MATSUYAMA
Official Guide and Maps
The Climate of Matsuyama

The annual average temperature of the warm Seto Inland Sea climate is 16.6°C. Annual rainfall is about 1,300 mm, with more in June and little in December. With little rainfall, hardly any snow, and few typhoons, Matsuyama has a mild climate.

About Matsuyama City

Located in the central part of Ehime Prefecture, Matsuyama overlooks the Seto Inland Sea to the west, and the Shikoku Mountains to the east, with Mt. Ishizuchi, West Japan’s highest peak. In 1873, Matsuyama was made the prefectural capital, and the city has since prospered as a political and economic centre. It’s also a centre for regional culture that has produced many well-known artists and the haiku poet Shiki Masaoka. The population is about 520,000. The city area is 428.40 km². The camellias is the city’s flower.

The Attractions of Matsuyama

The city centre is compact, laid out in a grid around the castle. With islands, mountains and the sea, Matsuyama is blessed with a beautiful natural environment. Here you can enjoy a slower pace of life than in the big cities, with hot springs, great seafood and mandarin oranges, and other fresh fruits.
Matsuyama Castle

1 Castle Tower 天守
The view from the castle tower is superb. It offers a 360-degree panorama from Mt. Ishizuchi to the Seto Inland Sea. However, the stairs up to the top are narrow and very steep, so caution is required.

2 Stone Walls 石垣
Matsuyama Castle is also celebrated for the beauty of its stone walls. The indented stone walls of the main enclosure, soaring to a height of over 10 m, are particularly spectacular. The graceful curves are reminiscent of a folding fan.

3 Gates 戸袋門・出湯門・箭門
Gates are considered the key to the defense of a fortress. Matsuyama Castle has several fortified gates that are designated important national cultural properties. They each have various contrivances for protecting the castle from attackers.

4 Turrets 野望櫓・今橋
The Nohara turret dates from the time when the castle was built. It afforded protection at the back of the castle. To prevent them from being penetrated by bullets, the walls of the turrets are filled with tiles and pebbles.

Getting to the castle by cable car, chairlift, and on foot
Take the cable car or chairlift from Matsuyama Castle Cable car platform on Hatawaka Street. The cable car takes about 3 minutes and the chairlift about 6 minutes. From the Chojagahar Station, it takes about 10 minutes to the castle entrance. There are four paths up to the castle, and it takes about 20 or 30 minutes on foot. You're likely to encounter a variety of birds on the way.

Taking the cable car or chairlift
Buy a ticket at the vending machine on the first floor of Matsuyama Castle Cable car platform, and take the cable car or chairlift from the third floor. The cable car and chairlift cost ¥510 for adults both ways and ¥270 one way. Entry to Matsuyama Castle with a return ticket costs ¥1,020.

Dress Up In Armour 甲冑体験
On the first floor of the castle tower is a corner where you can enjoy dressing up in armour (included in the castle entrance fee). A photo of yourself as a samurai makes a good memento of your visit.

Opening the Castle Gates 天守閣門
At 9 am every Saturday, Sunday, and national holiday, a drum is beaten inside the castle. The drum was traditionally used for various signalling purposes. When the drum sounds, visitors can push open the Ichinomom Gate, an important national cultural property.
Matsuyama Castle 

**Ninomaru Historical Garden**

松山城二之丸歴史庭園

The remains of Matsuyama Castle Ninomaru are preserved as a garden. The floor plan of the buildings that used to stand on the site is represented by water features, citrus trees and flowering shrubs. It has been designated a Lover’s Sanctuary.

☎ 089-921-2000
Open: 9:00 to 17:00 (varies seasonally)
Closed: The third Wed in Dec Fee: ¥500

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**Shiroyma Park**

城公園

This spacious grassy area overlooks Matsuyama Castle and the Ninomaru area. The public area is suitable for light sports such as playing catch. Various events are held here at weekends.

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**Ropeway Street**

ロープウェー街

This shopping street is convenient for Matsuyama Castle cable car and train station, and the birthplace of the Akiyama Brothers. There are also many restaurants and shops selling Ehime specialties.

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**Saka no Ue no Kumo Museum**

塩の上に雲博物館

This museum is dedicated to the novel Saka no Ue no Kumo by Ryunosuke Akutagawa. It presents the Meiji period lives of brothers Yoshitomo and Saneyuki Akiyama, and Shiki Masaoka, who all came from Matsuyama. The building was designed by celebrated architect Tadao Ando.

