

Ehime, Japan ～愛媛 松山 旅のガイドブック～

MATSUYAMA

Official Guide and Maps



Profile

Castle

Onsen

Haiku

Port & Islands

Pilgrimage

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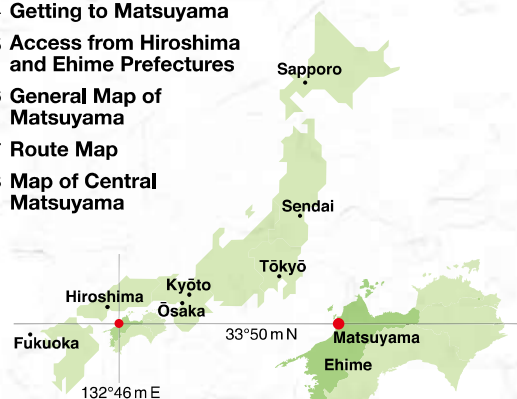
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*All times shown in this pamphlet are approximate.



The Climate of Matsuyama

松山の気候

The annual average temperature of the warm Seto Inland Sea climate is 16.5°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

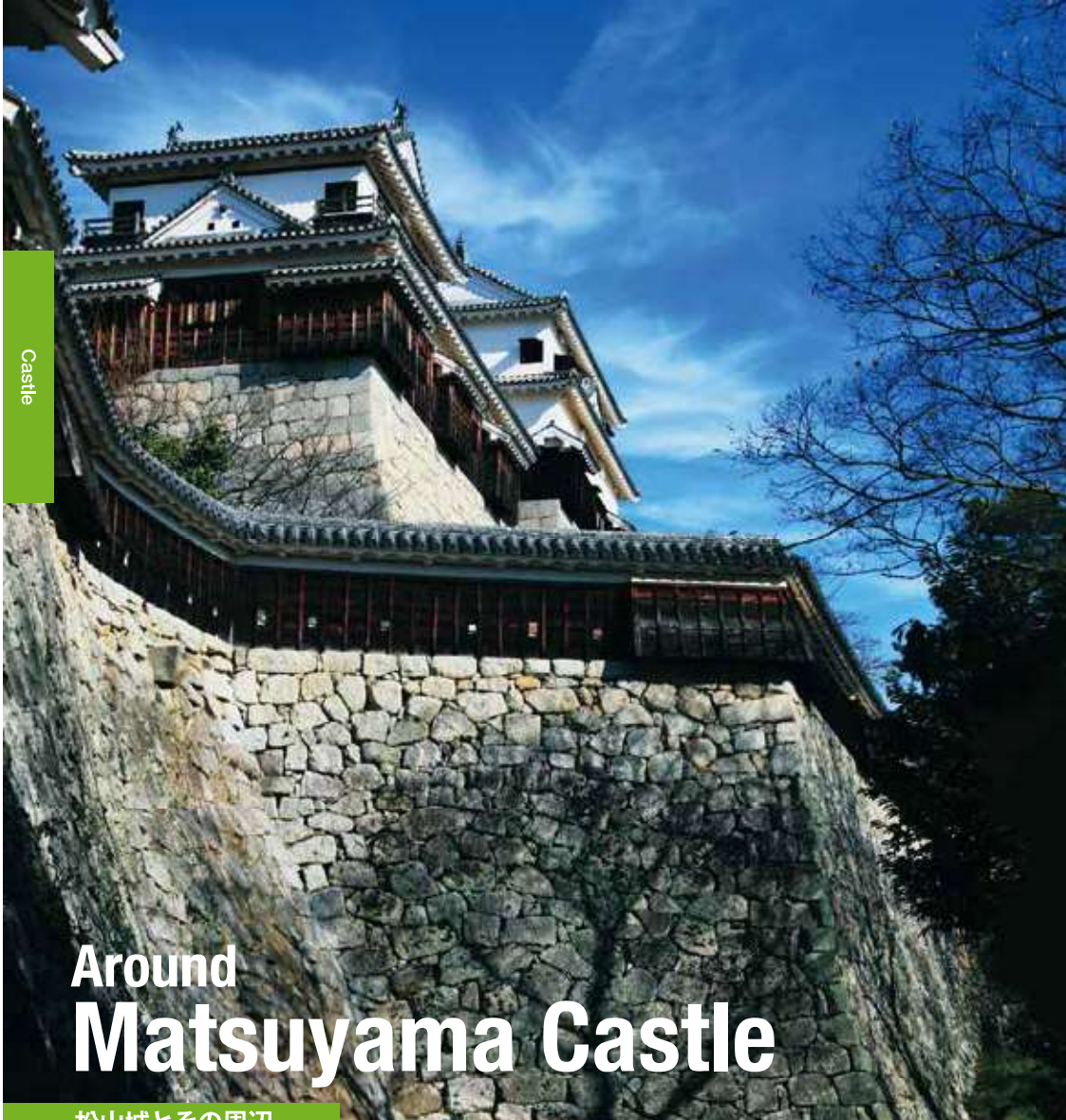
松山市について

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 writers including the haiku poet Shiki Masaoka. The population is about 520,000. The city area is 429.40 km². The camellia is the city's flower.

The Attractions of Matsuyama

松山の魅力

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 fruit.



Castle

Around Matsuyama Castle

松山城とその周辺

Getting to the castle by cable car, chairlift, and on foot

Take the cable car or chairlift from Matsuyama Castle Cable car platform on Ropeway Street. The cable car takes about 3 minutes and the chairlift about 6 minutes. From the Chōjaganaru 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.

☎: 089-921-4873 Time: Cable car, chairlift 8:30 to 17:00, castle tower 9:00 to 16:30 (varies seasonally)

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.



Castle

Matsuyama Castle

松山城 MAP P7 C・D-1・2

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 戸無門・筒井門・隠門

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 野原櫓・乾櫓

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.



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 天守開門

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 Ichinomono Gate, an important national cultural property.

Matsuyama Castle Ninomaru Historical Garden

松山城二之丸史跡庭園 (MAP) P7 C-2

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: ¥200



Ōkaidō

大街道商店街 (MAP) P7 E-2・3・4

Matsuyama's biggest shopping arcade stands across the road from Gintengai. It's home to smart cafés, boutiques and fashion goods stores.



Gintengai

松山銀天街商店街 (MAP) P7 C・D-4

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



Matsuchika Town

まつちかタウン (MAP) P7 C-4

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.



Shiroyama Park

城山公園 (MAP) P7 B・C-2

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.



Ropeway Street

ロープウェイ街 (MAP) P7 E-1・2

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



Saka no Ue no Kumo Museum

坂の上の雲ミュージアム (MAP) P7 D-2

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

☎: 089-915-2600 Open: 9:00 to 18:30
Closed: Mon (open if a holiday)
Fee: ¥400



Bansuisō Villa

萬翠荘 (MAP) P7 D-2

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

☎: 089-921-3711 Open: 9:00 to 18:00
Fee: Permanent exhibition Adults ¥300
Children ¥100 (special exhibitions vary)
Closed: Mon (open if a holiday)

