

Kawagoe Cocoroe Mind

Kawagoe way – for next 100 years



Kawagoe Cocoroe Mind is an initiative to create a community where residents, businesses, and visitors can look beyond their individual roles, show consideration for one another, and cherish what makes Kawagoe unique—so everyone can enjoy their time here.

Pass on Kawagoe's treasures to the future

Kawagoe is rich in history and culture that have been cherished over generations.

Our Cocoroe Mind

Enrich everyday life in Kawagoe

Kawagoe is home to ways of life and daily practices worth cherishing.

Enjoy interactions with others

Kawagoe is built on relationships between people.

Created Together,
Our Kawagoe

Through Kawagoe Cocoroe Mind,
let us work together to ensure that
the Kawagoe way continues.

How to join

Kawagoe Cocoroe Mind

Simple 3 Steps

STEP 1

Like Our Cocoroe

Click the button to show your support.

STEP 2

Share My Cocoroe

Share what you care about and how you want to act in Kawagoe.

STEP 3

Act My Cocoroe

Your actions help create Our Kawagoe.

If you connect with Our Cocoroe, start by tapping "Like."
Then, why not share your thoughts as My Cocoroe?



Preserving our history and culture for the future

Sharing Kawagoe's history through our services

Together with the community, we create a livable and welcoming city

We carry forward our candy-making tradition to the next generation

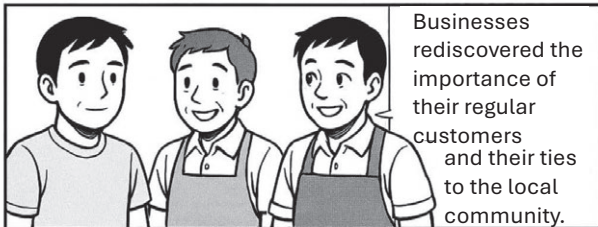
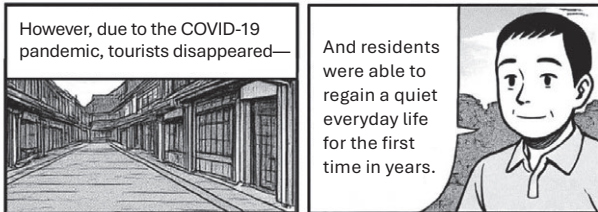
Contact

Kawagoe Cocoroe Mind Office
Email: info@dmo-kawagoe.or.jp

This project is promoted by Kawagoe City, the Kawagoe Chamber of Commerce and Industry, the Koedo Kawagoe Tourist Association, Machizukuri Kawagoe Co., Ltd., and DMO Kawagoe.

Kawagoe Tourism “Mindset”-Manga Edition

1 2 3 4



1 2 3 4

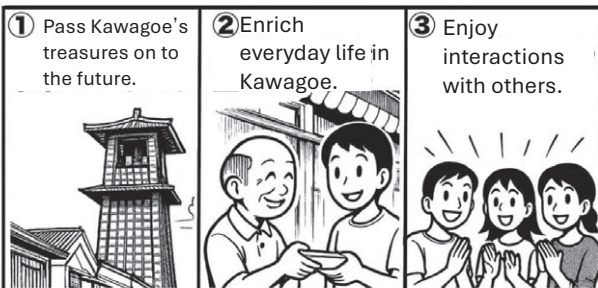
When the COVID-19 pandemic eased and visitors began to return, people became concerned that Kawagoe might become “a city consumed by tourism.”



In response, residents and businesses gathered to discuss what tourism in Kawagoe should look like.



1 2 3 4



1 2 3 4