☎ 089-915-1600 Open: 9:00 to 18:20 Closed: Mon (open if a holiday) Fee: ¥400

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**Bansuiso Villa**

兼松所

This French-style château was built in 1922. It’s designated an important national cultural property. Bansuiso is home to art exhibitions, concerts and other events.

☎ 089-921-3111 Open: 9:00 to 18:00 Fee: Permanent exhibition Adults ¥1500 Children ¥100 (special exhibitions vary) Closed: Mon (open if a holiday)

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**The Museum of Art, Ehime**

愛媛県立美術館

The museum houses more than 11,000 works. Major exhibitions are also held here.

☎ 089-932-0010 Open: 9:40 to 18:00 Closed: Mon (when Mon falls on a holiday or day off in Nov, the museum is closed the next day). However, the museum is open the first Mon of every month and closed the next day. Fee: Free (permanent exhibition) ¥300 (special exhibitions vary)

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**Matsuyama City Station**

松山駅

As the terminal for Iyotetsu suburban trains, this station links central Matsuyama and the suburbs. It’s also a stop for the trains that run in the city centre, making it convenient for tourists. There are shopping districts near the station and plenty of bars and restaurants. Also, there’s a free and unique Botchan train museum near the station where you can see replica of the Botchotan train.

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**Around Matsuyama Castle**

This is Shikoku’s only underground shopping centre. This road linking Matsuyama City Station, Iyotetsu Takashimaya department store and Gintengai is lined with classic clothing shops and restaurants.

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**Giintengai**

This shopping arcade links Matsuyama City Station and Ōkaidō. This covered shopping area is pleasant even when it rains.

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**Matsuchika Town**

まつちか町

This is Shikoku’s only underground shopping centre. This road linking Matsuyama City Station, Iyotetsu Takashimaya department store and Gintengai is lined with classic clothing shops and restaurants.
Dōgo Onsen Honkan

Dōgo Onsen, Japan’s oldest hot spring, boasts a 3,000-year history. It was recorded in the ancient Chronicles of Japan. Dōgo Onsen Honkan which houses the spring was rebuilt in 1894. In 2009, it was awarded three stars by the Michelin Green Guide Japan.

Shinrokakku

The White Heron Watchtower on top of Dōgo Onsen Honkan is glazed with red glass made in Belgium. Inside the tower hangs a drum which is used to announce the time at 6 am, noon and 6 pm.

Yūshinden

The Imperial bathroom was built in 1899 as Japan’s only bath for the exclusive use of the Emperor. It features the elegant style of Momoyama architecture. The gorgeously appointed rooms feature lacquer furniture, ceiled ceilings, and sliding doors decorated with gold leaf. Guided tours are available from 6:00 to 21:30 (last entry 21:00), ¥260.

### Dōgo Onsen Honkan

Local people like the democratic style of the Kami-no-Yu baths, while visitors may enjoy the relaxed atmosphere of the smaller Tama-no-Yu.

#### How to Bathe in Dōgo Onsen Honkan

Select a course from the table at right, and enjoy the experience of your chosen bath. You can enjoy tea and snacks in the Kami-no-Yu and Tama-no-Yu lounges on the 2nd floor, and the private rooms on the 3rd floor.

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<thead>
<tr>
<th>Course</th>
<th>Kami-no-Yu</th>
<th>Tama-no-Yu</th>
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<tbody>
<tr>
<td>Downstairs</td>
<td>¥410</td>
<td>¥840</td>
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<tr>
<td>2nd floor</td>
<td>¥1,250</td>
<td>¥1,550</td>
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<tr>
<td>Public lounge</td>
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<td>3rd floor</td>
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<td>Private room</td>
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### Tama-no-Yu Relaxation

For maximum relaxation, we recommend the Tama-no-Yu course with a private room on the 3rd floor. After your bath, change into a yukata decorated with white herons, and enjoy Bolchian dango confectionery with tea. The Tobe ceramics and Wajima-nuri lacquerware tea sets are beautiful to behold.

### Strolling in Yukata

The spa town of Dōgo suits the traditional yukata bathwear. Ryokan and hotels around Dōgo offer their guests use of yukata. Also the rental kimono shop in the Dōgo Onsen Shopping Arcade will dress you up in a beautiful antique kimono of your choice.
Dōgo Onsen Annex Asuka-no-Yu

Overview of Asuka-no-Yu
Asuka-no-Yu is housed in a bathing facility that has hosted imperial guests, including Prince Shōtoku in 606 and Empress Kōken in 608. It features an architectural style dating back to the Asuka Period (538–710).

