



Local & Global

ごちゃまぜ GOCHAMAZE Tour

金沢に暮らす人と旅する人が共に楽しむミニツアー

A short trip where locals and travelers meet and mingle

All tours are conducted in English and Japanese!

MAR
3/14
Fri.
【近江町市場】個性的な2つの商店街を歩いて近江町市場で老舗鮮魚店のお話を聞こう
Walk through two local shopping streets, then visit Omicho Market and meet a fishmonger.

MAR
3/20
Thu.
【兼六園】庭園鑑賞のツボを学び、兼六園の鎮守・金澤神社へ。神職の方に会いに行こう
After the guided tour in Kenrokuen Garden, visit a shintoism shrine and exchange with the priest!

MAR
3/21
Fri.
【茶屋街】風情たっぷり！2つの茶屋街を巡り、まちづくりの達人に秘訣を聞いてみよう
Stroll the Geisha districts and enjoy talking with the master of town planning!

MAR
3/22
Sat.
【片町】北陸を代表する繁華街で歴史散歩。老舗染物店を訪問して工房を案内してもらおう
Explore the history of Katamachi and visit a long-established dyeing shop!

聞いてみよう

金沢に来ようと思った
きっかけは何ですか



Enjoy exchanging!

What do you recommend in your hometown?



BOOK NOW



English

お申し込み



日本語





Walk-ins Welcome!

If there are available slots, you may join on the day of the tour.

石川県内にお住まいの方は、お得な**地元割**（各ツアー1,000円引き）が受けられます。**地元割**は各ツアー先着10名まで。

A **¥1,000 discount** is available for Ishikawa Pref. residents (first 10 people).
参加費は当日、現金でお支払いください。

Please pay the fee **in cash** on the day.

MAR
3/14
Fri.

近江町市場 Omicho Market

2つの個性豊かな商店街でまち歩き。近江町市場では江戸時代から続く鮮魚店のお話を聞きます

Walking through two local shopping streets, you will discover some charming restaurants and unique spots. At Omicho Market, the owner of a centuries-old fish store will introduce the market and share his insights with us.

2:00 pm

金沢駅兼六園口（東口）「やかん体・転倒する」前に集合
Meet at Kanazawa Station East Exit, near Bus Terminal #3

別院通り商店街、横安江町商店街
Walk through local shopping streets

近江町市場にてヤマカ水産・紙谷社長のお話
Talk with Mr. Kamitani, owner of a fish store in Omicho Market

4:00 pm

集合写真・ツアー終了
Take a group photo & conclude the tour



参加費 Fee
¥3,000
(税込)

MAR
3/20
Thu.

兼六園と金澤神社 Kenrokuen Garden & Kanazawa Shrine

日本三名園のひとつ！兼六園鑑賞のツボを学んだあとは、兼六園の鎮守・金澤神社へ。神職の方に会いに行こう

Stroll through Kenrokuen, one of Japan's three most famous gardens, and enjoy its seasonal beauty. Then, visit Kanazawa Shrine, which protects the garden, and listen to the priest share stories about Shinto traditions. Discover the meaning of Shinto in Japanese culture.

2:00 pm

兼六園下・金沢城バス停（白鳥路・前田利家像の前）に集合
Meet at Kenrokuen Garden/Kanazawa Castle Park (LL9) Bus Stop

兼六園の見どころをご案内
Stroll in kenrokuen Garden with a Guide

金澤神社拝殿にて祢宜・厚見さんのお話
Talk with Mr. Atsumi, a Shintoism Priest in Kanazawa Shrine

4:00 pm

集合写真・ツアー終了
Take a group photo & conclude the tour



参加費 Fee
¥3,000
(税込・入園料込)



MAR
3/21
Fri.

茶屋街と浅野川園遊会館

Walk around two Geisha Districts

城下町・金沢の風情を今に伝える浅野川と、そのほとりにある2つの茶屋街を歩きます。まち歩きの後には町の伝統をつなぐ仕掛人に会いにいこう！

Cross the Asano River, which still conveys the atmosphere of the castle town of Kanazawa, and head to Higashi Chaya (Geisha) District, which has existed since the Edo period. After strolling through the town, meet the person who keeps its traditions alive!

- 3:00 pm 橋場町バス停（金城樓前）に集合
Meet at Hashibacho Kinjoro-mae (RL5) Bus Stop
主計町とひがし、2つの茶屋街を散策
Walk around Kazue-machi & Higashi Chaya District
浅野川園遊会館の見学と、上原館長のお話
Talk with Director Uehara at Asanogawa Enyukaikan Hall
5:00 pm 集合写真・ツアー終了
Take a group photo & conclude the tour



MAR
3/22

片町で歴史散歩

Downtown Walk
and Dyeing Studio

Sat. 藩政期の面影が残る長町かいわいから北陸を代表する繁華街・片町へ。宝暦年間創業の染元・平木屋を見学します。

After exploring the Nagamachi District, where the streets still retain the Edo-period atmosphere, you will visit a fabric dyeing studio founded in the 18th century in downtown Katamachi. Discover the unique hobby of the long-established young master.

- 3:00 pm 香林坊バス停（旧日銀前）に集合
Meet at Korinbo former Nichigin-mae (RL12) Bus Stop
長町武家屋敷跡界隈と片町を散策
Take a stroll in Nagamachi & Katamachi Area
染元 平木屋の見学と、8代目平木さんのお話
Visit Hirakiya Dyeing Studio and talk with Mr. Hiraki
5:00 pm 集合写真・ツアー終了
Taking a group photo and Tour Finish



ツアーはすべて日本語と英語で催行されます

All tours are conducted in English and Japanese.



ツアーの詳細とお申し込み
(日本語)



For more details and to Sign up
(English)



Enjoy chatting with other participants!

参加者同士で交流を楽しもう！



Just pointing at a sentence is OK! 文を指さすだけでも大丈夫です！

Where are you from?
どこから来ましたか？

What do you recommend in Kanazawa?
金沢では何がおすすめですか？

What made you visit Japan?
日本に来ようと思ったきっかけは？

What is your hometown famous for?
あなたの街は何が有名ですか？

How do you like Kanazawa?
金沢はどうですか？

Do you have any recommended food?
おすすめの食べ物はありますか？

Have you been to any other places in Japan?
日本では他の場所に行きましたか？

Would you like to take a photo together?
一緒に写真を撮りませんか？

会話のヘルプが必要なら、スタッフまでお気軽に！
If you need help with translation, feel free to ask our staff!



📷 Share your experience 🗣️

#ごちゃまぜツアー

#LocalGlobalTour

Local & Global Gochamaze Tour

Whether you are a visitor experiencing Kanazawa through local eyes or a resident seeing your city from a traveler's perspective, this tour offers a new way to connect with the heart of the city.

昨年、2024年は228万人近い外国人が金沢に泊まったと言われています。金沢で暮らす私たちにとって、もはや身近な存在と言っていい外国人旅行者たち。それなら、金沢に暮らす人と金沢を旅する人が、一期一会の出会いを楽しむ機会がもっとあったらいいなと思い、この「ごちゃまぜツアー」を企画しました。

Organized by **金沢市旅館ホテル協同組合**

Kanazawa Ryokan & Hotel Cooperative Association
<https://www.yadotime.jp/>

✉️ event@yadotime.jp

📷 @kanazawayado