

(公社) 福井県観光連盟

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海外のインセンティブ旅行主催者をターゲットとした情報ツール 「MICE Planner's Guide」が完成しました！

(公社) 福井県観光連盟では、福井県へのMICE(※1)誘致を推進するため、海外のインセンティブ旅行(※2)主催者をターゲットとした情報ツール「MICE Planner's Guide」をこの度制作いたしました。

本ガイドは、福井県の開催地としての魅力に加え、地域に根ざしたエクスカーションやアトラクションなどのコンテンツを網羅的に紹介することで、各国のインセンティブ旅行主催者が具体的にイメージし、会場選定を判断する際の資料となるような構成としています。

英語・繁体字・日本語の3言語のデータ版を作成しましたが、英語版と繁体字版については、海外での商談会やセールスコールにおける提案力を高めるため、冊子版も制作しました。

この冊子は、福井が誇る伝統工芸品「越前和紙」を使用しており、手に取った瞬間に独特の質感が伝わる仕様となっています。

このガイドを活用し、福井県へのインセンティブ旅行誘致を促進していきます。

【(※1) MICE】MICEとは、企業等の会議(Meeting)、企業等の行う報奨・研修旅行(インセンティブ旅行)(Incentive Travel)、国際機関・団体、学会等が行う国際会議(Convention)、展示会・見本市、イベント(Exhibition/Event)の頭文字を使った造語で、これらのビジネスイベントの総称。

【(※2) インセンティブ旅行】インセンティブ旅行とは、企業が成績優秀者や顧客などを招待する報奨旅行や研修旅行を指す。企業や団体の組織力強化や販売促進を目的として開催され、表彰式、ガラディナー、チームビルディング、個人旅行ではできない付加価値のある体験等が組み込まれる。

記

<掲載場所(データ版)>

①福井県公式観光サイト「ふくいドットコム」

<https://www.fuku-e.com/business/convention/documents#558>

※日本語版はデータのみでの作成になります。

②DISCOVER FUKUI(英語版)

<https://www.fuku-e.com/en/mice#5706>

③DISCOVER FUKUI(繁体字版)

<https://www.fuku-e.com/zh-TW/mice#5706>



ふくいドットコム



DISCOVER FUKUI
英語版



DISCOVER FUKUI
繁体字版

<MICE Planner's Guide 抜粋>



表紙



裏表紙

Find Your Inner Calm and Discover Something New

Fukui, renowned as a sacred center of Zen Buddhism, is a place where quiet moments bring calm and clarity to the mind. Its time-honored traditions of craftsmanship continue to thrive, evolving into cutting-edge technologies that shape the future. Surrender yourself to Fukui's rich natural surroundings and take a moment to reset your heart and mind. Where cultural technology and nature come together, new inspiration begins to emerge within you.

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Eiheiji Temple: Where Zen Opens a World of Experience

Eiheiji Temple in Fukui Prefecture is a sacred site of Zen Buddhism. As the head temple of the Soto sect, it has upheld the teachings and practice of Zen for over 700 years and continues to serve as a training monastery to this day.

Zen is not about acquiring knowledge or finding answers. Rather, it is a practice of quietly letting go of preconceptions and turning toward to examine oneself.

In incentive travel and corporate training, what matters most is not simply what you learn, but the experience of naturally expanding your perspective.

A Zen experience offers a rare opportunity to step away from everyday life and reflect. Immersing yourself in Fukui's culture, craftsmanship, way of life, and natural surroundings helps calm the mind and gently opens the door to new ways of thinking.

In Fukui—home to Eiheiji Temple—the spirit of Zen forms a quiet foundation where diverse elements come together, creating experiences that deepen both thought and creativity.

Tagline

「FUKUI JAPAN Reset yourself to a new you」
New inspiration born from solitaries in the sacred land of Zen

*Statement
Fukui Prefecture is home to Eiheiji Temple, the head temple of Soto Zen and a historic training monastery. The region's strong sense of dedication to learning reflects the spirit of Zen itself. As the heart of Zen lies a mental quest—a state of quiet and openness that has inspired many travelers, including those who visit. We hope Fukui can become the catalyst for your own new inspiration.

Activities and Unique Venues

Transformative Experiences That Inspire

Activities and Unique Venues

1 Tojinbo Cliffs

Experience the thrill of a long boat ride down the Tojinbo Gorge, a narrow channel of water between towering cliffs. The boat is guided by a local boatman, and the view of the surrounding forest and water is breathtaking.

2 Mikatago (The Five Lakes of Mikatago)

Experience the beauty of the Mikatago Five Lakes, a series of five interconnected lakes in the heart of the Kurobe Gorge. The lakes are surrounded by lush greenery and offer a peaceful retreat from the busy world.

3 Tree Picnic Adventure Ikeda

Enjoy a unique picnic experience in the heart of a forest. The picnic is held on a platform built high up in the branches of a large tree, offering a view of the forest canopy and a sense of being part of nature.

4 Echizen Soba Village

Experience the art of making Echizen Soba, a traditional Japanese noodle dish. The village is known for its high-quality soba, and visitors can learn about the process from the local chefs.

5 JAM Fukui Katsuyama Mountain Resort

Enjoy a day of outdoor activities at the JAM Fukui Katsuyama Mountain Resort. The resort offers a variety of activities, including skiing, hiking, and fishing, and is surrounded by beautiful scenery.

6 ESHIKOTO

Experience the traditional craft of Eshikoto, a type of Japanese paper. The craft is made from natural materials and is used in a variety of applications, from bookbinding to decorative arts.

1 Tojinbo Cliffs

【Transportation】
A guided boat with views of the cliffs from the water. Mikatago is a scenic spot of the Kurobe Gorge. The boat is operated by a local boatman. The boat is guided by a local boatman. The boat is guided by a local boatman.

2 Mikatago (The Five Lakes of Mikatago)

【Transportation】
A scenic spot of the Kurobe Gorge. The lakes are surrounded by lush greenery and offer a peaceful retreat from the busy world.

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Fukui (Shirakawa) 1, 2, 3, 4, 5, 6
Tsuruga Station