Bathing at Asuka-no-Yu
Choose a plan from the chart on the right. The second floor features a large, shared resting area as well as private resting rooms and special bathing rooms, where guests can enjoy tea with sweets.

<table>
<thead>
<tr>
<th></th>
<th>1st floor bathing room</th>
<th>2nd floor large public lounge</th>
<th>2nd floor private room</th>
<th>2nd floor special private bathing room</th>
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<tbody>
<tr>
<td>Fee</td>
<td>¥600</td>
<td>¥1,250</td>
<td>¥1,650</td>
<td>¥2,000 to the plan + ¥500 per person</td>
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<tr>
<td>Open</td>
<td>7:00–23:00</td>
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<tr>
<td>Last Entry</td>
<td>22:30</td>
<td>21:00</td>
<td>21:00</td>
<td>20:40</td>
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Asuka-no-Yu as a Hub of Novel Hot Spring Culture
Asuka-no-Yu, an annex of Dōgo Onsen, incorporates Dōgo Hot Springs history and legend alongside traditional Ehime crafts such as iyo-kozari (dyed-pattern fabrics), iyo bamboo ware and Guro wash (traditional paper) based on an “ancient Dōgo” theme. These elements are combined with the latest contemporary art styles to create fascinating designs and works that exude a new type of hot spring culture while also offering the soothing relaxation inherent to the hot spring experience. In these ways, Asuka-no-Yu aims to be a hub of novel hot spring culture.
Foot Spa 足湯 P12 B-2
Hōgen is the space in front of Dōgo Onsen Station with the Botchan Karakuri Clock and a free foot spa. Several ryokan and hotels have foot spas and hand spas, so you can enjoy trying them all.

Dōgo Onsen Tsubaki-no-Yu 淵上温泉の湯 P12 B-2, 4
The sister to Dōgo Onsen Honkan. With a larger bath than the Honkan, this is very popular with local people.
Open: 6:30 to 23:00 (last entry 22:30)
Fee: ¥400

Dōgo Park (Yuzuki Castle Ruins) 深江公園(出雲城跡) P12 B-3, 4
This park is the former site of Yuzuki Castle, the base of the Kôga clan in the Middle Ages. A stone fountain once used in Dōgo Onsen Honkan is displayed here. Theres an excellent view from the observation platform. Theres also the Yuzukô Castle Museum.
☎ 089-941-1460

Dōgo Arcade P12 B-2, 4
This L-shaped shopping arcade links Dōgo Onsen Station and Dōgo Onsen Honkan. The arcade is lined with souvenir shops packed with Ehime products, chic cafes, and restaurants offering local specialties.

Botchan Train 弐っちゃん列車 P12 B-3
These replica steam locomotives are mentioned in Sōseki Natsume’s novel Botchan, set in Matsuyama. These environmentally responsible diesel trains run serving a route through central Matsuyama.
Children: Free (age 3 and under)

Sekai Art Museum P12 B-3
Nikitatsu no Michi 廻立つな道 P12 A-2
Nikitatsu no Michi extends west from the middle of Dōgo Arcade. On this beautiful stone-paved street with its little stream stands the old sake brewery, Minakuchi Shuzō.

Sekai Art Museum P12 B-3
The gallery houses works by artists from the Meiji and Taishô periods, as well as a marble sculpture by Rodin.
☎ 089-844-4579
Open: 10:00 to 17:00
Closed: Mon and Tue
Fee: ¥700

Dōgo Tourist Office 旅館巡り案内所 P12 B-2
Get tourist information about Matsuyama and Dōgo, find a ryokan or hotel, and pick up some useful pamphlets. You can also rent a bicycle for sightseeing.
☎ 089-921-3708
Open: 8:30 to 17:00

Dōgo Giyaman Glass Museum 温泉ぎゃまんガラス館 P12 B-1
The museum features glass products from the Edo period, Meiji, and Taishô periods. Entry to the garden is free of charge, Theres also a restaurant.
☎ 089-933-3637
Open: 9:00 to 22:00
Closed: Never
Fee: ¥600
Matsuyama is the birthplace of Japan’s leading haiku poet, Shiki Masaoka. There are many sites dedicated to haiku in the city.

**The Shiki Museum**

松山市立子規記念博物館

The museum features the works of Shiki Masaoka including his haiku, tanka and illustrations. There’s also a replica of Gudasusutan, the house that Shiki and Soeski Natsume shared.

Tel: 089-931-5566

Open: 9:00 to 17:00 (closed at 18:00 May to Oct.
Closed: Tue and the day after public holidays.

