

castle town

Uwajima

宇和島

where the mountains meet the sea

Discover Uwajima!


When you arrive at Uwajima Station,
the final destination on Shikoku's train line,
your travels really begin.




W e l c o



m e t o U w a j i m a

 **Check out this video!**
Watch the video on the top sightseeing spots in Uwajima.



●Uwajima Castle Donjon

Uwajima Castle was built by a famous castle builder, Todo Takatora and was a residence castle for nine generations of the Date clan from the time they first came to Uwajima in 1615. It is estimated that the donjon was rebuilt around 1666 by the second lord of the Date and one of the 12 donjons which still remain in Japan. It is designated as an important national cultural property.



●Date Museum

The Date Museum contains objects and artifacts from the Date Family, the feudal clan that ruled Uwajima for over 250 years. The collection includes precious documents, samurai armor, and bridal furnishings. You can see many rare gems from Japan's Daimyo (feudal) culture. The museum also boasts a portrait of Hideyoshi Toyotomi, which is designated as an Important National Cultural Asset.



Portrait of Hideyoshi Toyotomi

●Warei Shrine

The chief magistrate Sebei Yanbe's achievements were thought highly of by the famous lord of the Sendai, Masamune Date, and Masamune ordered Sebei to accompany with his first son, Hidemune, when he moved to Uwajima. Sebei strived hard to rebuild the municipal administration of Uwajima, but lost his life in an unfortunate accident. Later Warei Shrine was dedicated to Sebei and it continues to attract many visitors who pray for him.



●Tensha En

The 7th lord of the Date, Munenori made this his residence after his retirement. Approximately 22 different bamboos as well as wisterias and irises flourish on the grounds.



●Taga Shrine

Taga Shrine is a Shinto fertility shrine believed to bestow longevity, health and cure diseases. Inside the shrine grounds is Awashima Shrine, which is believed to be effective in curing female illnesses. In Deko-Boko Hall you can see a collection of sex-related artifacts from all over the world.



**●Yusu Mizugaura
Terraced Farms**

“Through cultivation we can reach the heavens,” so goes an old proverb. Early in Uwajima’s history, farmers built retaining walls by hand and transformed the face of the mountain into productive farmland. The legacy of their hard work is preserved today, and you can see the beauty of the terraces reflected in the Uwakai Sea.





●Nanrakuen Park

At Nanrakuen, one of the biggest Japanese gardens in Shikoku, you can see the essence of a traditional Japanese garden— two ponds surrounded by small hills, a gazebo and traditional farmhouse. Flowers of the four seasons greet you when you visit the park.

■ Ashizuri Uwakai National Park



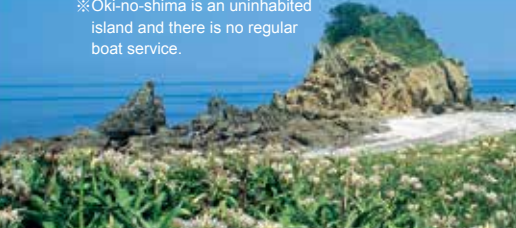
●Hiburijima Is.

A popular spot for fishing, Hiburijima Island is made up of numerous winding inlets. Natural erosion by the waves has created the reefs and caves which give Hiburijima its beautiful appeal.

●Oki-no-shima Is.

Oki-no-shima, an uninhabited island next to Hiburijima, is covered with the lily-like white Crinum flower. The Crinums are a designated prefectural protected plant species.

※Oki-no-shima is an uninhabited island and there is no regular boat service.



●Michi-no-Eki Tsushima Yasuragi-no-Sato



The hot spring at Yasuragi-no-Sato is fed by the mineral-rich Atsuta source. Here you can enjoy traditional hot spring baths, open-air hot springs, a heated pool, three kinds of saunas, a relaxation room and a restaurant. The entire facility is filled with the warmth that only comes from natural wood architecture.

Experience

Gururi Uwakai Tourist Boat Ride

Speed passenger boats and regular passenger boats travel between Uwajima and its islands daily (6 speed boat trips, 1 regular boat trip.) Enjoy the breathtaking scenery and fantastic cursing available only in the Uwakai Sea.



Hosoki Canal (Miura Peninsula)

Mountain Views

Mountains and rivers,
the beauty of the four seasons



●Nametoko Valley

Nametoko Valley is part of the Ashizuri Uwakai National Park system. The valley park includes a famous rock shelf called Senjo-jiki, where haiku events and tea ceremonies used to be held. Deai-Name is a spot where the beautiful clear water washes the rock. *Nametoko* means “smooth floor,” and you can enjoy the many velvet-smooth rocks that give this gorge its name.