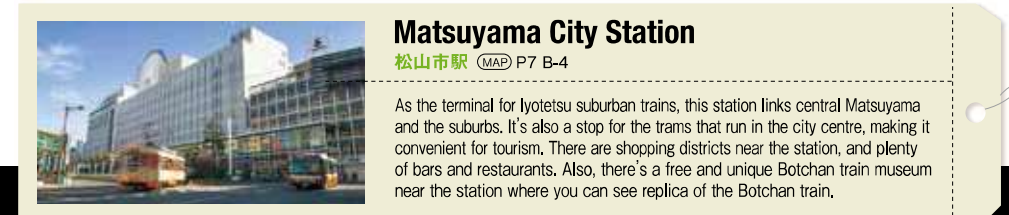


The Museum of Art, Ehime

愛媛県美術館 (MAP) P7 B-3

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

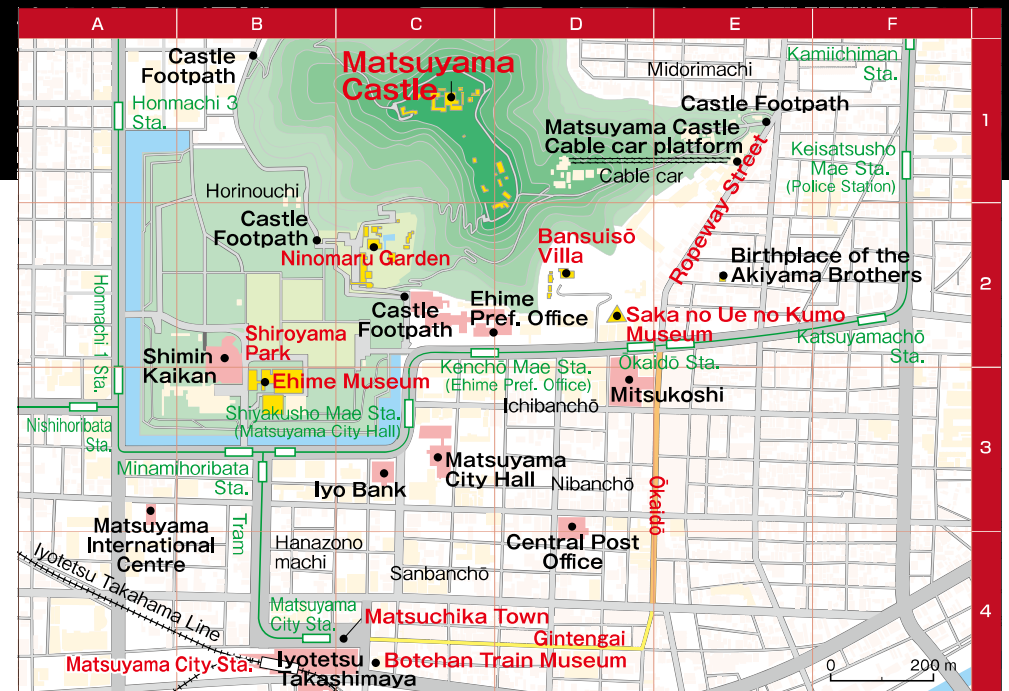
☎: 089-932-0010 Open: 9:40 to 18:00
Closed: Mon (when Mon falls on a holiday or day off in lieu, the museum is closed the next day). However, the museum is open the first Mon of every month and closed the next day.
Fee: Revolving exhibition ¥300 (special exhibitions vary)



Matsuyama City Station

松山市駅 (MAP) P7 B-4

As the terminal for Iyotetsu suburban trains, this station links central Matsuyama and the suburbs. It's also a stop for the trams that run in the city centre, making it convenient for tourism. 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 Botchan train.





Around Dōgo Onsen Honkan

道後温泉本館とその周辺

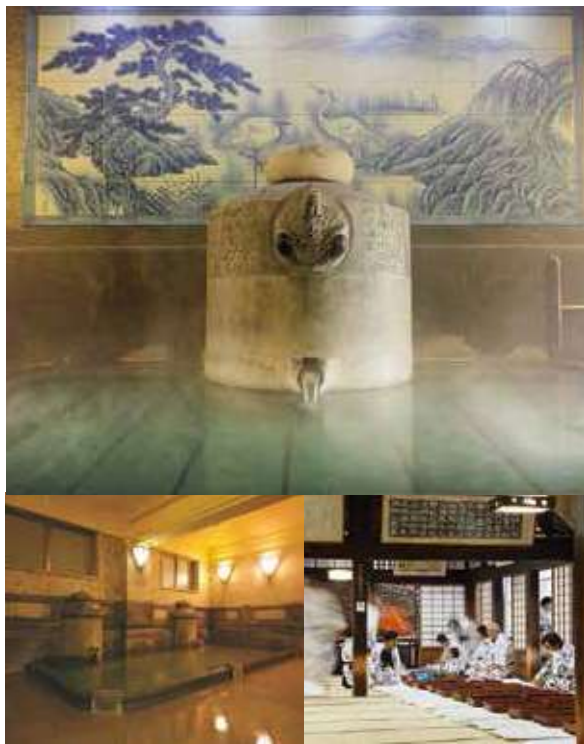
Dōgo Onsen Honkan

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.

	Kami-no-Yu Downstairs	Kami-no-Yu 2nd floor public lounge	Tama-no-Yu 2nd floor public lounge	Tama-no-Yu 3rd floor private room
Fee	¥410	¥840	¥1,250	¥1,550
Open	6:00 to 23:00	6:00 to 22:00	6:00 to 22:00	6:00 to 22:00
Last entry	22:30	21:00	21:00	20:40
Includes	Bath only	Crackers, yukata, 2 floor Kami-no-Yu lounge.	Crackers, yukata, 2 floor Tama-no-Yu lounge.	Botchan dango, yukata, 3 floor private room.



Dōgo Onsen Honkan

道後温泉本館 (MAP) P12 B-2

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.

☎: 089-921-5141



Shinrokaku

振鷺閣

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

又新殿

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, coffered ceilings, and sliding doors decorated with gold leaf. Guided tours are available from 6:00 to 21:30 (last entry 21:00), ¥260.



Tama-no-Yu Relaxation 霊の湯 休憩体験

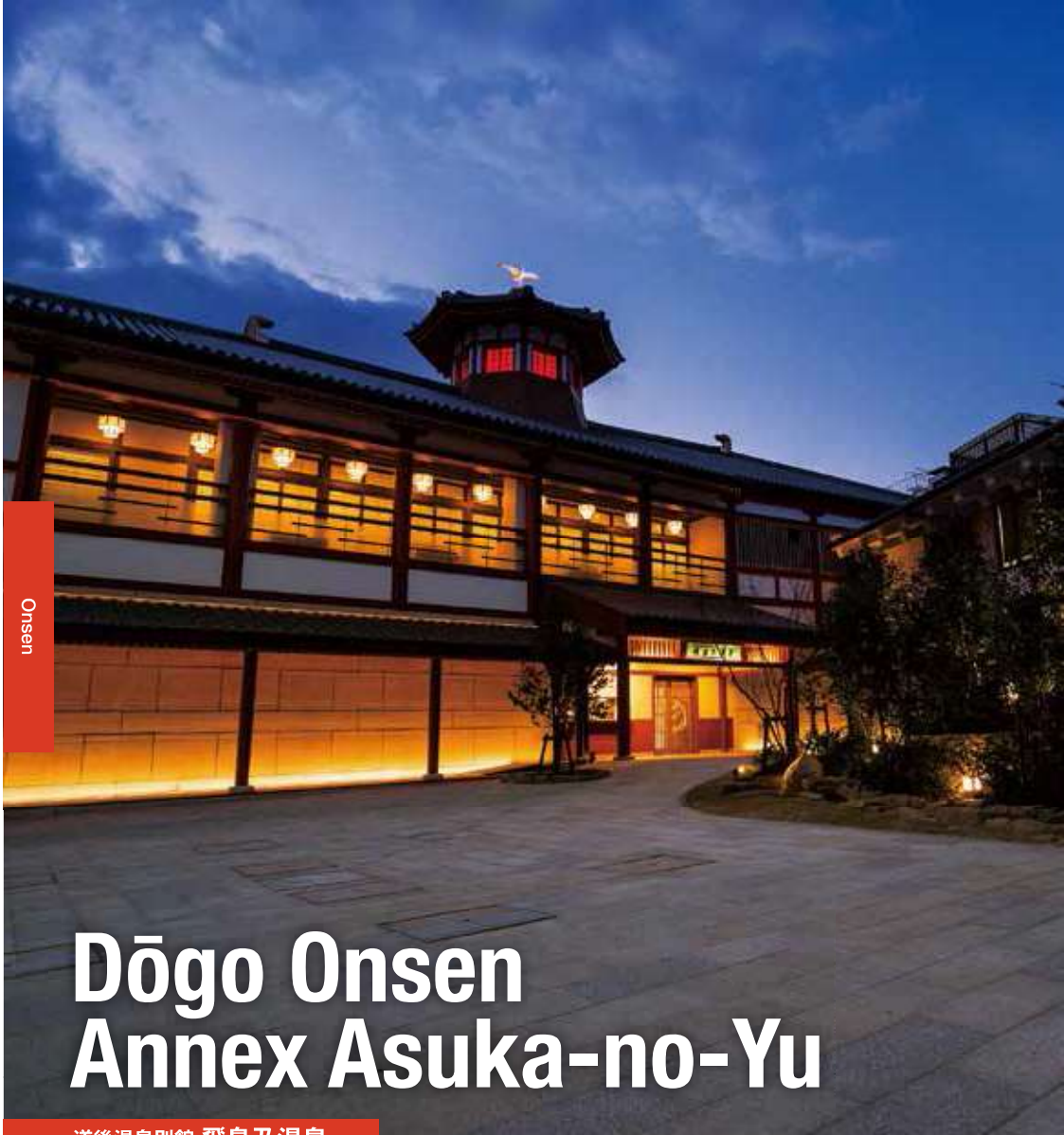
For maximum relaxation, we recommend the Tama-no-Yu course with a private room on the 3rd floor. After your bath, change into a yukata decorated with white herons, and enjoy Botchan dango confectionery with tea. The Tobe ceramics and Wajima-nuri lacquerware tea sets are beautiful to behold.



Strolling in Yukata 浴衣で散策

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

道後温泉別館 飛鳥乃湯泉

Overview of Asuka-no-Yu

Asuka-no-Yu is housed in a bathing facility that has hosted imperial guests, including Prince Shotoku in 596 and Empress Kogyoku in 661. 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.