**Kōshin-an**

倉機庵

The thatched hut built by the haiku poet Chosabō Kuriya in 1800. It was reconstituted in 2000. looking just as it did in old times. The elegant garden also repays the visit.

Tel: 089-915-2204

Open: 10:00 to 18:00 (closed at 17:00 Nov to Feb)
Closed: Wed (for public holidays; closed the following day)

**Issōan**

一等官

The thatch free verse haiku poet Sanboku Taneda retired. He lived here for 10 months making poems on his relationship with nature. He died on October 11, 1940.

Tel: 089-948-6891

**Old Streets of Mitsu**

三滝の町並み

Mitsuhama has flourished since ancient times as a port town. Today, the area retains many old buildings that speak of times past.

**Kimuratei**

木村亭

This house was built in 1881 by merchants who served as shipping agents in Matsuyama. The design features magnificent beams and windows between floors to let in light. On the second and fourth Saturday of every month, it opens as a café (closed in winter).

Tel: 089-951-2040

**Mitsuhayama**

三津浜堤

In the postwar years, this has been cherished as the soul food of Matsuyama. This unique okonomiyaki is made with beef tallow, tempura scraps, and udon or soba noodles. Try it at one of the more than twenty restaurants in Matsuyama.

**Mitsuhaya Morning Market**

三津浜朝市

Mitsuhaya Morning Market is said to have started in the Muromachi period. Today at the Matsuyama City Public Fish Market, the morning market is held four times a year as a popular event to promote the eating of fish.

Tel: 089-951-2311
Hōjō and Kutsuna Islands

The Kutsuna Islands in the Seto Inland Sea off Matsuyama and Hōjō are a popular area for outdoor leisure.

Roadside Station Fuwari
道の駅風里

Here you can buy fresh fish caught near Hōjō, vegetables, fruit and various manufactured goods. You can also enjoy octopus balls, ice cream, and sea bream rice.

Mt. Koshiore
厳折山

This small mountain is about 500 m from the start of the trail to the summit. There are great views of Mt. Takanawa and the sea around Kamishima Island.

Kashima Island
鹿島

This small island sits off the coast of Hōjō, it's 400 m high, and 1.5 km round. With cherry blossoms in spring, swimming in summer, and fishing in winter, there's something to enjoy in every season. There are also wild deer on the island, as implied by its name (Kashima, lit. 'Deer Island').

Lover's Sanctuary
恋人的聖地サテライト

Kashima has been designated a "Lover's Sanctuary", as a romantic spot suitable for proposing marriage. This is because the shrine on the island is dedicated to matchmaking, and two rocky outcrops off Kashima are joined with a straw rope as if in marriage. There's a commemorative monument on the observation platform, and if a couple rings the lucky bell, they may realize their love. The two joined, rocky outcrops can be seen from both the sightseeing boat and the observation platform.

Kutsuna Islands
怒那是諸島

The Kutsuna Islands comprise nine inhabited islands including Nakajima and Gogoshima, and more than 30 other islands. Here you can enjoy island pursuits including swimming in the sea from beautiful beaches, marine sports, fishing, and eating fresh seafood. You can get to the various islands by car ferry and high-speed boat from Matsuyama.

Beach and Barbecue Equipment
海辺のバーベキューの備品について

The Kutsuna Islands are popular as resort islands where you can relax for the day in a peaceful natural environment. Himegahama Beach on Nakajima is especially popular. You can hire tents to stay in and barbecue equipment.

The Mountains of Matsuyama
松山の山

Outward Activity Centre
松山市野外活動センター

This campsite has lodges, an adventure playground, a natural turf sports ground and a gymnasium.

Mt. Miyuki
御幸岳

Elevation about 160 m. Why not take a stroll up after visiting Isshan? There's a fantastic view of the city from the top.
Shikoku Pilgrimage
Matsuyama’s Eight Temples

About the Shikoku Pilgrimage
The Buddhist monk Kōbō Daishi, also known as Kōkai, is said to have established the pilgrimage of 88 temples after the year 815. Since then and to this day, many pilgrims, known as e-henro, have taken the pilgrimage for the purpose of prayer, contemplation, or tourism. From old times, the people of Shikoku have welcomed pilgrims with spiritually-motivated hospitality called o-settsu. The pilgrimage route is about 1,400 km round. It takes about 40 days to walk it. Besides walking, pilgrims travel on bus, tours, by car or bicycle.

