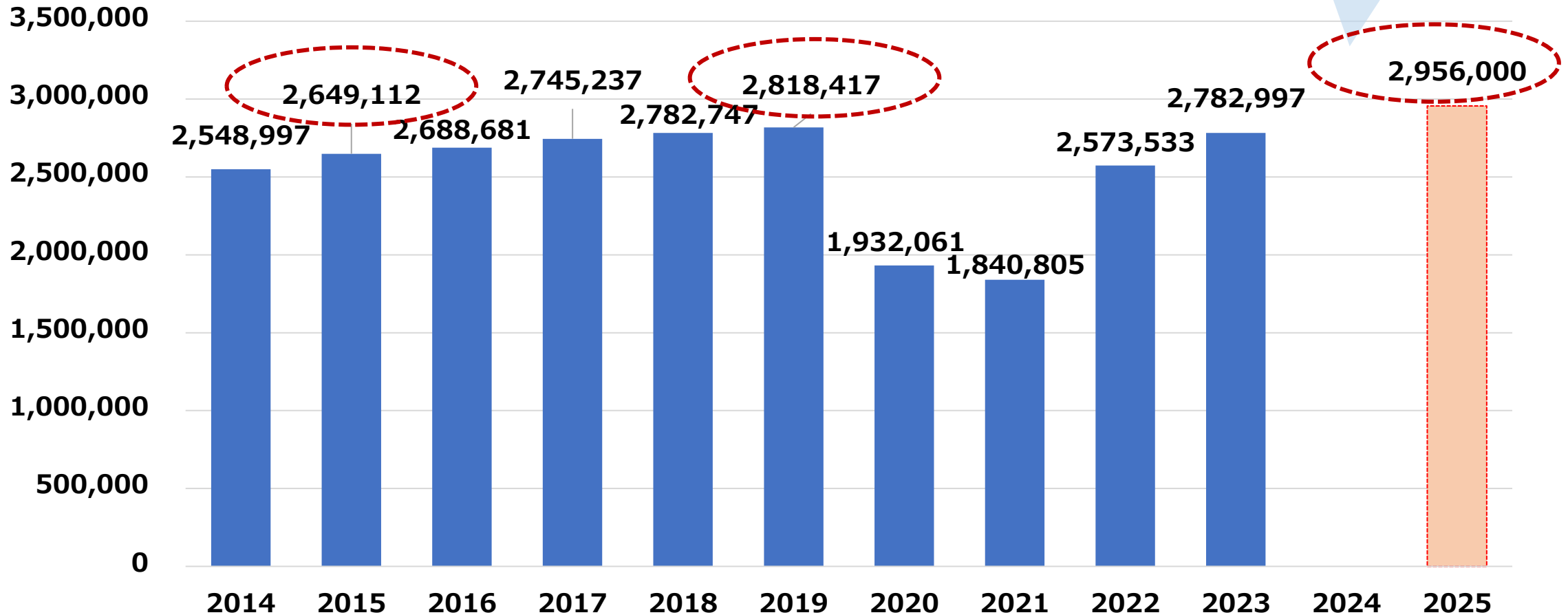


Source : Japan Tourism Agency & Japan National Tourism Organization (JNTO)

