**KANAZAWA**

A city brimming with history and culture, the perfect place for your MICE event!

The capital of Ishikawa Prefecture, Kanazawa, once flourished as the castle town of the Kaga domain, which was famously second in wealth only to the shogun’s own domain during the Edo period (1603-1868). About 400 years ago, Lord Maeda Toshiie built a castle in the area, after which Kanazawa developed as the castle town of the affluent Kaga domain. It is said that, during the Edo period, the city was one of the largest in Japan, after Edo (present-day Tokyo), Osaka, and Kyoto.

Successive birds from the Maeda family put special effort into promoting and developing traditional crafts and performing arts, leveraging the financial strength of the wealthy domain. The fact that this tradition is still deeply rooted in people’s lives today is one of the things that make the city of Kanazawa so unique. Another special feature of the historic city of Kanazawa is the endurance of a feudal culture that emphasizes Japanese traditions and the enjoyment of the seasons, exemplified by traditional “Kaga cuisine” and Japanese sweet making, which continued to thrive alongside the tea ceremony.

Although there are no dedicated MICE facilities in Kanazawa today, there are a large number of public facilities and hotels in the area around JR Kanazawa Station, which can be used for MICE events. Kanazawa is also a compact tourist city, whose major attractions are scattered within a 2 km radius of the station. Naturally, Kanazawa has already hosted many international conferences, large and small. The city is also easy to get to from Tokyo. Using the Hakutaka Shinkansen, it takes about 2 hours and 30 minutes by air; it takes about 1 hour from Kanazawa Airport to Kanazawa Station; and then about 40 minutes from Kanazawa Station to Kanazawa by shuttle bus. The Kanazawa Convention Bureau will develop proposals for MICE events while making full use of the attractions of Kanazawa in a way that refracts the wishes of our clients as closely as possible. Please consider Kanazawa for your event!
**Bus Routes**

It is a circulation bus around the major tourist spots in Kanazawa city starting from Kanazawa station east exit.

**KANAZAWA LOOP BUS (Right Loop)**
Operated every 15 minutes

**KANAZAWA LOOP BUS (Left Loop)**
Operated every 15 minutes

From Kanazawa station east exit, it is a convenient bus for access to the area around Kanrokuen.

**KENROKUEN SHUTTLE (every day)**
Operated every 20-30 minutes

It is a shopping liner that connects the Kanazawa station and the town of Kanazawa.

**MACHI-bus (Saturdays, Sundays, and holidays)**
Travel at intervals of 20 to 30 minutes

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**Hotel Facilities (2016-year)**

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
<th>Floors</th>
<th>Capacity</th>
<th>Percent</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Hotel</td>
<td>10</td>
<td>1-12</td>
<td>1,031</td>
<td>3,093</td>
<td>-</td>
</tr>
<tr>
<td>Business Hotel</td>
<td>45</td>
<td>1-14</td>
<td>657</td>
<td>989</td>
<td>-</td>
</tr>
<tr>
<td>Japanese-style Hotel</td>
<td>100</td>
<td>1-10</td>
<td>911</td>
<td>3,507</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>155</td>
<td>1-12</td>
<td>8,516</td>
<td>12,887</td>
<td>-</td>
</tr>
</tbody>
</table>
Climate

Kanazawa is an ideal location for meetings, incentives, conventions, and exhibitions.

**Population**

Kanazawa is located in the center of Ishikawa Prefecture and is the seat of the prefectural government. It was designated as a Core City in 1996.

464,427 (2018)

2,961,983

356,061

(2015, no. of foreign visitors)

Tourists

Travel time from Tokyo was reduced with the opening of the Hokuriku Shinkansen extension line in 2015. The number of tourists, including tourists from overseas, increased considerably.

Average temperature

The climate is relatively warm, but there are more cloudy, rainy, and snowy days in winter.

15.7°C

(0°C)

(Source: City of Kanazawa Annual Report 2017)

Tourism

There are lots of “must-see” spots in Kanazawa. Some of the most attractive sights are introduced below.

**Kanazawa Castle**

Kenroku-en Garden

Samurai Houses District

Higashi Chaya District

D.T. Suzuki Museum

Omi-cho Market

21st Century Museum

Tsuzumimon Gate

The landmark of Kanazawa Station, the only Japanese station shown as one of the 14 most beautiful stations in the world.

Gourmet

Blessed with a rich natural environment, Kanazawa boasts a wealth of delicious cuisine.

**Sushi**

One of the top three sushi spots in Japan. Blessed with fresh ingredients, for great taste.

**Kaga Vegetables**

A large variety of local vegetables, harvested in early fall before the Second World War.

**Kaga Cuisine**

Centered on time-honored local cuisine. Guests can enjoy food at both restaurants and izakaya taverns.

**Sake**

Kanazawa Prefecture is famous for its high-quality sake.

Unique Venues

Why not surprise your participants by holding your event at one of Kanazawa’s many special spaces, which include historic structures, traditional cultural buildings, and public spaces.