Etiquette of the Shikoku Pilgrimage
1. At the main gate, greet the Buddha and the Daishi with a bow before entering the temple. Remember to bow again when you leave.
2. Go to the water basin and rinse your left hand, right hand then your mouth. Rinsing your mouth represents the purification of your body, inside and out.
3. Offer a candle and several sticks of incense. Three sticks has various meanings such as the past, present, and future, your ancestors, yourself, and your descendants.
4. Instead of a visiting card, pilgrims put a votive card in the special box. Quietly put a donation in the offerary box without throwing it.

Ishite-ji Temple No.51
四国霊場51番札所 石手寺
In 728, Anyō-ji was established as a state-sponsored temple. Then in 892, its name was changed to Ishite-ji. The Nidomon Gate, and the Kamakura-period main hall, three-storied pagoda and bellry are nationally recognized monuments. Since Ishite-ji is close to Dogo Onsen, it’s visited by many tourists.

Getting to Ishite-ji from Matsuyama City Station
Matsuyama City Station (Step No.7) → Ishite-ji (Route No.8 or No.52 bus)
Time required: 20 to 23 min

Taisan-ji Temple No.52
四国霊場52番札所 山寺
Legend has it that Manai Chōja of Kyōgoku built the temple in one night in 587 to give thanks for surviving a storm at sea. The main hall, which was rebuilt in 1305, is designated as a national treasure. During the exam season, many students come to pray for success at the Shōkoku Taishi Hall.

Getting to Taisan-ji from Matsuyama City Station
Matsuyama City Station → Mitsu Station (Iyotetsu Suburban Train for Takahama) Mitsu Station → Taisan-ji (Mitsu Loop Line Bus) Time required: 35 min
Shimanami Kaidō

The Shimanami Kaidō is an expressway with a cycling and walking path that crosses the islands between Hiroshima and Ehime Prefectures, offering an exhilarating journey by bicycle and walk. You can also access the various islands by bus from in front of JR Imabari Station and by ferry from Imabari Port.

Sunrise Itoyama

This centre next to the Kurushima Kaikyo Bridge is a base for Shimanami Kaidō cycling. It has accommodation, restaurants, and rental cycles.

How to Rent a Bicycle

Rent a bicycle from the rental cycle terminals on the various islands.

Rental cycle terminals
Imabari: Sunrise Itoyama, JR Imabari Station and Imabari Port Community Centre

Öshima: Miyakubo Tourist Office, Roadside Station Yatsuri-ki-ki Kan
Hakata: Roadside Station Hakata SC Park / Omishima: Roadside Station Shimamani Station / Mishima: Roadside Station Tatsara Shimamani Park

For renting bicycles, you can choose from 6 hours to 24 hours.

Rental fees
Electric bicycle: ¥1,500 per day
Tandem bicycle: ¥2,000 per day
Other bicycles: ¥1,000 per day

Getting to each island on the Shimanami Kaidō from Imabari Station

Öshima: Car to Öshima Minami, 20 min / Bus to Yoshiumi Shisco Mae, 25 min
Hakata: Car to Hakatajima, 35 min / Bus to Hakatajima, 40 min
Ömishima: Car to Ömishima, 45 min / Bus to Ömishima, 50 min
Ikuchijima: Car to Ikuchijima Minami, 50 min / Bus to Setoda PA, 47 min / Bus to Setoda, 50 min
Inoshima: Car to Inoshima Minami, 50 min / Bus to Inoshima Shige, 47 min / Bus to Inoshima Ōhashi, 50 min
Mukaijima: Car to Mukaijima, 55 min / Bus to Mukaijima, 55 min / Bus to Mukaihigashi, 57 min

Kirōsan Observatory Park

From this observation platform on Mt. Kirō on Ömishima, you can see the Kurushima Kaikyo Bridge, the tidal currents of the Kurushima Straits, and Mt. Ishizuchi.

Tidal Current Cruise

Kurushima Straits are one of Japan’s three most rapid tidal currents. Here you can experience currents of up to ten knots (about 18 km/h) at spring tide.

Murakami Suigun Museum

Discover the history of the Murakami Suigun, the naval forces that dominated the Seto Sea during the Warring States period. You can also dress up in armour and take a photo.

Shimanami Cycle Oasis

These resting places are provided by local people to welcome cyclists. Feel free to use the toilets, pumps, water, information, and so on. Numerous islands can be seen along the Shimanami Kaidō route.

Öyamazumi Shrine

The gods of the sea, mountains, and war have been worshipped by warriors at this shrine from ancient times. The 2,600-year-old giant camphor trees and shrine buildings, designated important national cultural properties, are magnificent.

Tokoro Museum Omishima

Thirty works by world-renowned artists including sisters Masako and Hide Kato. The museum is nestled with a splendid camphor at Ömishima Island, an art hub with easy access to Imabari.