Domestic Traveler Trends Visiting Kanazawa

【Domestic Traveler Trends】

【Unit : Persons】



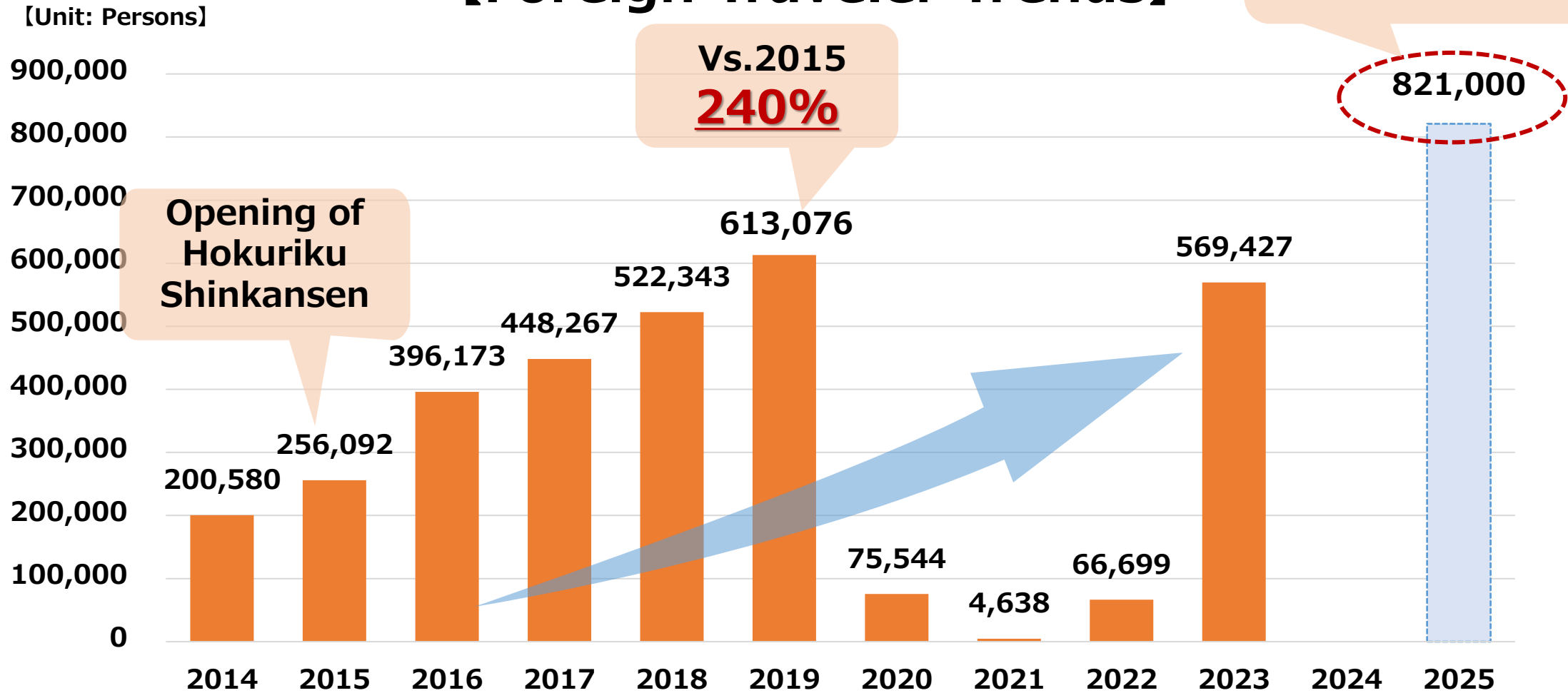
Vs. 2019:103%
Vs. 2015:112%

Source : Kanazawa City

Foreign Traveler Trends Visiting Kanazawa

【Foreign Traveler Trends】