	1st floor bathing room	2nd floor large public lounge	2nd floor private room	2nd floor special private bathing room
Fee	¥600	¥1,250	¥1,650	¥2,000 for the group + ¥1,650 per person
Open	7:00~23:00	7:00~22:00	7:00~22:00	7:00~22:00
Last Entry	22:30	21:00	21:00	20:40
Includes	1st floor bathing room	1st floor bathing room 2nd floor large public lounge Yukata, Post-bath tea service	1st floor bathing room 2nd floor private room Yukata and small towel, Post-bath tea service	2nd floor special private bathing room 1st floor bathing room Yukata, yucho, small towel and bath towel, tea service



Dōgo Onsen Annex Asuka-no-Yu

道後温泉別館 飛鳥乃湯泉 (MAP) P12 B-2

The 1st floor bathing room features Tobe ware ceramic wall panels describing the sacred Mount Ishizuchi and the Seto Inland Sea, just like in Dōgo Onsen Honkan. The open-air baths are also ornamented with impressive, masterfully-crafted decorative wooden panels of Ehime-grown Japanese cypress which convey the natural majesty of both the mountains and the sea.

☎: 089-932-1126



2nd floor special private bathing room

2階特別浴室

One is designed as a re-creation of "Yushinden" for the imperial family at Dōgo Onsen Honkan, and the other features Iyo-su and ceiling illustrations in a modern style. (The photograph is the Yushinden bath re-creation.)



Tsubaki-no-Ma (Camellia Room)

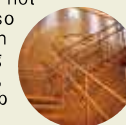
椿の間

One of the five private room on the second floor. The room's design uses Imabari towels to adopt a camellia forest theme based on the text of the Yuoka-no-Hi inscribed stone left by Prince Shotoku during his visit to Dōgo Hot Springs. The other four lounge similarly use traditional Ehime craft products to express themes related to Dōgo's history.

Asuka-no-Yu as a Hub of Novel Hot Spring Culture 新たな温泉文化を発信する拠点



Asuka-no-Yu, an annex of Dōgo Onsen, incorporates Dōgo Hot Springs history and legend alongside traditional Ehime crafts such as Iyo-kasuri (dyed-pattern fabrics), Iyo bamboo ware and Ōzu washi (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 (MAP) P12 B-2

Hōjōen 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.



Botchan Karakuri Clock

坊っちゃんカラクリ時計 (MAP) P12 B-2

This robot clock in front of Dōgo Onsen Station is modeled on the White Heron Watchtower of Dōgo Onsen Honkan. Between 8:00 and 22:00 on the hour, the clock comes to life with scenes from Sōseki Natsume's novel Botchan.



Dōgo Onsen Station

道後温泉駅 (MAP) P12 B-3

Dōgo Onsen Station is the transportation hub for Dōgo, where trams and the Botchan Train stop. The station building with its nostalgic atmosphere recreates the station of the Meiji period.

● Around Dōgo Onsen Honkan ● 道後温泉本館とその周辺



Botchan Train

坊っちゃん列車 (MAP) 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.

Zones: Dōgo Onsen - Ōkaidō - Matsuyama City Sta.,
Dōgo Onsen - Ōkaidō - JR Matsuyama Sta. - Komachi Fare: Adults ¥800, children ¥400



Dōgo Onsen Tsubaki-no-Yu

道後温泉椿の湯 (MAP) P12 B-2

The sister to Dōgo Onsen Honkan. With a larger bath than the Honkan, this is very popular with local people.

☎: 089-935-6586
Open: 6:30 to 23:00 (last entry 22:30)
Fee: ¥400



Dōgo Park (Yuzuki Castle Ruins)

道後公園 (湯築城跡) (MAP) P12 B・C-3・4

This park is the former site of Yuzuki Castle, the base of the Kōno clan in the Middle Ages. A stone fountain once used in Dōgo Onsen Honkan is displayed here. There's an excellent view from the observation platform. There's also the Yuzukijō Castle Museum. ☎: 089-941-1480



Dōgo Arcade

道後商店街 (MAP) P12 B-2

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 cafés, and restaurants offering local specialties.



Dōgo Tourist Office

道後観光案内所 (MAP) 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



Nikitatsu no Michi

にきたつの道 (MAP) P12 A・B-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.



Seki Art Gallery

セキ美術館 (MAP) P12 A-2

The gallery houses works by artists from the Meiji and Shōwa periods, as well as a marble sculpture by Rodin.

☎: 089-946-5678 Open: 10:00 to 17:00
Closed: Mon and Tue
Fee: ¥700



Dōgo Giyman Glass Museum

道後ぎやまんガラス美術館 (MAP) P12 B-1

The museum features glass products from the Edo period, Meiji, and Taishō periods. Entry to the garden is free of charge. There's also a restaurant.

☎: 089-933-3637 Open: 9:00 to 22:00
Closed: Never Fee: ¥600

Haiku

俳句

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 (MAP) P39 L-2

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

☎: 089-931-5566 Open: 9:00 to 17:00 (closed at 18:00 May to Oct)
Closed: Tue and the day after public holidays Fee: ¥400



Kōshin-an

庚申庵 (MAP) P38 C-4

The thatched hut built by the haiku poet Chodō Kurita in 1800. It was reconstructed in 2000, looking just as it did in old times. The elegant garden also repays the visit.

☎: 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

一草庵 (MAP) P38 H-1

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

☎: 089-948-6891



Haiku Monuments and Haiku Box 句碑めぐり・松山市観光俳句ポスト

On the Street of Haiku next to Himegin Hall are many stone monuments inscribed with haiku. There are more than 90 Haiku Boxes dotted around the city where you can submit your poetic efforts for judgement and publication.



Shikidō Hall

子規堂 (MAP) P38 E-7

The house where Shiki Masaoka lived in his youth before moving to Tōkyō has been recreated in the grounds of Shōjū-ji Temple. Shiki's calligraphy and belongings are on display.

☎: 089-945-0400 Open: 8:30 to 16:40
Closed: Never Fee: ¥50

Mitsuhamama

三津浜



Mitsu Ferry

三津の渡し (MAP) P36 C-4

This ferry links Matsuyama's port of Mitsu with Minatoyama, a distance of about 80 m. Its history goes back to the Warring States period. Service may be suspended in rough weather.

☎: 089-951-2149
Open: 7:00 to 19:00 as needed
Fare: Free

The port of Mitsuhamama in the outskirts of Matsuyama was once the anchorage of the Matsuyama Domain, and it flourished as Matsuyama's gateway to the sea. The area is now enjoying something of a revival.



Old Streets of Mitsu

三津の町並み (MAP) P36 C-4

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



Kimuratei

木村邸 (MAP) P36 C-4

This house was built in 1881 by merchants who served as shipping agents in Mitsuhamama. 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).

info@kimuratei.com



Mitsuhamamayaki

三津浜焼き

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 Mitsuhamama.



Mitsu Morning Market 三津の朝市 (MAP) P36 C-4

Mitsu 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.

☎: 089-951-2311



Hōjō and Kutsuna Islands

北条・忽那諸島

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 早の郷 風和里 (MAP) P36 D-1

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.

☎: 089-911-7700

Closed: Dec 31 to Jan 2

Open: 8:00 to 18:00



Mt. Koshiore

腰折山 (MAP) P36 D-1

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



Kashima Island

鹿島 (MAP) P36 D-1

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 恋人の聖地サテライト (MAP) P36 D-1

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 boats and the observation platform.)



Kutsuna Islands 忽那諸島 (MAP) P36 A・B・C-1・2・3・4

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 海水浴・バーベキューの器具について

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.

☎: 089-997-0149



The Mountains of Matsuyama 松山の山



Outdoor Activity Centre

松山市野外活動センター (MAP) P36 E-3

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

☎: 089-977-2400



Sōgō Kōen Park

松山総合公園 (MAP) P36 C-4

A lookout tower in the shape of a European castle stands on a hill with panoramic views over Matsuyama and the Seto Inland Sea. There's also a children's adventure playground.



Mt. Miyukiji

御幸寺山 (MAP) P36 D-4

Elevation about 160 m. Why not take a stroll up after visiting Issōan? There's a fantastic view of the city from the top.

