

Declaration on Vibrant Tourism Destination Kanagawa

Kanagawa Prefecture is a treasure house of tourism resources. It has attractive cities, such as Yokohama, where modernization of Japan started, Kamakura, which is filled with atmosphere of history and culture, and Odawara, a castle town. The prefecture also boasts the hot spring resorts representing Japan, such as Hakone and Yugawara. It is blessed with abundant nature, too. There are lush mountain ranges of Tanzawa and Oyama, and beautiful coastlines continue from the Miura Peninsula to the Manazuru Peninsula through the Shonan beach. Over 180 million people visit various parts of the prefecture every year.

Kanagawa Prefecture is adjacent to Tokyo, the capital of Japan. It is also located close to Haneda Airport, which started regular international flights last year. So, Kanagawa has very good access to the well-developed transportation network.

The Great East Japan Earthquake of March 11 had a huge impact on the lives of Japanese people. However, there was no direct damage of the earthquake and tsunami, etc. on sightseeing spots in Kanagawa Prefecture. The water and air are clean, and people are in vigor as they were before.

In order to share this vigorousness of Kanagawa with many people, the prefectural government is carrying out a tourism campaign throughout the prefecture, titled "Go for it, Japan! Rediscover vibrant Kanagawa", in cooperation with the municipalities and private companies.

We would like to disseminate "vibrant Kanagawa" by having many people visit Kanagawa from both inside and outside of the country, rediscover attractiveness of the prefecture, and experience its vigorousness. With our sincere wish for reconstruction of the earthquake-affected areas, we hope this will also lead to "vibrant Japan".

I hereby declare that Kanagawa is a vibrant tourism destination. I wish that Kanagawa's tourist sites, with their unique characters and charms, will attract many people from throughout Japan and the world.

Please come and visit our fascinating and lively prefecture Kanagawa. We sincerely look forward to welcoming you.

May 23, 2011

Yuji Kuroiwa
Governor of Kanagawa Prefecture