Matsuyama to Imabari Cycling Course

A blue line marks the cycling route beside the sea between Matsuyama and Imabari. You can enjoy cycling without getting lost.

Reference / Area map: P21
Imabari

Imabari is a seaside town known for its high-quality towels, its castle, and its hot spring village.

Towel Museum

This art museum features artworks using towels. Here you can watch the towel manufacturing process, shop for towels, and eat in the restaurant.

M: 0898-56-1515
Open: 9:30 to 18:00
Fee: ¥800

Nomauna Highland Horse Park

The park offers a view of the beautiful Nomauna plateau, the highest point in the Nomauna area. You can enjoy horse riding and other outdoor activities.

M: 0898-32-8155
Closed: Tue (for public holidays, closed the following day)
New Year: Open Apr to Oct 10:00 to 18:00
Nov to Mar: 10:00 to 17:00

Nibukawa Onsen

This hot spring is known for its therapeutic effects and beautiful scenery. The park offers various activities such as hot springs, hiking, and cycling.

The Railway History Park in Saijō

This educational railway history museum hosts the Shinkansen Railway Cultural Center, where the Shinkansen, 0 series, is on display, and the Shinkansen Memorial Museum, honoring the fourth president of National Railways.

M: 0897-47-3855
Closed: Wed, Open: 9:00 to 18:00 (last admission at 17:30)
Fee: Adults ¥300, Children ¥100

Saijō City Tourism and Exchange Centre

The Centre provides information about Saijō City's sightseeing information including Mt. Ishizuchi, one of Japan's highest peaks, in the inland sea and various local attractions.

M: 0897-56-3605
Closed: none
Open: 9:00 to 18:00

Hondani Onsen

The Onsen is one of the three most famous hot springs in the region, and the only one that is open to the public.

M: 0898-66-2172
Closed: none
Fee: Adults ¥400, Children ¥200
Hours: 10:00 to 25:00 (last entry at 21:30)
Open: 9:00 to 18:00

Access from Matsuyama

By car: 1 hr 10 min on Route 196
By train: From JR Matsuyama Sta. to JR Imabari Sta.
By bus: 1 hr 15 min from Matsuyama City Sta. to Imabari Sta.

Access from Matsuyama

By car: 35 min via expressway from the Matsuyama IC to the Iyo-Saijō IC
By train: 1 hr from JR Matsuyama Sta. to JR Iyo-Saijō Sta.
By bus: 1 hr 39 min from Matsuyama City Sta. bus stop No.8 to Saijōeki-mae bus stop
Tobe Zoo 愛媛県立とべ動物園
Tobe Zoo is one of Western Japan’s largest zoos with about 770 animals of 160 types, selected with a good balance of geographical, taxonomical and behavioral distribution.  
- Address: 089-962-6580  
- Time: 9:00 a.m. to 17:00 (last admission at 16:30)  
- Closed: Mon. (open if a holiday)  
- Fee: ¥600 for adults, ¥400 for ages 18 to 64.  
- Some areas depend on age, ID is required.

Tōon 東温市
A city surrounded by the natural splendors of the Saragamine and Ishizuchi Mountain Ranges

Home to Tobe ware, a craft with more than 200 years of history

Access from Matsuyama 松山からのアクセス情報
By car 25min on Route 33
By bus 45 min by bus from Iyotsu Matsuyama City Sta.

Access from Matsuyama 松山からのアクセス情報
By car 30min on Route 11
By train 27 min by Iyotsu Suburban Train from Iyotsu City Sta. to Minara Sta.
Uchiko is known for its manufacture of candles. You can enjoy wandering down streets of old buildings in the Yakaichi and Seto districts with their gorgeous teahouses and the Uchiko-za Theatre. You can also pick your own fruits such as grapes, peaches and persimmons. The gallery and Odakyu Hanshin and the terraced rice fields of Yumikari offer a taste of old Japanese scenery.

Tourism and Development Division: 0893-24-1717
kankomachi@akurakai.city.uzu.kagawa.jp

Japanese Candles

Completed in 1996, this bridge is a nationally designated Important Cultural Property. Still serving travelers to this day, it is the only movable bridge used for road traffic in Japan.

Access from Matsuyama

Uchiko: By car
45 min on Route 56 and Matsuyama Expressway, get off at Uchiko IC.
By train
25 min from JR Matsuyama Sta. to Uchiko Sta.