Yukiwa-no-Taki Waterfall
(included in Japan's 100 most beautiful waterfalls list)



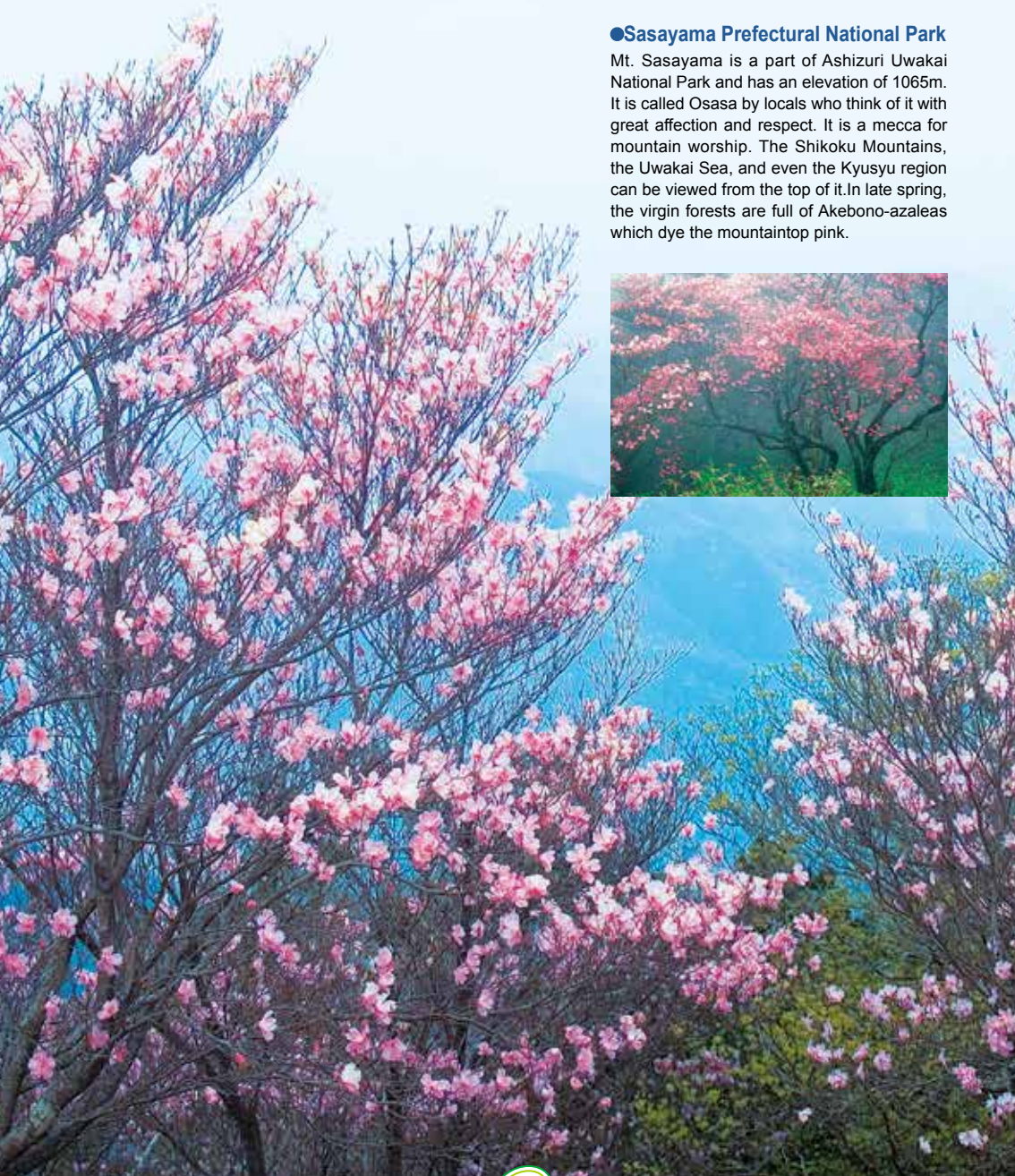
Yukiwa-no-Taki



Yorozuyo-no-Taki

●Yakushidani Valley

At Yakushidani, you can walk along the well maintained paths to see the gorge's unusual rock formations, which have been created by the erosion of granite. Wild flowers and plants add color to nature's magnificent work of art.



●Sasayama Prefectural National Park

Mt. Sasayama is a part of Ashizuri Uwakai National Park and has an elevation of 1065m. It is called Osasa by locals who think of it with great affection and respect. It is a mecca for mountain worship. The Shikoku Mountains, the Uwakai Sea, and even the Kyusyu region can be viewed from the top of it. In late spring, the virgin forests are full of Akebono-azaleas which dye the mountaintop pink.



●Haraigawa Hot Springs

This hot spring is nestled deep in the mountain, and the sulfur in the hot spring's water is good for the skin as well as for relaxing both mind and body. Here you can enjoy a private family bath or regular bath.

Experience

Enjoy Trekking at Onigajo

Enjoy trekking with a guide on Mt. Onigajo which stands behind Uwajima City. After passing through natural forests and arriving on the summit, a panoramic view of the deeply indented coastline of the Uwakai Sea and scattered islands awaits.