Vs. 2015 : **321%**
Vs. 2019 : **134%**

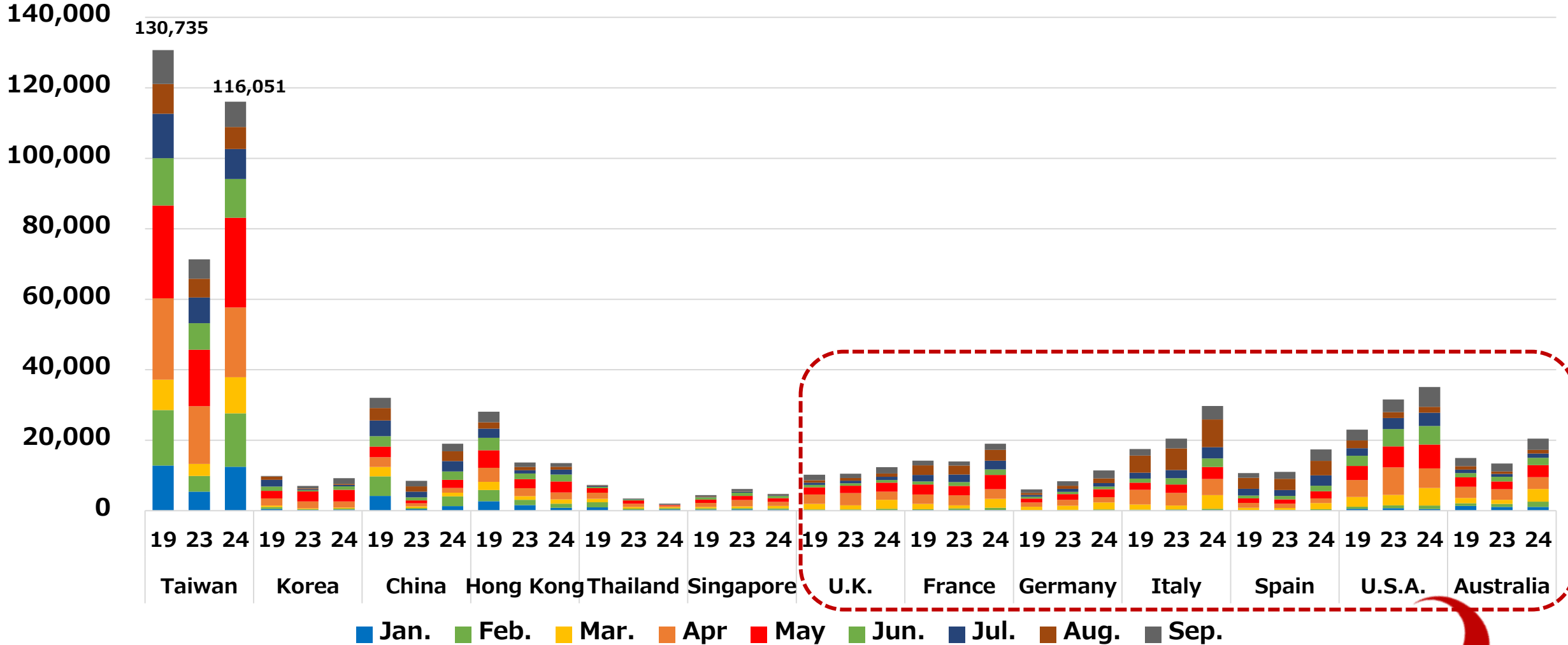


Source : Kanazawa City

Foreign Traveler Trends Visiting Kanazawa

【Number of Visitors to Kenrokuen Garden 19 vs. 23 vs. 24】

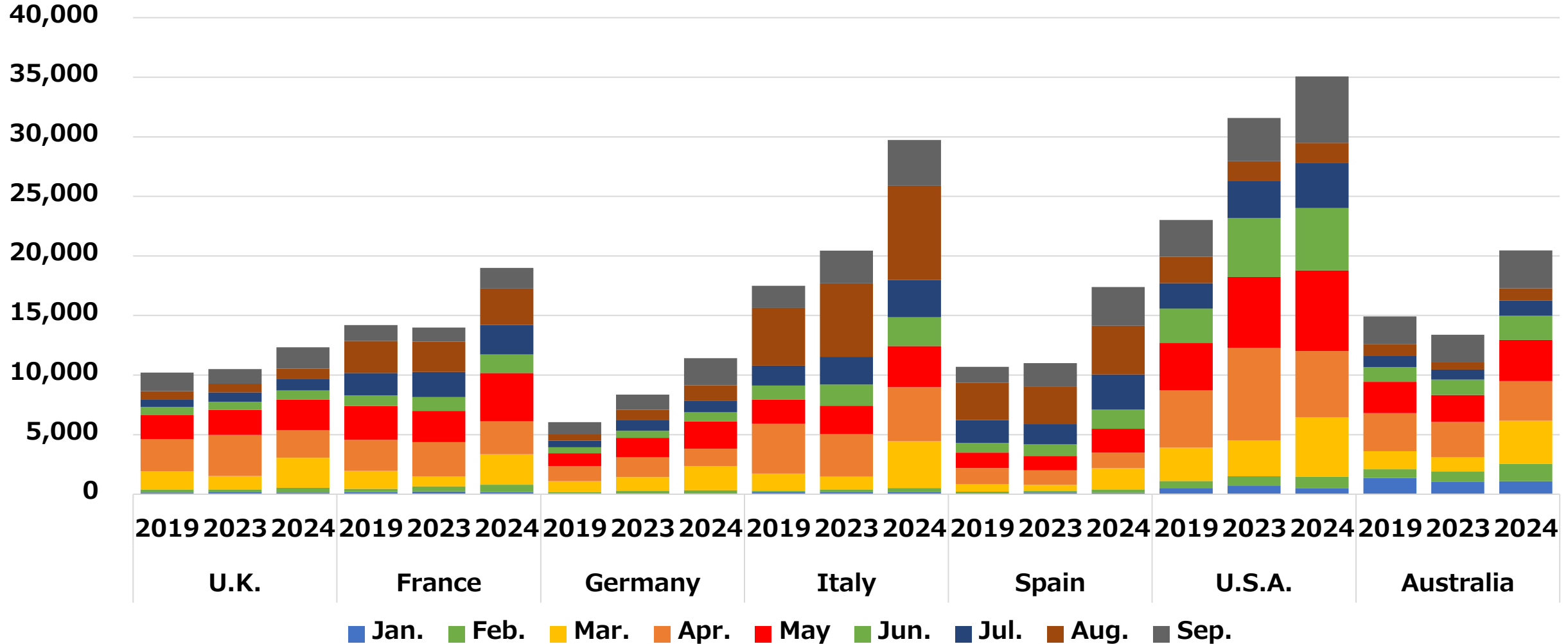
[Unit: persons]