Ozu: By car
55 min on Route 56 and Matsuyama Expressway, get off at Ozu IC.
By train
35 min from JR Matsuyama Sta. to Iyo Ozu Sta.
Matsuyama’s rich farmland and fisheries provide the city with a wide array of fine foods. You’re sure to take away happy memories of the many local specialties that you try.

**Gastronomy**

**Sea Bream Rice**

Sea bream, harvested from the Seto Inland Sea, is grilled to perfection then steamed on a bed of rice. The succulent fish meat is then stirred into the rice with root vegetables. The rich fish flavour infuses every grain of rice, producing an elegant and delectably satisfying dish. This cuisine symbolizes the heartfelt hospitality of Matsuyama.

**Iyo Kasuri Fabric**

In the late Edo period, Kana Kagiya, a woman from Matsuyama, was inspired by a pattern appearing on old robes and came up with the design of Iyo Kasuri. Iyo Kasuri is known as one of the three main types of dyed fabric patterns in Japan.

**Souvenirs**

**Hime Daruma Dolls**

A long time ago, the Empress Jingu is said to have stayed at Dōgo Onsen where she conceived a child. The Hime Daruma doll was made to commemorate the pretty child. The dolls are considered to bring good fortune.

**Citrus Fruits and Desserts**

Matsuyama produces so many citrus fruits that it’s known as ‘the mandarin kingdom’. There are several types that are unique to Matsuyama such as Miyazumi yuyak, as well as types that were developed more recently like Beni Madonna and Setoka. You can also enjoy many other food products that use citrus, such as gelato, ice cream, jelly and juice. There are numerous juice stands around Matsuyama.

**Matsuyamazushi and Five-Coloured Noodles**

Matsuyamazushi is a treat made on festival days. Rice is flavoured with fish stock and vinegar, topped generously with Setouchi fish and eel, and vegetables in season. Five-coloured noodles have been produced continuously from the Edo period. With the yellow of egg, the green of tea, the brown of buckwheat, the red of plum and shiso, and plain white, the noodles are a pretty sight.

**Bamboo Craft**

These bamboo craft items are woven individually by craftsmen using Ehime’s high-quality bamboo. In 596, when Shōtoku Taishi came to bathe in Dōgo Onsen, he saw the abundant bamboo forests and taught the local people how to weave baskets. This is said to be the origin of the craft.

**Taruto and Botchan Dango**

Taruto is a well-known confection of Matsuyama, combining yuzu-flavoured bean paste and sponge cake. Botchan dango is a three-coloured sweet which is served in Dōgo Onsen Honkan.

**Local Sake and Dōgo Beer**

The warm climate and rich soil of the Setouchi region, combined with traditional skill, results in fine sake. Matsuyama’s sake made using pure water and high-quality brewing rice is highly regarded in Japan and abroad. The sake brewery in Dōgo also makes craft beer.
### Matsuyama Event Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
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<tbody>
<tr>
<td>January</td>
<td>Matsuyama Castle New Year events (1, 2, 3)</td>
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<tr>
<td>February</td>
<td>Tsubekki Festival (3 days. May also be held in Jan)</td>
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<tr>
<td>March</td>
<td>Dōgo Onsen Festival (Late Mar)</td>
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<tr>
<td>April</td>
<td>Matsuyama Spring Festival (Oshiro Festival) (First Fri., Sat., Sun)</td>
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<tr>
<td>May</td>
<td>Hōjō Kashima Festival (3, 4)</td>
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<tr>
<td>July</td>
<td>Kazahaya Umi Festival (Sat in late Jul)</td>
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<tr>
<td>August</td>
<td>Mitsuhama Fireworks (First Sun)</td>
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<td></td>
<td>Matsuyama Festival (Fri., Sat., Sun including second Sun)</td>
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<tr>
<td></td>
<td>Matsuyama &quot;Castle of Light&quot; (four days in mid Aug)</td>
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<td></td>
<td>Nakajima Triathlon (Sun in late Aug)</td>
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<tr>
<td>September</td>
<td>Ōmikoshi Sōneri (Ehime Festivals Show)</td>
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<tr>
<td>October</td>
<td>Gogoshima Funadori dance (First Sat)</td>
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<tr>
<td></td>
<td>Matsuyama Regional Festivals (5, 6, 7)</td>
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<td></td>
<td>Ittai Bashiri (7)</td>
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<td></td>
<td>Hōjō Autumn Festivals (Mid Oct)</td>
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<td>Wonderland Kōno Clan Festival (Late Oct)</td>
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<tr>
<td>November</td>
<td>Ehime &amp; Matsuyama Festival of Industry (Late Nov)</td>
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</tbody>
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Recommended Courses

These Recommended Courses use the fastest available means of public transport.

