



THE GOLDEN DESTINATION
ISHIKAWA, JAPAN



Hokuriku Shinkansen

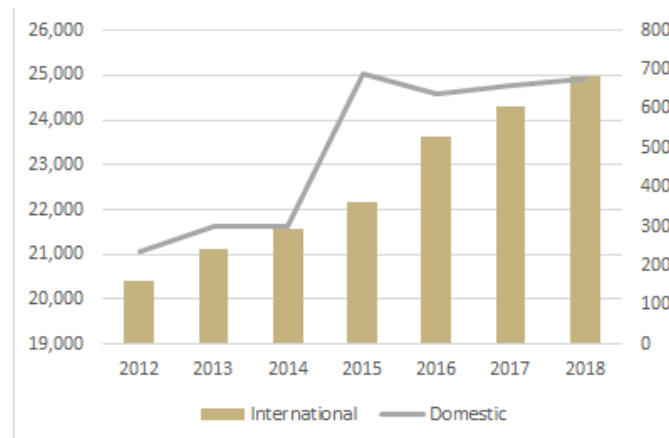
OVERVIEW

Ishikawa is one of 47 prefectures of Japan, located along the Japan Sea in the middle of Japan's mainland Honshu. It was a hidden gem for a long while before Shinkansen (Japan's high speed railway) connected it to Tokyo in 2015. Now Ishikawa is drawing attention and gaining great popularity as the hottest travel destination in Japan. Despite its liveliness, it still preserves the laid-back vibe of a small town and maintain a balance with local people's lives.

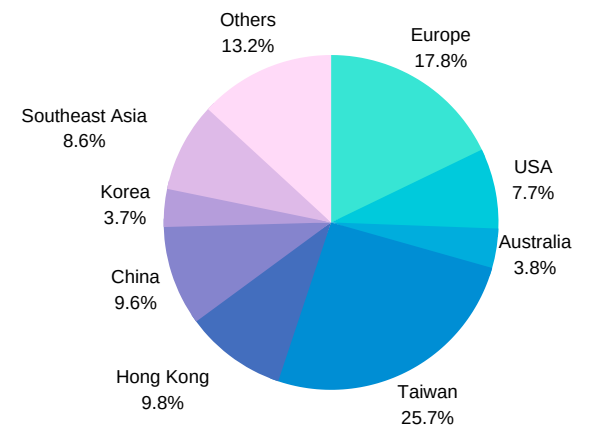


STATISTICS

The number of travelers to Ishikawa Prefecture



The number of international travelers by country and region



What attracts travelers most is its rich history and culture. The Maeda family, who ruled the present-day Ishikawa during samurai period (1600's-1800's), built the magnificent Kanazawa Castle, and the town flourished around it. The old streets and historical architectures from some hundred years ago are still well preserved, having escaped war damage and major natural disasters. Also, the ruling Maeda family poured their abundant wealth into the development of art and culture. Tea ceremony, Noh Theater and various traditional crafts are still loved today by local people as part of their everyday lives.



Kanazawa Castle



Kaga-yuzen silk dyeing



Nagamachi Samurai District

History and culture are not all Ishikawa has to offer. A short drive from Kanazawa will show you the beautiful sceneries of sea and mountain. The food culture enriched by bountiful natural resources is one of the highlights of a trip to Ishikawa.





DESTINATIONS

KANAZAWA

Cultural hub that seamlessly
blends traditional and modern



During samurai period, Kanazawa was the fourth biggest city in Japan after Tokyo, Osaka and Kyoto. Today, it is thriving as a cultural hub of Japan thanks to its easy access from most major cities. Kenrokuen Garden, which was built besides the Kanazawa Castle as the lords' private garden, is recognized as the greatest landscape garden in Japan and landmark of the prefecture. The residences of the retainers and soldiers surround the castle, creating the ambience of the feudal era. Situated on the outer edge of the city center are the three geisha districts. Kanazawa still has approximately 50 geishas, practicing and performing at ryotei in the evening. In recent years, Kanazawa's cutting-edge art and architectures have been attracting the attention from the world. The Tsuzumimon Gate of Kanazawa Station and the 21st Century Museum of Contemporary Art, Kanazawa are the most instagrammable spots in the city.



Kenrokuen Garden



Higashi-Chaya District



21st Century Museum of Contemporary Art



Chirihama Nagisa Driveway



Shiroyone Senmaida Rice Terraces



Wajima Morning Market

NOTO PENINSULA



Rugged coastlines, rural views,
and rich agricultural heritage

Noto Peninsula, jutting out into the Japan Sea, is full of beautiful natural wonders. The only sandy beach in Japan where vehicles can drive along the water's edge, the rugged coastline with waves crashing against the cliffs, the rice terraces on steep slopes facing the sea and the farmhouses with black roof tiles make it a dream destination for all adventure travelers in the world. Moreover, the traditional way of living a harmonious life with nature and the culture deeply associated with agriculture and fishery has been carried on since long ago. Above all, the best part of the journey to Noto is encounter with its gentle, warm people. It is the place where you will discover the true Japan.