Foreign Traveler Trends Visiting Kanazawa

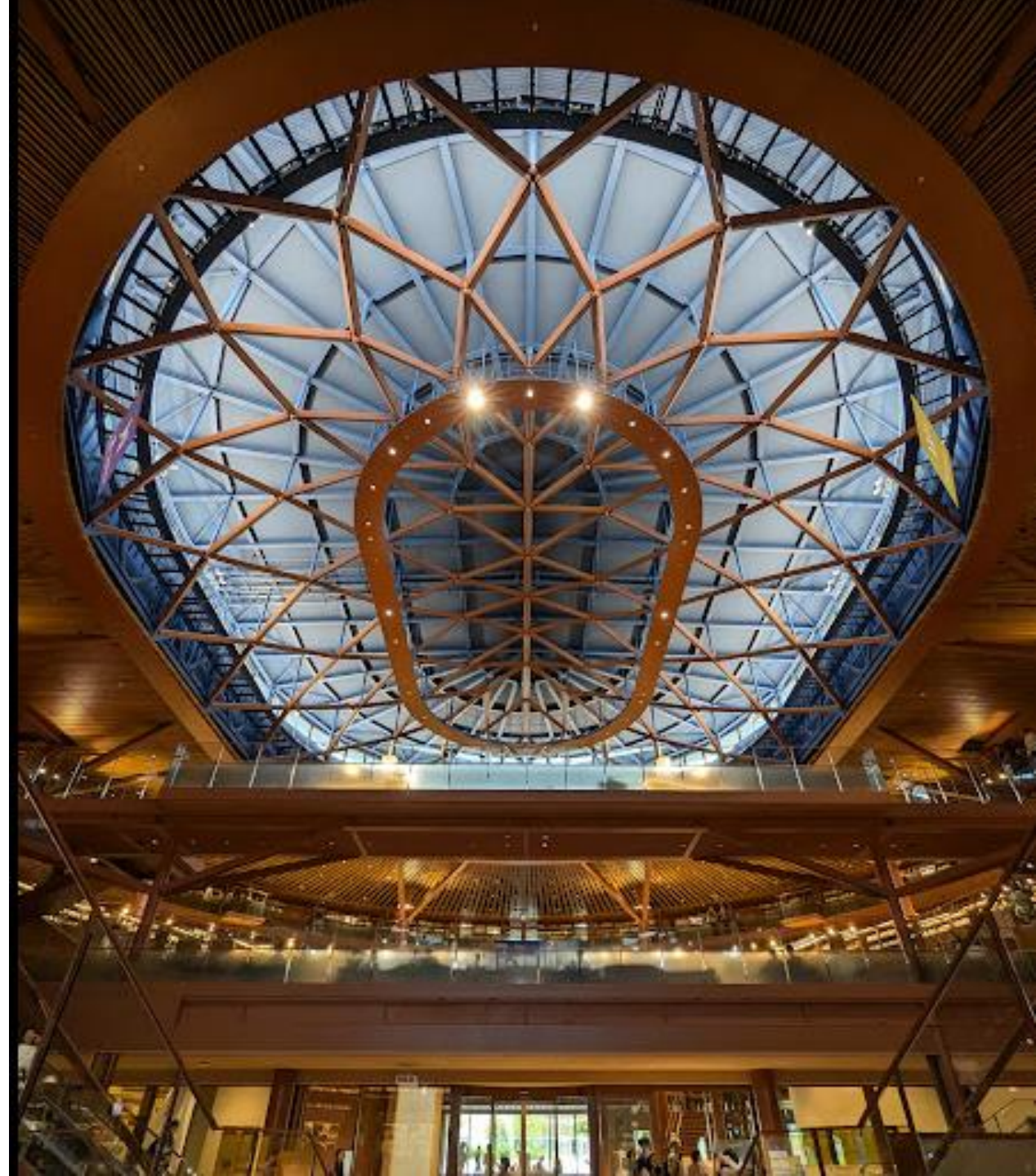
【Number of Visitors to Kenrokuen Garden 19 vs. 23 vs. 24】