Shimanami Kaidō

瀬戸内しまなみ海道

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 サンライズ糸山

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

☎: 0898-41-3196
Open: Apr to Sep 8:00 to 20:00
Oct to Mar 8:00 to 17:00

How to Rent a Bicycle レンタサイクルの借り方

You can borrow 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
Ōshima: Miyakubo Tourist Office, Roadside Station Yoshiumi Iki-iki Kan
Hakata: Roadside Station Hakata SC Park / Ōmishima: Roadside Station Shimanami Station Mishima, Roadside Station Tatara Shimanami Park

Rental fees

Electric bicycle: ¥1,500 for up to 6 hours. *Must be returned to start point
Tandem bicycle: ¥1,200 per day. *Must be returned to start point
Other bicycles: ¥1,000 per day. *Can be returned to any terminal
*Deposit ¥1,000 (Returned if you return the bicycle to the same terminal or a terminal on the same island. If you return it to any other terminal, you forfeit the deposit)

Getting to each island on the Shimanami Kaidō from Imabari Station 今治駅からしまなみ海道各島へのアクセス

Ōshima:	Car to Ōshima Minami, 20 min / Bus to Yoshiumi Shisho Mae, 25 min
Hakatajima:	Car to Hakatajima, 35 min / Bus to Hakatajima, 40 min
Ōmishima:	Car to Ōmishima, 45 min / Bus to Ōmishima, 50 min
Ikuchijima:	Car to Ikuchijima Minami, 50 min / Bus to Setoda PA, 37 min / Bus to Setoda, 41 min
Innoshima:	Car to Innoshima Minami, 50 min / Bus to Innoshima Shigei, 47 min / Bus to Innoshima Ōhashi, 50 min
Mukaishima:	Car to Mukaishima, 55 min / Bus to Mukaishima, 55 min / Bus to Mukaihigashi, 57 min



Kirōsan Observatory Park 亀老山展望公園

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



Tidal Current Cruise 来島海峡急流観潮船

The 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.

☎: 0897-84-3710
Time: 9:00 to 16:00 Price: ¥1,500



Murakami Suigun Museum 村上水軍博物館

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.

☎: 0897-74-1065 Fee: ¥300
Open: 9:00 to 17:00 (last entry 16:30)



Shimanami Cycle Oasis しまなみサイクルオアシス

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 Kaido route.



Ōyamazumi Shrine 大山祇神社

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.

☎: 0897-82-0032



Tokoro Museum Ōmishima ところミュージアム大三島

Thirty works by world renowned artists including Giacomo Manzù and Noe Katz. The museum in itself with a splendid command of Seto inland sea is an art holding communion with the beautiful islands.

☎: 0897-83-0380 Fee: ¥300
Open: 9:00 to 17:00 (last entry 16:30)
Closed: Mon (for public holidays, closed the following day)

Matsuyama to Imabari Cycling Course 松山・今治サイクリングコース



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



Imabari Castle

今治城

A recreation of the castle designed by the master builder Takatora Tōdō. It's one of Japan's finest castles using seawater for the moat. It looks beautiful lit up at night.

☎: 0898-31-9233 Open: 9:00 to 17:00
Closed: Dec 29 to Dec 31 Fee: ¥500

Imabari

今治市

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



Towel Museum

タオル美術館

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

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



Nomauma Highland Horse Park

のまうまハイランド

This is the place to meet Japan's smallest native ponies, which are called Nomauma. Children aged 3 to 12 weighing up to 30 kg can enjoy horse rides.

☎: 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

鈍川温泉郷

Nibukawa Onsen beside the natural Nibukawa Gorge is famous for its beautifying hot spring water. There's something to enjoy in every season — cherry blossoms in spring, clear streams in summer, red leaves in autumn, and wild boar hotpot in winter.

Saijo

西条市

Scenic city with gorgeous Mount Ishizuchi, the stunning Setouchi Inland Sea and tasty Uchinuki spring water



The Railway History Park in Saijō

鉄道歴史パーク in SAIJO

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

☎: 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

西条市観光交流センター

The Centre provides Saijō City sightseeing information including Mt. Ishizuchi, Western Japan's highest peak; Uchinuki, one of Japan's top 100 spring waters (tastings available); and local souvenirs and specialties.

☎: 0897-56-2605 Closed: none
Open: 9:00 to 18:00



Hondani Onsen

伊予の三湯 本谷温泉

The Hondani Onsen is one of the three most famous hot springs of the Iyo region, alongside Dōgo in Matsuyama and Nibukawa in Imabari. Lodging guests can enjoy traditional Japanese meals. Day visits also possible.

☎: 0898-66-0372 Closed: none
Fee: Adults ¥400 Children ¥200
Hours: 10:00 to 22:00 (last entry at 21:30)
Note: open at 15:00 on Wed. due to cleaning

Access from Matsuyama 松山からのアクセス情報

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. Stop No.5 to Imabari Sta.



Access from Matsuyama 松山からのアクセス情報

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 Saijoeki-mae bus stop



Tobe

砥部町

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.

☎: 089-962-6000

Open: 9:00 to 17:00 (last admission at 16:30)

Closed: Mon. (open if a holiday)

Fee: ¥500 for ages 18 to 64.

The others depends on age.

ID is required.

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



Tobe Ware Traditional Industry Museum

砥部焼伝統産業会館

This museum features Tobe ware's historical materials, valuable works, and outstanding contemporary Tobe ware. The second floor hosts various individual and group exhibitions, and Tobe ware from about 80 potteries is also sold here.

☎: 089-962-6600 Open: 9:00 to 17:00
Close: Mon (for public holidays,
closed the following day), Dec 29-Jan 1
Fee: ¥300



Tobe-cho Creative Ceramics Centre

砥部町陶芸創作館

This facility offers visitors the chance to try hand painting using gosu pigments to make the contrast of density, as well as hands-on Tobe ware crafting using a motor-driven potter's wheel.

☎: 089-962-6145 Open: 9:00 to 17:00 (last admission at 16:00)
Close: Thur (for public holidays,
closed the following day), Dec 29-Jan 3
Hands-on activity Fee: from ¥300



Shinmin Sakamura Memorial Museum

坂村真民記念館

Shinmin Sakamura was a beloved poet, known for his famous line, "If you wish, your flower will blossom." His poems showing immense love for everything give courage and hope to a wide variety of people.

☎: 089-969-3643 Open: 9:00 to 17:00 (last admission at 16:30)
Close: Mon (for public holidays, closed the following day)
Fee (standard exhibition): ¥400

Tōon

東温市

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



Sakuranoyu Tourism and Local Products Centre

さくらの湯観光物産センター

Located next to the Sakuranoyu hot spring, this tourism facility hosts direct sales of agricultural products and local specialties, also providing tourism-related information. They even rent out bicycles and host hands-on events!

☎: 089-993-8054
Closed: 4th Wed of every month
Open: 8:30 to 17:00



Botchan Theatre

坊っちゃん劇場

Botchan theatre is the only theatre in Japan that shows self-produced musicals year-round. It even houses the hot spring bathing facility Riraku and the direct-sales market Asatsuyu Marché!

☎: 089-955-1174
Closed: Tue.
Ticket price (standard seat): ¥3,910 for today,
¥3,600 if purchased in advance



Furusato Exchange centre Sakuranoyu

ふるさと交流館「さくらの湯」

The hot spring water of Sakuranoyu is so moisturizing that people don't need post-bath lotions and creams. A wide variety of bath types are available. There is a heated pool and an exercise room.

☎: 089-960-6511
Closed: 4th Wed. of every month
Open: 6:00 to 23:00 (last entry at 22:30)
Fee: Adults ¥410 Children ¥260

Access from Matsuyama 松山からのアクセス情報

By car 25min on Route 33

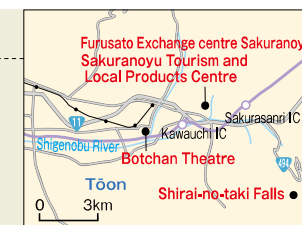
By bus 45 min by bus from Iyotetsu Matsuyama City Sta.



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 Iyotetsu Suburban Train from Iyotetsu City Sta. to Minara Sta.





Uchiko-za Theatre, an important national cultural property

Old Streets of Yōkaichi and Gokoku



Uchiko

内子町

Uchiko grew rich from manufacturing candles. You can enjoy wandering down streets of old buildings in the Yōkaichi and Gokoku districts with their gorgeous tradesmen's houses and the Uchiko-za theatre. You can also pick your own fruit such as grapes, peaches and pears. The gorge and Odamiyama and the terraced rice fields of Izumidani offer a taste of old Japanese scenery.

Uchiko Town Visitors Centre ☎: 0893-44-3790
uchiko-k@lagoon.ocn.ne.jp



Japanese Candles

和ろうそく

(MAP) P26

Uchiko thrived from the Edo to Meiji period with the manufacture of candle wax and washi paper. At Omori Japanese Candle, candles are still made individually by hand as in the past.



Ōzu Castle

Garyū Sansō

Ōzu

大洲市

The old centre of Ōzu is enclosed by a sweeping bend of the Hijikawa River, dominated by the castle, restored using traditional methods, and the fascinating villa, Garyū Sansō. You can take a pleasure boat on the Hijikawa River and watch cormorant fishing. The river offers an abundance of fish such as sweetfish, eel and char.

Tourism and Development Division ☎: 0893-24-1717
kankomachidukurika@city.ozu.ehime.jp



Nagahama Ōhashi Bridge

長浜大橋

(MAP) P26

Completed in 1935, this bridge is a nationally designated Important Cultural Property. Still serving travelers to this day, it is the only moveable bridge used for road traffic in Japan.