**Sights of Matsuyama**
- **START** Hiroshima Port
  - Super Jet Ferry 1 hr 8 min
- Kankôkô Port
  - Limousine Bus 32 min
- Matsuyama Castle 1 hr 30 min
  - Osaki 5 min on foot
- Saka no Ue no Kumo Museum 40 min
  - Osaki 3 min on foot
  - Train Nos. 3, 12 min on foot
- Dogo Onsen Honkan 1 hr
  - Dogo Onsen 5 min on foot
- The Shiki Museum 40 min
  - Kei Bicycles (3 min on foot)
  - Train Nos. 52 4 min on foot
  - Bus No. 52 17 min
- Ishite-ji Temple 1 hr
  - Bike
- Okaïdo & Ginten-gai

**Nature and Culture on Foot**
- Matsuyama City Station
  - Bus No. 10 15 min
- Sâgô Ken Park 1 hr 30 min
  - Matsuyama Sagi Koen Park (2 min walk from entrance of the park)
- JR Matsuyama Ekimae 30 min
  - Kôshin-kan 9 min
  - Isshôan 30 min
  - Haku Box
  - The Shiki Museum 40 min
  - Dogo Park 30 min
  - Haku Box
  - Matsuyama Castle 1 hr 30 min
  - Matsuyama Castle Station

**Haiku by Bike**
- JR Matsuyama Station Rental Bicycle Port
  - 8 min by bicycle
  - Kôshin-kan 30 min
  - Isshôan 30 min
  - Haku Box
  - The Shiki Museum 40 min
  - Dogo Park 30 min
  - Haku Box
  - Matsuyama Castle 1 hr 30 min
  - Matsuyama Castle Station

**Matsuyama, Uchiko and Ōzu**
- JR Matsuyama
  - JR express Uwakai for Uwajima 25 min
  - JR Uchiko
  - Uchiko Streets 2 hr
  - Ōzu Castle 1 hr
  - Gyôô Sansô 1 hr
  - JR Mutsuyama 1 hr
  - Bansuisô Villa 30 min
  - Ropeway Street 30 min
  - JR Mutsuyama
  - JR express Uwakai for Uwajima 25 min
  - JR Express Kôshin-kan for Kôshin-kan 30 min
  - JR Mutsuyama 1 hr
  - JR Express Kôshin-kan for Kôshin-kan 30 min
  - JR Mutsuyama 1 hr

**Shimanami & Onsen**
- JR Hiroshima
  - JR Shinkansen Kodama for Shink-Osaka 23 min
- JR Mihara
  - JR San'yo Honsen 11 min
  - Onomichi 2 hr
  - JR Onomichi
- JR Mutsuyama
  - JR Express Kôshin-kan for Kôshin-kan 30 min
  - JR Mutsuyama 1 hr

Locations for renting and returning bicycles
- **Dogô Onsen Rental Bicycle Port**
  - Dogô Tourist Office
- **Matsuyama Castle Rental Bicycle Port**
  - Castle Cable Car Station
- **Ôkaïdo Rental Bicycle Port**
  - Ôkaïdo Shopping Arcade bicycle parking
- **JR Mutsuyama Rental Bicycle Port**
  - JR Mutsuyama bicycle parking

Rental bicycles are for people who can use them safely.

**Rental**
- Fill in the form at the rental bicycle port. Photo ID is required. You can return the bicycle to any rental bicycle port.

**Fee**
- ¥300 a day, per rental, per person

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**Rental Cycle**
- You can rent and return bicycles at several places in Matsuyama as a convenient way to get about.
Contact Information

Matsuyama City Tourism and International Exchange Division
089-948-6556  kanko@city.matsuyama.ehime.jp

Matsuyama Convention and Visitors Bureau
089-935-7511  matukan1@topaz.ocn.ne.jp

Matsuyama International Centre (MIC)
089-943-2025  mail@mic.ehime.jp

Ehime Prefectural International Centre (EPIC)
089-917-5678  haiku575@lib.e-catv.ne.jp

Matsuyama City Tourist Office (JR Matsuyama Station)
089-931-3914

Dogo Tourist Office/Matsuyama Tourist Volunteer Guides
089-921-3708

Matsuyama Airport Tourist Office
089-972-5600

Kankōkō Port Tourist Office
089-951-2411

Web

Matsuyama City Hall  www.city.matsuyama.ehime.jp
Matsuyama Convention and Visitors Bureau  www.mcvb.jp

Emergency

Fire and Ambulance  119  Police  110

*Current as of July 1, 2018. Some information may change without notice.