[Unit : Persons]



TOPIC 9

What's New in Kanazawa



Kanazawa – Tsuruga has opened in March 2024



Conde Nast Traveler Reader's Choice Awards 2023

✓ **JAPAN as Winner of the "Top Countries"
in the World in 2023**

Condé Nast
Traveler

1. Japan 92.43

2. Italy 91.43

3. Greece 91.16

4. Ireland 90.75

5. New Zealand 90.43

6. Spain 90.39

7. Portugal 90.34

8. Israel 90.04

9. Norway 90.01

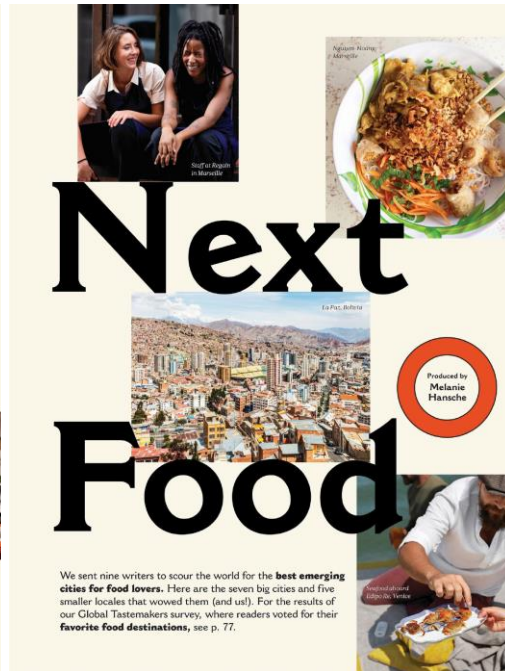
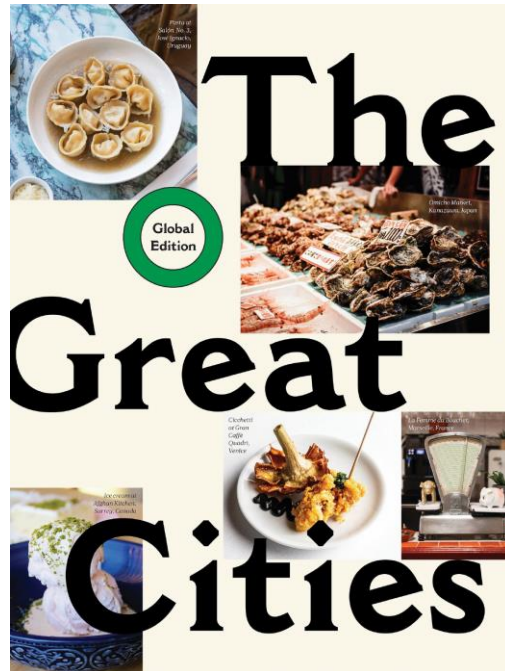
10. Switzerland 89.98

“World's Next Great Food Cities” = KANAZAWA

✓ Kanazawa, Japan

is smaller, easier to get around, and not as packed as Tokyo, this charming seaside city offers the best seafood in Japan.

by “FOOD & WINE”-----Updated on May 1, 2023-----



Alembic Dry Gin HACHIBAN won the Gold Awards

✓ “Gold Awards” in the 3 major world competitions

Less than a year after producing gin,
became world's No.1!