KAGA & HAKUSAN

Rejuvenating hot springs
and seafaring history
backdropped by mountains



Kaga, the southern part, is defined by geothermic hot springs and towering mountains. It includes four distinct hot spring resorts, where you will relax and have authentic Japanese experiences at traditional ryokans. Kaga is also home to Ishikawa's famous traditional crafts including Kutani ceramics and Yamanaka lacquerware. Mt. Hakusan, covered in snow for over half of the year, shines in the sun and colors beautifully in autumn. The driving route through the mountains is full of attractions including scenic falls and hiking trails, making a fun road trip to world-famous Shirakawa-go village. Mt. Hakusan also has been worshiped over 1,000 years as the blessed water from the mountain has fertilized fields and brewed sake in the area.





STORY

THE TASTE OF ISHIKAWA

What do you look forward to the most if you travel to Japan? The most popular answer will likely be eating Japanese food. Japan offers an infinite number of culinary experiences from Michelin-starred restaurants to fast-casual ramen shops. Moreover, the country stretching for 3,000 kilometers from north to south shows great geographical diversity. No doubt that each region of Japan boasts its very original dishes and beverages, but we can proudly say that Ishikawa has one of the richest food cultures in Japan. This can be proved by the fact that so many urban dwellers visit Ishikawa for weekend trips to enjoy fresh seafood, and lots of restaurant reviews feature premium restaurants in Ishikawa.





How Ishikawa became such foodie destination? Firstly and most obviously, its geographical conditions make the perfect treasure trove of food. Ishikawa Prefecture is surrounded by mountains and sea, with access to many fresh ingredients. It is also positioned at the intersection of warm and cold currents of Japan Sea, which provides abundant catch of diverse seafood.



The second is the cultural investment by the ruling Maeda family. The lords, who were keen practitioners of tea ceremony, invited exquisite chefs from all over Japan to prepare meal for the ceremony guests. They also encouraged crafts production such as Wajima lacquerware and Kutani ceramics. These elements led to the development of artistic Kaga-ryori, the multi-coursed kaiseki-style meal served at ryotei, which is the integration of cuisine, facility, tableware and hospitality.





With this historical and cultural background, Ishikawa people can be defined as epicurean eaters. Besides special ryotei and sushi shops, there are various dining options that fit every budget and preference. Noto beef premium wagyu steak, rotating sushi shops, casual izakaya pubs, and the list goes on. It is definitely worth extending your stay and explore Ishikawa's culinary scene.

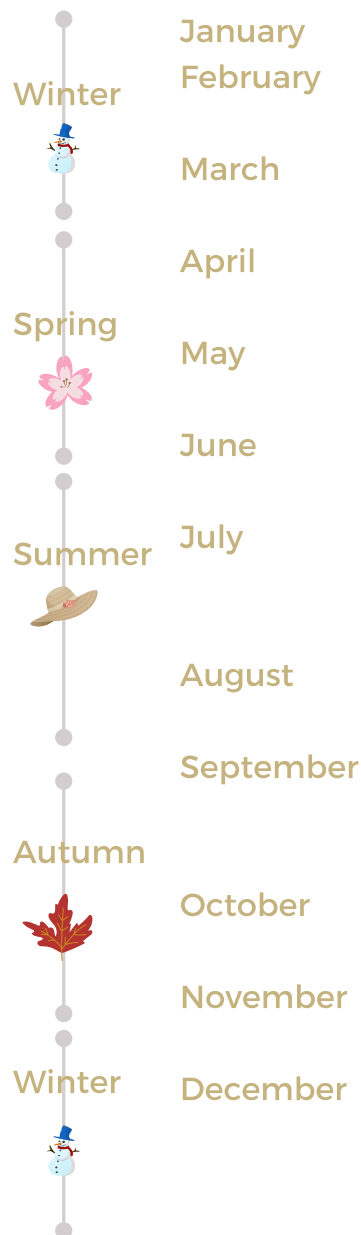


Chuo Mishokugai



EVENTS CALENDAR

MAJOR EVENTS CALENDAR



- Snowfall
- Cherry Blossom (late-Mar to early Apr)
- Noto-Kashima Station
- Kakusenkei Gorge
- Seihakusai Festival
- Otabi Festival
- Hyakumangoku Festival
- Abare Festival
- Issaki Hoto Festival
- Yamashiro Daidengaku Festival
- Gojinjo Taiko
- Okuma Kabuto Festival
- Tour de Noto 400
- Kanazawa Marathon
- Autumn Leaves (late Oct to early Dec)
- Snowfall (early Dec to early Mar)

*Kenrokuen Garden Light-up
(Seasonal Events)



Noto-Kashima Station



Seihakusai Festival



Otabi Festival



Hyakumangoku Festival



Abare Festival



Gojinjo Taiko



Kenrokuen Garden Light-up



Snowman Festival

HOW TO GET THERE?



✈ International flights between Taipei, Shanghai, Hong Kong and Seoul





THE GOLDEN DESTINATION
ISHIKAWA, JAPAN

SOCIAL MEDIA



Discover Ishikawa, Japan



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@visitishikawa

CONTACT US

1-1 Kuratsuki, Kanazawa City, Ishikawa
Prefecture, 920-8580 JAPAN

k-kankou@pref.ishikawa.lg.jp

(+81) (0)76-225-1125

www.ishikawatravel.jp

Kazuemachi District