**Historic building**

Kanazawa Castle

Performing arts facility

Ishikawa Onagakudo

Large open space

Shinoki Cultural Complex

Traditional cultural property

Noh theater

[Images of the venues]

Attractions

We will provide intermediary services and arrangements for traditional performing arts to add color to your welcome party, or any other part of your event.

**Geisha Entertainment**

Kanazawa Geisha Entertainment

Guests can appreciate the various time-honored skills of traditional Japanese song and dance.

**Lion Dance**

Traditionally dance said to bring good luck. Ients dance to the sound of festive music.

**Takoo Drum Performance**

Japanese Taiko Drums

Enjoy the feeling of the Samurai

Samurai Show

A spectacular samurai show featuring swordsmanship, shamisen, and taiko performances.

Achievement

<table>
<thead>
<tr>
<th>Session</th>
<th>Convention name</th>
<th>Meeting place</th>
<th>Participants</th>
<th>Participation rate</th>
<th>Province</th>
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</thead>
<tbody>
<tr>
<td>May 26-30, 2016</td>
<td>13th International Conference on Plasma Surface Interactions in Control of Fusion Devices</td>
<td>Kanazawa Onagakudo Hall</td>
<td>388</td>
<td>28</td>
<td>298</td>
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<tr>
<td>July 27-31, 2016</td>
<td>PMESET 14 Kanazawa</td>
<td>AHA Crowne Plaza HotelKanazawa</td>
<td>527</td>
<td>34</td>
<td>329</td>
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<tr>
<td>June 24-29, 2017</td>
<td>14th Asia Aero Confrence</td>
<td>Kanazawa Toyoko Hotel</td>
<td>518</td>
<td>15</td>
<td>267</td>
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<tr>
<td>November 1-5, 2015</td>
<td>19th International Conference on Koniferous Trees</td>
<td>Kanazawa University, Kanazawa</td>
<td>8,161</td>
<td>104</td>
<td>781</td>
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<tr>
<td>June 24-29, 2016</td>
<td>10th Pacific Conference of Translators and Multilingual Technology 2016</td>
<td>Kanazawa Crowne Plaza HotelKanazawa</td>
<td>388</td>
<td>28</td>
<td>298</td>
</tr>
<tr>
<td>September 4-9, 2016</td>
<td>CIO World Congress Kanazawa, Japan</td>
<td>Kanazawa Crowne Plaza HotelKanazawa, Kanazawa University</td>
<td>953</td>
<td>23</td>
<td>252</td>
</tr>
<tr>
<td>September 11-16, 2016</td>
<td>8th International Conference of International Human Substances Society</td>
<td>Kanazawa University</td>
<td>178</td>
<td>33</td>
<td>253</td>
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<tr>
<td>May 10-12, 2017</td>
<td>5th International Meeting of the International Union of Limb Sarcog</td>
<td>Hotel Nikko Kanazawa</td>
<td>1,281</td>
<td>47</td>
<td>359</td>
</tr>
<tr>
<td>October 29-</td>
<td>11th Annual Meeting of the International Union of Limb Sarcog</td>
<td>Hotel Nikko Kanazawa</td>
<td>900</td>
<td>30</td>
<td>600</td>
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<tr>
<td>November 13-17, 2017</td>
<td>Power MEMS 2017</td>
<td>Kanazawa University</td>
<td>605</td>
<td>25</td>
<td>150</td>
</tr>
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</table>
**Convention Support Guide**

**Air routes (2018.3)**

<table>
<thead>
<tr>
<th>Route</th>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
<td>Tokyo / Haneda</td>
<td>1hr 10min</td>
</tr>
<tr>
<td>Tokyo / Naha</td>
<td>1hr 15min</td>
</tr>
<tr>
<td>Sapporo</td>
<td>1hr 30min</td>
</tr>
<tr>
<td>Sendai</td>
<td>1hr</td>
</tr>
<tr>
<td>Naha</td>
<td>2hr 20min</td>
</tr>
<tr>
<td>Seoul</td>
<td>1hr 45min</td>
</tr>
<tr>
<td>Shanghai</td>
<td>2hr 30min</td>
</tr>
<tr>
<td>Taipei</td>
<td>3hr 20min</td>
</tr>
</tbody>
</table>

**JR Routes**

<table>
<thead>
<tr>
<th>Route</th>
<th>Time</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kanazawa Station</td>
<td>3hr</td>
<td>24 round-trips/day</td>
</tr>
<tr>
<td>Tokyo / Hikari Shinkansen</td>
<td>2hr 30min</td>
<td>24 round-trips/day</td>
</tr>
<tr>
<td>Nagoya / Limited Express &quot;Shinkansen&quot;</td>
<td>3hr</td>
<td>6 round-trips/day</td>
</tr>
<tr>
<td>Chubu Central / Via Nagoya</td>
<td>3hr 30min</td>
<td>24 round-trips/day</td>
</tr>
<tr>
<td>Kansai International Airport</td>
<td>3hr</td>
<td>24 round-trips/day</td>
</tr>
</tbody>
</table>

**Access**

KANAZAWA CONVENTION BUREAU

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