Alembic
DISTILLERY

Gold Medal at “Kura Master” Sake Competition

✓ “Kura Master”; Sake Competition for French people

YACHIYA



Media Promotion / Conde Nast Traveler



Options include visiting [Bianco Bianchi's scagliola workshop](#) where guests can watch Bianchi's descendants at work, and try their own hand at creating *scagliola*, inlaid decorative surfaces. Each experience is selected to emphasize "the hard work, skill, love and dedication that happen in artisans' workshops," says Michela Canzi, The Place of Wonders' director. The hope is that, as well as supporting artisans, these experiences will lead to a deeper appreciation of their work. "We're trying to educate travelers that in a world of globalization we need to give proper value to unique pieces made by talented hands and brains," says Meli.



Travelers to the city of Kanazawa, known for its folk art, can meet with artisans who specialize in Kaga Yuzen silk dyeing. [Visit Kanazawa](#)

Kanazawa, Japan

On the western coast of Honshu, Kanazawa retains old-Japan charm, with a rich artisan heritage from which some country's most treasured traditional crafts, such as *kinpaku* (gold leaf production), have emerged—Kyoto's famed Kinkakuji Temple, for example, is covered in gold leaf from Kanazawa. In 2009, Kanazawa was designated by UNESCO as a city of Crafts and Folk Art, but an aging population and declining birthrate mean there is a diminishing number of people keeping those crafts alive.

Media Promotion BBC



Home News Sport Business Innovation Culture Travel Earth Video Live

The true story of Japan's samurai city that chose art over war

24 April 2024
By Karen Gardiner, Features correspondent

Share <



Kanazawa is home to well-preserved Edo-period townscapes (Credit: Getty Images)



Home News Sport Business Innovation Culture Travel Earth Video Live



Artist Hitoshi Maeda preserves traditional techniques while incorporating kaga yuzen into modern life (Credit: Karen Gardiner)

Media Promotion Range by Ensemble



TOPIC 10

Hotels in Kanazawa



New Opening Hotels – Hyatt Centric

✓ Opened on 1st of August, 2020



- ✓ 253 Rooms (7 suites)
- ✓ DBL 32 – 64 m² 142 rms
- ✓ TWN 32~64m² 104 rms
- ✓ Over 100 traditional artworks are placed in the hotel
- ✓ Just 2 min. walk from Kanazawa Station

New Opening Hotels – Hyatt House Kanazawa

✓ Opened on 1st of August, 2020



- ✓ **92 Rooms**
- ✓ **Kitchen suites (Double)**
45 – 54m² 14 rms
- ✓ **Kitchen suites (Twin)**
45 – 54m² 64 rms
- ✓ **Double** 28m² 14 rms
- ✓ **Most of the rooms are equipped with kitchen and living facilities**
- ✓ **Suitable for long-stay guests**

New Opening Hotels – Others

**HOTEL TORIFITO
KANAZAWA**
(Opened May 21, 2021)

HOTEL RIAN
(Opened June, 2020)

Hotel Kanazawa Zoushi
(Rebranded Aug., 2022)

Minn Kanazawa
(Opened Feb.1, 2023)

**TORIFITO
HOTEL&POD
KANAZAWAHYAKUM
ANGOKUDORI**
(Opened Mar. 20, 2021)

**Tmark City Hotel
Kanazawa**
(Opened March, 2022)



**Hotel Rashiku
Kanazawa**
(Opened May 2, 2021)

**Onyado Nono
KANAZAWA** (Opened
Apr. 28, 2021)

**The Hotel Sanraku
Kanazawa** (Opened
Dec.22, 2022)

Soki Kanazawa
(Opened November,
2022)

Korinkyo
(Opened Oct. 1, 2021)

