Shikoku
Access Map

Shikoku, the journey with in.
You will have a special time in the countryside of Shikoku.

Access to Matsuyama

from Osaka

Hiroshima

from Tokyo

Ehime edition
Matsuyama City & Tobe Town Area

What Fun!
Shikoku

Rural Experience Content

Access to Matsuyama

from Osaka

Okazaki

Kanazawa

Matsuyama

from Hiroshima

from Tokyo

Shinkansen bullet train
Train
Bus or rent-a-car
Ferry
Airline

around 60min
around 1hr 15min
around 1hr 40min
around 50min
around 50min around 30min
around 45min around 2hrs 50min
around 40min around 2hrs 10min
around 3hrs around 1hr 20min
around 2hrs 30min
around 3hrs 10min
around 2hrs 40min
around 1hr 20min
around 2hrs 40min
around 1hr 40min around 2hrs
around 1hr 20min
around 2hrs 40min

Inquiries/Application

All the photos in this brochure are shown to provide rough images. Your actual experiences are subject to change. Secondary use of these photos is prohibited.
Embraced by the magnificent scenery created by Shikoku’s natural blessings.
01

Ehime Japan Farmstay & Cycling Tour Near Matsuyama City

Experience a Japan farmstay in a renovated traditional farmhouse. Journey to the mountains east of Matsuyama City—the capital of Ehime Prefecture—to experience local life, eat, shop, and enjoy a cycling tour of a picturesque Japanese landscape.

- Stay at a renovated traditional farmhouse nestled in the mountain of Ehime Prefecture
- Experience the local Shikoku Cattle Ranch and farmers market
- Enjoy traditional cycling tours of the picturesque countryside
- Shop local stores and sample local cuisine

$W: 21,384 yen $Where: Ehime Local Promotion Association $Location: Toon City, Ehime Prefecture $Book: Via website $Min: 2 people $Max: 6 people $Open: All year $Hours: Please inquire $Closed: Please inquire $Time: 2-day stay $Other: Booking required

02

Dogo Onsen Traditional Japan Experience in Matsuyama, Ehime

Dogo Onsen is a traditional Japanese hot spring and offers many traditional Japanese cultural activities. In this experience, you can craft a bamboo flower basket, learn basic Noh theater performance skills, and relax at the local hot spring resort.

- Experience three traditional Japanese cultural activities at Dogo Onsen
- Make a bamboo flower basket under the guidance of a skilled craftsman
- Learn basic Noh theater performance skills from an experienced actor
- Relax in the soothing hot springs

$W: 7,200 yen $Where: Ehime Local Promotion Association $Location: Matsuyama City, Ehime Prefecture $Book: Via website $Min: 8 people $Max: 10 people $Open: All year $Hours: Please inquire $Closed: Please inquire $Time: 3 hours $Other: Booking required

03

Tobe Ware Ceramics Town Walking Tour Near Matsuyama, Ehime

On this tour, a chartered taxi will pick you up from Matsuyama and take you to the nearby town of Tobe, famous for its Tobe-yaki ceramics. Stroll the old streets, paint ceramics, tour a sake brewery, and relax at a cafe inside the brewery.

- Visit the town of Tobe in Ehime Prefecture—known for Tobe ware ceramics
- Stroll the Tobe Ceramic Promenade and see various ceramic displays in local shops
- Paint the ceramic item of your choice in a special workshop
- Tour the Kyosai Shiro sake brewery and taste Matsuyakimidai brand sake
- Have a drink and snacks at the fancy cafe of a renovated sake brewery

$W: 5,400 yen $Where: Ehime Local Promotion Association $Location: Tobe Town, Ehime Prefecture $Book: Via website $Min: 8 people $Max: 10 people $Open: All year $Hours: Please inquire $Closed: Please inquire $Time: 3 hours $Other: Booking required

04

Pick strawberries and make strawberry daifuku sweets at one of the biggest sightseeing farms in Shikoku

One of the biggest strawberry farms in Shikoku, Hojo Strawberry Farm offers 45-minute a walk-on course featuring 10 varieties of strawberries. You can also enjoy making strawberry daifuku sweets with the strawberries you pick.