☎: 0893-52-1198 (Nagahama Branch of Ōzu City Hall)

Access from Matsuyama 松山からのアクセス情報

- Uchiko:** By car 45 min on Route 56 and Matsuyama Expressway, get off at Uchiko Ikazaki IC
By train 25 min from JR Matsuyama Sta. to Utiko Sta.
- Ōzu:** By car 55 min on Route 56 and Matsuyama Expressway, get off at Ōzu IC
By train 35 min from JR Matsuyama Sta. to Iyo Ōzu Sta.



Miyajima

宮島

This verdant, sacred island features Itsukushima Shrine, a World Heritage Site with a 1,400-year history, an aquarium, and a cable car up Mt. Misen.

Hiroshima Prefecture

広島県

Hiroshima Prefecture is located across the Seto Inland Sea from Ehime Prefecture. Access from Matsuyama by boat and overland is convenient.



Hiroshima Peace Memorial Park

平和記念公園

The Peace Park includes the Atomic Bomb Dome, the Hiroshima Peace Memorial Museum, and various monuments, showing the history of Hiroshima and the devastation caused by the atomic bomb.

☎: 082-241-4004
Closed: Dec 30 and Dec 31 Fee: ¥200
Open: 8:30 to 18:00 (varies seasonally)



Yamato Museum

大和ミュージアム

The museum features a detailed 1/10th recreation of the Yamato, the battleship built at Kure and the exhibits of the real materials such as a zero fighter plane and a human torpedo.

☎: 0823-25-3017 Fee: ¥500
Closed: Tue (for public holidays, closed the following day, Open on all holidays)
Open: 9:00 to 18:00 (last entry 17:30)



Onomichi

尾道

Look out over the beautiful town of Onomichi from Senkō-ji Park, or visit the museums of this centre of literature and film. Rich, porky Onomichi ramen is also a favourite. The highway bus from Matsuyama City Station gets to Shin-Onomichi Station in 2 hr 20 min.

Access from Matsuyama 松山からのアクセス情報

- By car** From Matsuyama IC, take the Shimanami Kaidō and get off at the San'yōdō Hiroshima Higashi IC. From Hiroshima Higashi IC to Hiroshima Station takes 20 min. Time required 2 hr 40 min (For Onomichi, get off at Nishiseto Onomichi IC)
- By ferry** Super Jet ferry: From Kankō Port to Kure 55 min, to Hiroshima Port 1 hr 8 min
Car ferry: From Kankō Port to Kure 1 hr 55 min, to Hiroshima Port 2 hr 40 min





Gastronomy 食べ物

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.



Matsuyamazushi and Five-Coloured Noodles

松山鮓・五色そうめん

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.

Sea Bream Rice

鯛めし

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 deeply satisfying dish. This cuisine symbolizes the heartfelt hospitality of Matsuyama.

Citrus Fruits and Desserts

柑橘・柑橘のデザート

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 Miyauchi lyokan, as well as types that were developed here 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.



Souvenirs お土産

Iyo Kasuri Fabric

伊予絨

In the late Edo period, Kana Kagiya, a woman from Matsuyama, was inspired by a pattern appearing on old roofs 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.

Hime Daruma Dolls

姫だるま

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



Taruto and Botchan Dango

タルト・坊っちゃん団子

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.

Bamboo Craft

竹工芸

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.



Local Sake and Dōgo Beer

松山の地酒・道後ビール

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.

Useful Information 松山のお役立ち情報

What to wear

服装について

Matsuyama is a comparatively warm part of Japan, with an average annual temperature of 16.5°C. In summer (Jul to Sep), a T-shirt is enough, but in winter (Dec to Feb), you'll need a warm coat. In the other seasons, it's good to have a cardigan or jacket that you can easily take off. In the rainy season around June, it's convenient to carry some light rainwear.

Emergency contacts

緊急連絡先

If you're involved in a traffic accident or crime, or you lose some belongings, call the police.
Police: 110

If you need an ambulance or a fire breaks out, call the rescue service.
Rescue: 119

*Ehime police provide a free card with information for emergencies in English, Chinese, Korean, and Portuguese.

Foreign exchange

両替について

You can withdraw cash using a foreign credit card at Japan Post Bank (Yūcho) ATMs and Seven Bank ATMs located in Matsuyama Airport and 7-11 convenience stores (excludes some types of credit card). Foreign exchange services are available at Matsuyama Central Post Office and some branches of Iyo Bank and Ehime Bank.

Tax free shopping

免税について

Overseas visitors who are staying temporarily are eligible for tax-free purchasing of souvenirs, cosmetics and so on. Please show your passport to the shop staff. You can shop duty-free at central department stores, in Dōgo Arcade and other locations.

*For details of the purchasing conditions, see the JNTO website.

Free Wi-Fi

Free Wi-Fi

Ehime Free Wi-Fi and Matsuyama Free Wi-Fi are available at Matsuyama Castle, Dōgo Onsen Honkan and other major tourist spots. Look for the Ehime_Free_Wi-Fi and the Matsuyama_Free_Wi-Fi network ID on your PC or smartphone. The services are free of charge.

Matsuyama Event Calendar 松山のイベントカレンダー

January	Matsuyama Castle New Year events (1, 2, 3)
February	Tsubaki Festival (3 days. May also be held in Jan) Ehime Marathon
March	Dōgo Onsen Festival (Late Mar)
April	Matsuyama Spring Festival (Oshiro Festival) (First Fri, Sat, Sun)
May	Hōjō Kashima Festival (3, 4)
July	Kazahaya Umi Festival (Sat in late Jul)
August	Mitsuhama Fireworks (First Sun) Matsuyama Festival (Fri, Sat, Sun including second Sun) Matsuyama "Castle of Light" (four days in mid Aug) Nakajima Triathlon (Sun in late Aug)
September	Ōmikoshi Sōneri (Ehime Festivals Show)
October	Gogoshima Funaodori dance (First Sat) Matsuyama Regional Festivals (5, 6, 7) Ittai Bashiri (7) Hōjō Autumn Festivals (Mid Oct) Wonderland Kōno Clan Festival (Late Oct)
November	Ehime & Matsuyama Festival of Industry (Late Nov)

Annual Events

松山の歳時記

Matsuyama Spring Festival (Oshiro Festival)

松山春まつり(お城まつり)

When the cherry blossoms bloom at Matsuyama Castle, the citizens gather in the city centre and parade dressed as lords, ladies, samurai and other historical personages. There are also many other events such as an all-Japan scissors-paper-stone tournament, parades, and tea ceremonies.



Dōgo Onsen Festival

道後温泉まつり

This lively festival announces the start of spring in Dōgo. There are many events including the Dōgo Onsen dance and throwing rice cakes. Not to be missed is the parade of women in festival attire carrying holy palanquins up the arcade to Dōgo Onsen Honkan.



Matsuyama Festival

松山まつり

This festival began in 1966 as one of Shikoku's four biggest festivals. As the home of baseball in Japan, teams of dancers perform charming and acrobatic baseball-themed dances in a parade through the centre of the city.



Hōjō Kashima Festival

北条鹿島まつり

This is a traditional spring festival. Designated an intangible folk-cultural property of Ehime, young men perform dances on boats in celebration of the sea battles fought here in ancient times. The huge straw rope between the husband and wife rocks is also replaced once a year during the festival.



Regional Festivals

松山地方祭

Various festivals are held in each part of Matsuyama to celebrate the fertility of the seasons. One of these is the awesome spectacle of "Hachiwase" in Dōgo, where battles between sacred palanquins take place after the bearers issue provocative calls to "Bring it on!"



Mitsuhama Fireworks

松山港まつり三津浜花火大会

This is one of Shikoku's biggest firework festivals. In this display lasting 80 minutes, many fireworks are launched from piers and on the surface of the sea. Enjoy this fantastic display with food and drinks from the many stalls lining the streets of the port.