OMO 5
(Opened May 20, 2022)

HOTEL AO Kanazawa
(Open Sep.01, 2024)



- **New Opening Hotels –**
- **The Hotel Sanraku Kanazawa**
- **Opened December 21, 2022**
- **215 Rooms**





- **Renewal Opened Hotel**
- **Saino Niwa Hotel**
- **Opened in April, 2022**
- **58 Rooms**



✓ New Opening Hotels-Korinkyō

✓ Opened October, 2021

✓ 18 Rooms

✓ 23.7~44.1 m²

✓ Distillery, shop, isolation tank, sauna & bath

✓ Located close to the 21st Century Museum of Contemporary Art, Kanazawa



- **New Opening Hotels –**
- **OMO 5 Hoshino Resorts Kanazawa Katamachi**
- **Opened May, 2022**
- **101 Rooms**





- **New Opening Hotels –**
- **Soki Kanazawa**
- **Open in November, 2022**
- **130 Rooms**



✓ New Opening Hotels - Minn Kanazawa

- ✓ Opened February 1st, 2023
- ✓ 49 Rooms
- ✓ 22.6~65.3 m²
- ✓ Microwave Oven, Washing machine
- ✓ Located in the center of Kanazawa city, not far from Omicho Market



• New Opening Hotels-

• Onyado Nono

~ Japanese Style Dormy Inn Premium ~

• Opened April, 2021

• 305 Rooms



More Hotel Information



Hotel Nikko Kanazawa

-A luxury high-rise hotel with 30 floors above ground, the tallest in Hokuriku

- ✓ **253 Rooms**
- ✓ **8 Restaurants & bars**
- ✓ **3 min. walk from JR Kanazawa station**



Kanazawa Tokyu Hotel

-Perfect location to explore the city; in the hear of Kanazawa “Korinbo”-

- ✓ 227 Rooms
- ✓ 3 Restaurants & bars
- ✓ 6 - 10 min. by car from JR Kanazawa station





ANA Crowne Plaza Kanazawa

-One of the best urban hotels in Kanazawa, with excellent access just a minute's walk from Kanazawa Station-

- ✓ **249 Rooms**
- ✓ **6 Restaurants & bars**
- ✓ **1 min. walk from JR Kanazawa station**

@2024 Kanazawa City Tourism Association





Hotel Vista Kanazawa

-Conveniently located 5 minutes' walk from Kanazawa Station, ideal for both sightseeing and business-

- ✓ **213 Rooms**
- ✓ **Public bath for the exclusive use of staying guests**
- ✓ **5 min. walk from JR Kanazawa station**

@2024 Kanazawa City Tourism Association





Mitsui Garden Hotel Kanazawa

-Conveniently located in the city center, close to the major attraction sites such as Kenrokuen Garden, Oyama Shrine and etc.-

- ✓ **158 Rooms**
- ✓ **Observation bath on top floor**
- ✓ **17 min. walk from JR Kanazawa station**
- ✓ **Popular with the younger generation**



Kanazawa New Grand Hotel Prestige

-Located in the city center, convenient access to major attraction sites-

- ✓ **93 Rooms**
- ✓ **8 Restaurants & bars**
- ✓ **8 min. by car from JR Kanazawa station**



TOPIC 11

Events in Kanazawa



Hyakumangoku Festival

- ✓ Held on the first weekend of June
- ✓ Various programs are held during the three-day-long festival
- ✓ The highlight of the festival is the Samurai parade in which people dress up in historical costumes



Example of the Programs:

- ✓ Samurai Parade
- ✓ Tea Ceremony
- ✓ Outdoor Noh Theatre
- ✓ Japanese Traditional Dance Performance and etc.

Kanazawa Marathon

- ✓ Held on the 4th Sunday of October – 27th of October, 2024 !!
- ✓ Goes through a historic townscape and a bustling central location
- ✓ Runners can enjoy Kanazawa's gourmet food along the course



A close-up photograph of a branch of cherry blossoms. The flowers are in various stages of bloom, showing shades of pink and white. The background is a clear, bright blue sky. The text "Thank You !!" is overlaid in the center of the image in a bold, black, serif font.

Thank You !!