- Pick strawberries and make strawberry daifuku sweets at one of the biggest sightseeing farms in Shikoku

$W: 1,770 yen $Where: Hojo Strawberry Farm $Location: 215-2 Matsuda Kabuto, Matsuyama City, Ehime $Book: Via website $Min: 1 person $Max: 45 people $Open: Dec-May $Hours: 10 AM - 4 PM $Closed: Mondays $Time: 45 minutes $Other: Booking required, accompanied by interpreter

05

Try hand-rolling chestnut rolls, a traditional Ehime sweet treat

Only in Shikoku can you experience hand-rolling these tarts

A traditional taste produced by chopped chestnuts and a fragrant, sweet bean jam, containing 12 ingredients

Try hand-rolling a Halada chestnut tart, experience the local tradition of stretching sweet bean jam onto fresh-made群岛, then rolling it so it looks easy

The building is filled with a sweet aroma, and it is highly recommended for those who love sweets, being able to taste fresh tarts, and enjoying sweets in a Japanese dessert cafe.

$W: 1,080 yen $Where: Halada Okushikim $Location: 1008-1 Ushikubari, Toon City, Ehime $Book: Via website $Min: 6 people $Max: 45 people $Open: All year $Hours: Please inquire $Closed: Please inquire $Time: 2 hours $Other: Booking required, accompanied by interpreter
**Journey Within Ehime**

**Model Course A**

**Day 1**
- Matsuyama Airport or Matsuyama Station
- Hotel

**Day 2**
- Go cycling in Toon Town
- [Yamatoya Honpo] Try making bamboo baskets & watching Noh theater
- Asuka-no-yu

**Day 3**
- Hotel
- [Matsuki Shuzo Brewery] Visit a Japanese sake brewery, and try your hand at labeling sake bottles
- Tobe Town Try making Tobe-ware pottery and stroll around town

**Model Course B**

**Day 1**
- Matsuyama Airport or Matsuyama Station
- Hotel

**Day 2**
- Take a walk around old Uchiko Town
- Dogo Onsen: Take a stroll around the Dogo Onsen shopping district

**Day 3**
- Hotel
- Cycle along the Shimanami Kaido
- Roadside station Yoshimi: A-ki Kan Seafood BBQ
- Kirosan Observatory Park

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**07 Matsuyama Castle Ropeway, samurai armor experience, matchlock gun experience**

Get a feel for the military life in a historical castle

Original replica armor. Featuring towers and helmet sections that bear the family crest of the historical owners of Matsuyama Castle, are available to wear. Children’s armor is also available, so you can experience it as a family.

Day into the accounts of the defense of Matsuyama Castle by holding and aiming a matchlock gun through the loophole in the wall. Matsuyama Castle is stable to im-

age with its heavily layered stone walls, sneaking entrance path, fortified gate and towers, and more. Have your photograph taken aiming a matchlock gun through a loophole window.

**08 Iyonada Monogatari Sightseeing Train and the scenery of Shimonada, Japan’s closest railway station to the sea**

The retro-modern train weaves its way along the beautiful seaside of Ehime, Shikoku, with spectacular views and warm hospitality.

The journey begins in Matsuyama, Japan’s closest railway station to the sea.

This retro-modern train weaves its way along the beautiful seaside of Ehime, Shikoku, with spectacular views and warm hospitality.

The historical castle viewed from the train window has seen many faces, of course, so has the delicious Ehime cuisine enjoyed on board and heartwarming hospitality and the beautiful sneezing flowers along the way that brighten up the journey. There are 4 departures per day, centering on Saturdays, Sundays and public holidays: Matsuyama Station → Yon-One Station (Trip journey) → Yon-One Station → Matsuyama Station (Full journey) → Matsuyama Station → Yawataba Station (Full journey) → Yawataba Station → Matsuyama Station (Trip journey).

The highlight of the trip is the scenery around Shimonada Station. This unmanned station, where the hi-naka region extends before your eyes from the railroad platform, is a scenic spot shrouded by many legends, and was once known as “Japan’s closest station to the sea.”

The Iyonada Monogatari Sightseeing Train stops here for around 15 minutes, so passengers can take their time and enjoy the beautiful scenery.

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**Model Course**

- **Day 1**
  - Matsuyama Airport or Matsuyama Station
  - Hotel

- **Day 2**
  - Go cycling in Toon Town
  - [Yamatoya Honpo] Try making bamboo baskets & watching Noh theater
  - Asuka-no-yu

- **Day 3**
  - Hotel
  - [Matsuki Shuzo Brewery] Visit a Japanese sake brewery, and try your hand at labeling sake bottles
  - Tobe Town Try making Tobe-ware pottery and stroll around town