Ehime Marathon

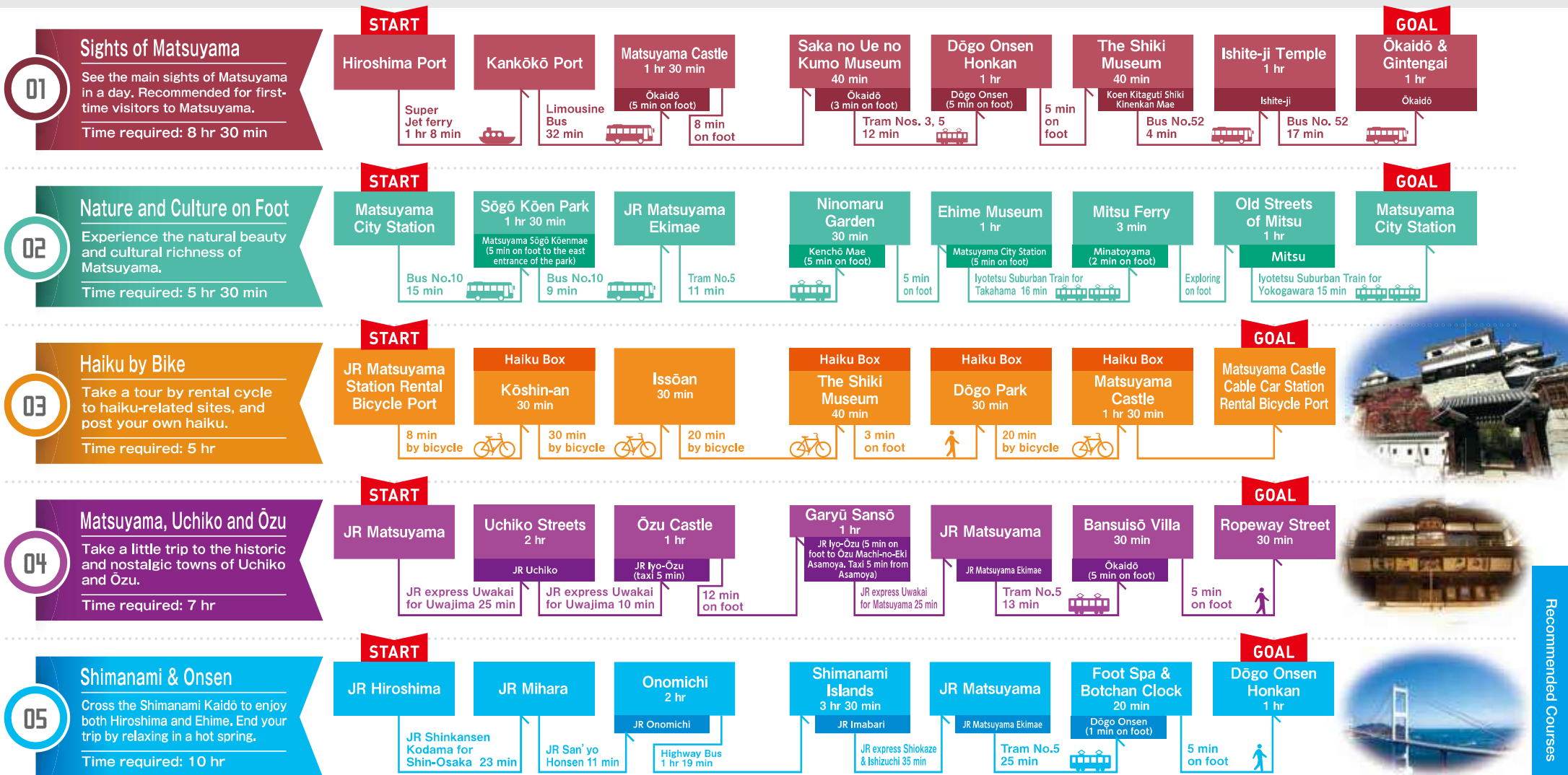
愛媛マラソン

This takes place every February. This full marathon starts in front of the Ehime Prefectural Office and ends in Shiroyama Park. Lots of local people line the streets to cheer on the citizen runners giving their all. Runners from overseas are welcome.

Recommended Courses

モデルコース

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



Rental Cycle

松山市観光レンタサイクル

You can rent and return bicycles at several places in Matsuyama as a convenient way to get about.

Locations for renting and returning bicycles

Dōgo Onsen Rental Bicycle Port
Dōgo Tourist Office

Matsuyama Castle Rental Bicycle Port
Castle Cable Car Station

Okaidō Rental Bicycle Port
Okaidō Shopping Arcade bicycle parking

JR Matsuyama Rental Bicycle Port
JR Matsuyama bicycle parking

Rental bicycles are for people who can use them safely.

Availability

8:30 to 17:00 (Must be returned on time)

Rental

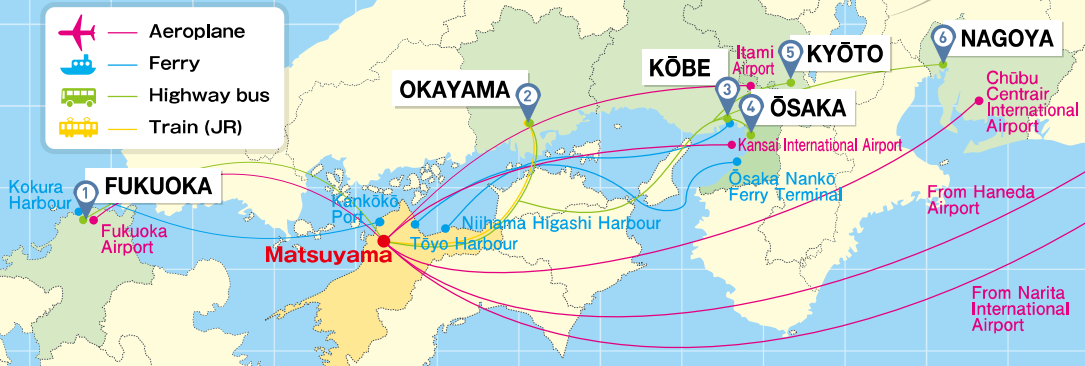
Fill in the form at the rental bicycle port. Photo ID is required. You can return the bicycle to any rental bicycle port.

Fee

¥300 a day, per rental, per person

Getting to Matsuyama

松山までのアクセス



Access information and times from other major cities to Matsuyama

From	Transportation	Time required
1. Fukuoka	✈ Fukuoka Airport to Matsuyama Airport	45 min
	🚢 Kokura Harbour to Kankōkō Port	7 hr 5 min
	🚌 Nishitetsu Tenjin Bus Centre to Matsuyama Shieki Bus Station (Iyotetsu bus, Setouchi bus, Iyotetsu Nan-yo bus)	10 hr 25 min
2. Okayama	🚆 JR Okayama Station to JR Matsuyama Station *You can get to Matsuyama by changing at Okayama Station from Japan's major cities.	2 hr 45 min
	🚌 Okayama Station Nishiguchi to Matsuyama Shieki Bus Station (JR Shikoku bus, Iyotetsu bus, Ryōbi bus, Shimoden bus)	2 hr 50 to 55 min
3. Kōbe	🚢 Kōbe Port (Rokkō Island) to Niihama Higashi Harbour ➡ TAXI Niihama Higashi Harbour to JR Niihama Station ➡ 🚆 JR Niihama Station to JR Matsuyama Station	7 hr by ferry 10 min by taxi 1 hr 10 min by train (JR)
	🚌 Kōbe Sannomiya Bus Station to Matsuyama Shieki Bus Station (Iyotetsu bus and Shinki bus)	4 hr
	🚌 Sannomiya Bus Terminal to JR Matsuyama Bus Station	4 hr 30 min
	✈ Kansai International Airport to Matsuyama Airport	1 hr
4. Ōsaka	✈ Itami Airport to Matsuyama Airport	50 min
	🚢 Ōsaka Nankō Ferry Terminal to Tōyo Harbour ➡ CONNECTING BUS Tōyo Harbour to Matsuyama Shieki Bus Station	8 hr by ferry 1 hr 20 min by connecting bus
	🚌 Hankyu 3bangai Bus Terminal to Matsuyama Shieki Bus Station (Iyotetsu bus and Hankyū bus)	5 hr 5 to 32 min (Daytime) 6 hr 55 to 7 hr 10 min (Nighttime)
	🚌 JR Ōsaka Station Expressway Bus Terminal to JR Matsuyama Bus Station (JR Shikoku bus)	5 hr 30 min (Daytime) 7 hr 10 min (Nighttime)
	🚆 JR Kyōto Bus Station (Hachijōguchi) to Matsuyama Shieki Bus Station (Iyotetsu bus and Keihan bus)	5 hr 30 min (Daytime)
5. Kyōto	🚆 JR Kyōto Station (Karasumaguchi) to JR Matsuyama Bus Station (JR Shikoku bus)	8 hr 30 min (Nighttime)
	✈ Chūbu Centrair International Airport to Matsuyama Airport	1 hr 5 min
6. Nagoya	🚌 Meitetsu Bus Centre to Matsuyama Shieki Bus Station (Iyotetsu bus and Meitetsu bus)	8 hr
	🚌 Nagoya Bus Station to JR Matsuyama Bus Station (JR Shikoku bus)	10 hr 20 min

International Routes to Matsuyama 国際線から松山へのアクセス情報

There are direct flights to Matsuyama Airport from Seoul (JEUair) and Shanghai (China Eastern Airlines).
From Seoul 3 flights a week on Sun, Tue, Thu 1 hr 30 min / From Shanghai 2 flights a week on Mon, Fri 1 hr 40 min

Access from Hiroshima and Ehime Prefectures

広島県・愛媛県内からのアクセス



Imabari ▶ Matsuyama
Train (JR) 35 min
Bus 1 hr 15 min
Car 1 hr 10 min

Uwajima ▶ Matsuyama
Train (JR) 1 hr 20 min
Bus 2 hr
Car 1 hr 30 min

Ōzu ▶ Matsuyama
Train (JR) 35 min
Bus 1 hr
Car 55 min

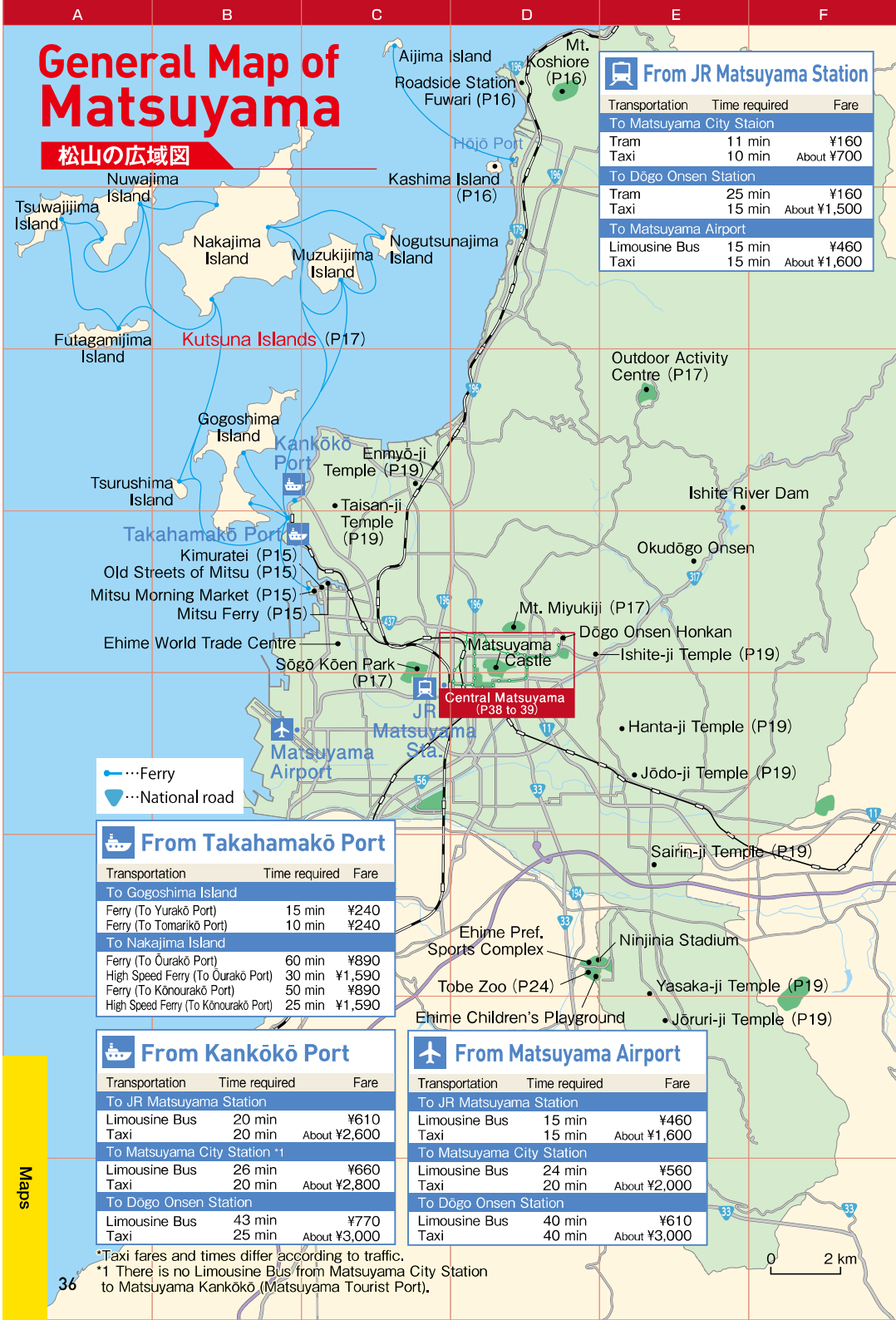
Uchiko ▶ Matsuyama
Train (JR) 25 min
Car 45 min

Hiroshima ▶ Matsuyama
Ferry 1 hr 8 min (high-speed)
2 hr 40 min (regular)

Kure ▶ Matsuyama
Ferry 55 min (high-speed)
1 hr 55 min (regular)

General Map of Matsuyama

松山の広域図



From JR Matsuyama Station

Transportation	Time required	Fare
To Matsuyama City Station		
Tram	11 min	¥160
Taxi	10 min	About ¥700
To Dōgo Onsen Station		
Tram	25 min	¥160
Taxi	15 min	About ¥1,500
To Matsuyama Airport		
Limousine Bus	15 min	¥460
Taxi	15 min	About ¥1,600

From Takahamakō Port

Transportation	Time required	Fare
To Gogoshima Island		
Ferry (To Yurakō Port)	15 min	¥240
Ferry (To Tomarikō Port)	10 min	¥240
To Nakajima Island		
Ferry (To Ōurakō Port)	60 min	¥890
High Speed Ferry (To Ōurakō Port)	30 min	¥1,590
Ferry (To Kōnourakō Port)	50 min	¥890
High Speed Ferry (To Kōnourakō Port)	25 min	¥1,590

From Kankōkō Port

Transportation	Time required	Fare
To JR Matsuyama Station		
Limousine Bus	20 min	¥610
Taxi	20 min	About ¥2,600
To Matsuyama City Station *1		
Limousine Bus	26 min	¥660
Taxi	20 min	About ¥2,800
To Dōgo Onsen Station		
Limousine Bus	43 min	¥770
Taxi	25 min	About ¥3,000

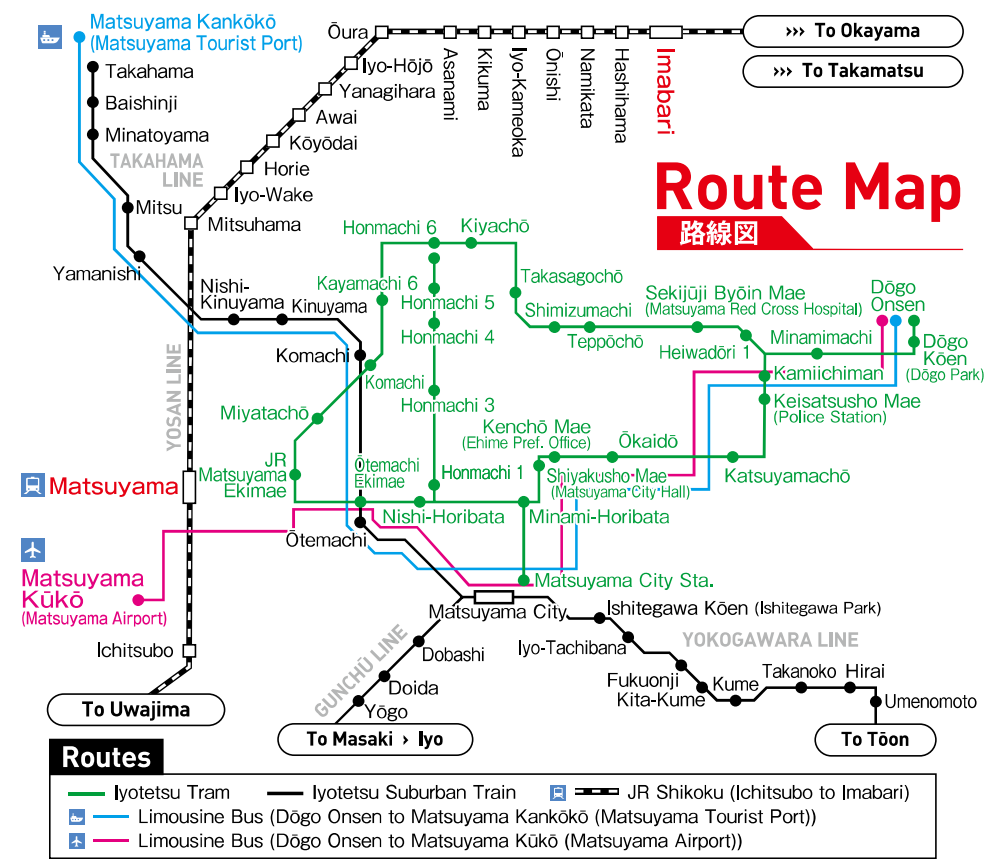
From Matsuyama Airport

Transportation	Time required	Fare
To JR Matsuyama Station		
Limousine Bus	15 min	¥460
Taxi	15 min	About ¥1,600
To Matsuyama City Station		
Limousine Bus	24 min	¥560
Taxi	20 min	About ¥2,000
To Dōgo Onsen Station		
Limousine Bus	40 min	¥610
Taxi	40 min	About ¥3,000

*Taxi fares and times differ according to traffic.
 *1 There is no Limousine Bus from Matsuyama City Station to Matsuyama Kankōkō (Matsuyama Tourist Port).

Route Map

路線図



Routes

- Iyotetsu Tram
- Iyotetsu Suburban Train
- JR Shikoku (Ichitsubo to Imabari)
- Limousine Bus (Dōgo Onsen to Matsuyama Kankōkō (Matsuyama Tourist Port))
- Limousine Bus (Dōgo Onsen to Matsuyama Kūkō (Matsuyama Airport))

How to pay your fare

Trams

Board from the back of the tram and pay at the front before getting off

- Put ¥160 in the box
- 1 Coin changer
- 2 Note changer

Suburban trains

Buy a ticket at the vending machine before boarding

- 1 Check the price
- 2 Bank notes
- 3 Coins
- 4 Press the destination station button
- 5 Ticket and change

Buses

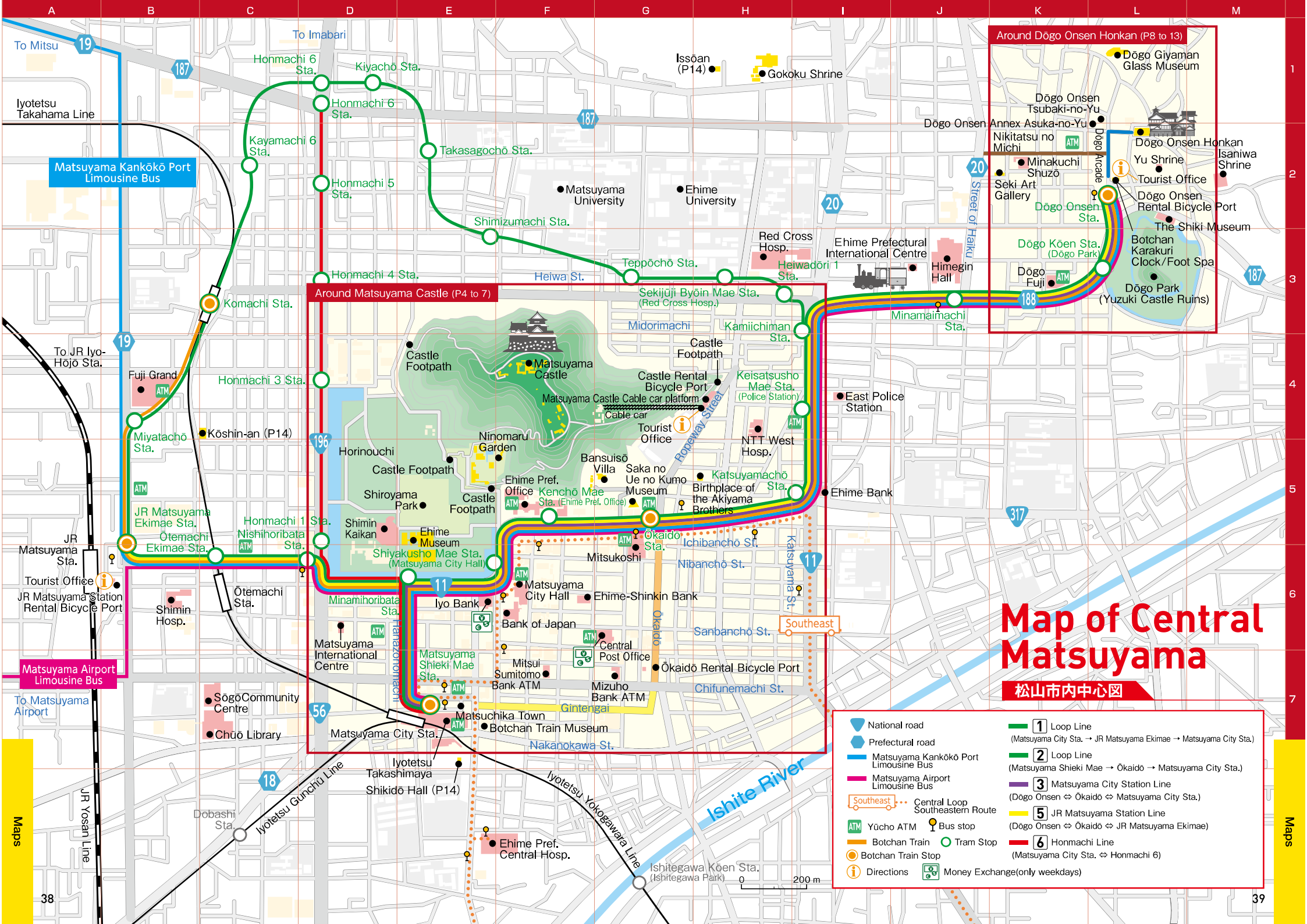
Board from the back of the bus and pay at the front before getting off

- 1 Take a boarding ticket
- 2 Check the fare by the number shown on the fare board
- 3 Coin changer
- 4 Note changer
- 5 Put the correct fare in the box

One-day tram ticket

Ride the trams all day for just ¥600

Area	Price: Adults ¥600, children ¥300	Availability
All tram routes	<ul style="list-style-type: none"> You can ride the Iyotetsu Takashimaya Ferris wheel, Kururin, once free of charge. *A see-through gondola is an exception. 	Iyotetsu Ticket Centre, Iyotetsu Travel, Dōgo Onsen Station Shopping Arcade ticket counter, and trams (ask the driver), at Iyotetsu stations



Around Dōgo Onsen Honkan (P8 to 13)

- Dōgo Onsen Tsubaki-no-Yu
- Dōgo Onsen Annex Asuka-no-Yu
- Nikitsutsu no Michi
- Minakuchi Shuzō
- Seki Art Gallery
- Dōgo Onsen Honkan
- Yu Shrine
- Tourist Office
- Dōgo Onsen Rental Bicycle Port
- The Shiki Museum
- Dōgo Kōen Sta. (Dōgo Park)
- Dōgo Fuji
- ATM
- Botchan Karakuri Clock/Foot Spa
- Dōgo Park (Yuzuki Castle Ruins)

Around Matsuyama Castle (P4 to 7)

- Castle Footpath
- Matsuyama Castle
- Matsuyama Castle Cable car platform
- Cable car
- Tourist Office
- Castle Rental Bicycle Port
- Midorimachi
- Kamiichiman Sta.
- Keisatsusho Mae Sta. (Police Station)
- NTT West Hosp.
- Katsuyamachō Sta.
- Birthplace of the Akiyama Brothers
- Saka no Ue no Kumo Museum
- Bansuisō Villa
- Ehime Pref. Office Kenchō Mae Sta. (Ehime Pref. Office)
- Shiroyama Park
- Shimin Kaikan
- Ehime Museum
- Shiyakusho Mae Sta. (Matsuyama City Hall)
- Minamihoribata Sta.
- Matsuyama City Sta.
- Iyo Bank
- Matsuyama City Hall
- Ehime-Shinkin Bank
- Bank of Japan
- Mitsui Sumitomo Bank ATM
- Mizuho Bank ATM
- Central Post Office
- Okaidō Rental Bicycle Port
- Sanbanchō St.
- Chifunemachi St.
- Nakanokawa St.
- Gintengai
- Matsuchika Town
- Botchan Train Museum
- Matsuyama Shieki Mae Sta.
- ATM
- Matsuyama International Centre
- Sōgō Community Centre
- Chūō Library
- Dobashi Sta.
- Iyotetsu Gunchū Line
- Iyotetsu Takashimaya Shikido Hall (P14)
- Ehime Pref. Central Hosp.
- Ishitegawa Kōen Sta. (Ishitegawa Park)

Map of Central Matsuyama

松山市内中心図

Legend

- National road
- Prefectural road
- Matsuyama Kankōkō Port Limousine Bus
- Matsuyama Airport Limousine Bus
- Southeast
- Central Loop Southeastern Route
- Yūcho ATM
- Bus stop
- Botchan Train
- Botchan Train Stop
- Directions
- Money Exchange (only weekdays)
- 1** Loop Line (Matsuyama City Sta. → JR Matsuyama Ekimae → Matsuyama City Sta.)
- 2** Loop Line (Matsuyama Shieki Mae → Okaidō → Matsuyama City Sta.)
- 3** Matsuyama City Station Line (Dōgo Onsen ⇄ Okaidō ⇄ Matsuyama City Sta.)
- 5** JR Matsuyama Station Line (Dōgo Onsen ⇄ Okaidō ⇄ JR Matsuyama Ekimae)
- 6** Honmachi Line (Matsuyama City Sta. ⇄ Honmachi 6)

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.