● **Ryukoji Temple**
(No. 41 of Shikoku's 88 Temples)

No. 41 of the temples on Shikoku's 88 Temple Pilgrimage, you can learn about the Henro Pilgrimage here.



● **Butsumokuji Temple**
(No. 42 of Shikoku's 88 Temples)

Close to Ryukoji, a visit to temple No. 42 lets you see a little of the variety of Shikoku's 88 Temples.



● **Mohri House**

At the Mohri House you can see the traditional architecture of a "horned house," which was designed to welcome the feudal lord. A visit here will take you back in time to Mima 250 years ago.



Experience

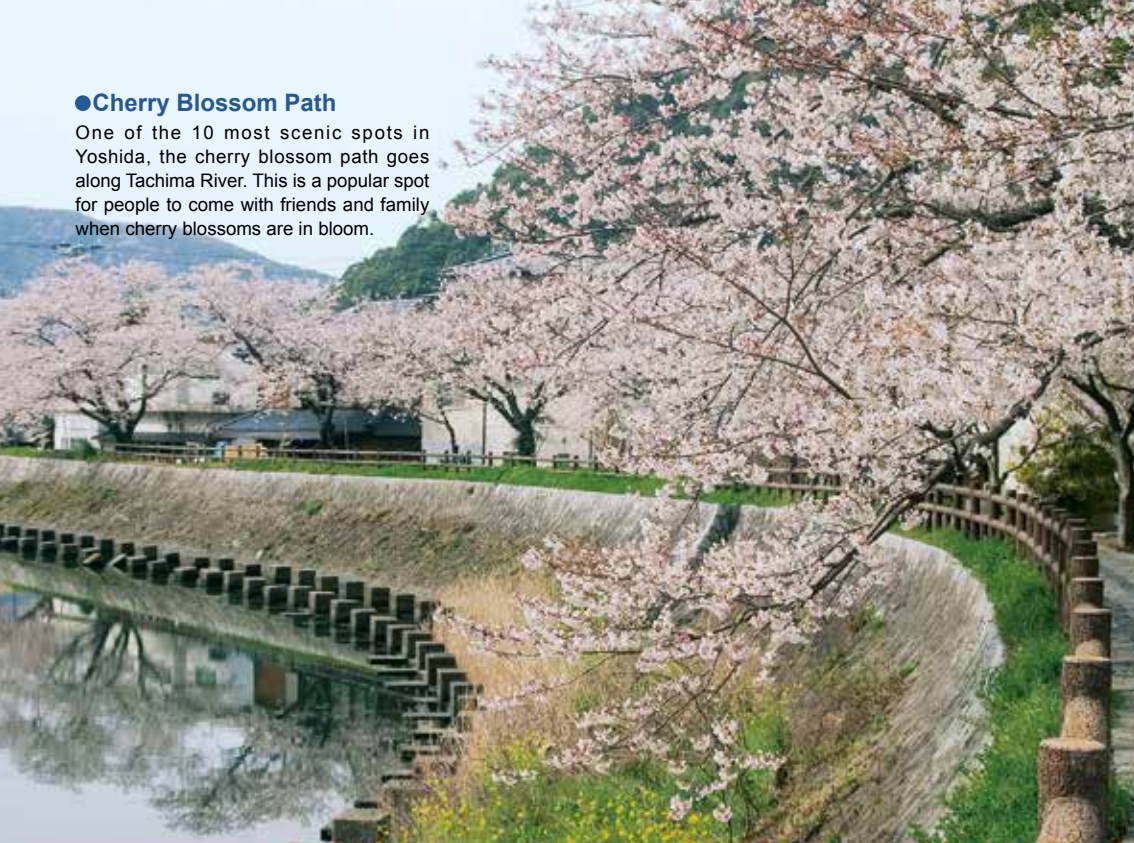
Enjoy Cycling at Mima Cycling Gardens

You can rent a bicycle from "Michi-no-Eki" Mima and enjoy the scenery of Mima's traditional countryside. Two of Shikoku's 88 Temples and the Mohri House are just a short ride away.



●Cherry Blossom Path

One of the 10 most scenic spots in Yoshida, the cherry blossom path goes along Tachima River. This is a popular spot for people to come with friends and family when cherry blossoms are in bloom.



●Kuniyasu-no-Sato

Here you can see a re-creation of the village where the lord of the Yoshida Han (feudal clan) lived after it split from the Uwajima Han in 1657. This spot shows you a glimpse of life in Yoshida during the Tokugawa Period.



●Daijōji Temple

This temple is famous for the grave of Date Munezumi, the first lord of the Yoshida Han, as well as the graves of other members of the Date family including the family of Date Hyōbu.

Experience

Yoshida Historic Site Walking Tour

This walking tour takes you to the former residences of samurai as well as Japanese Inns and places connected with the famous poet Noguchi Ujo. Tours are conducted every Saturday and Sunday except during the end of the year and new year's holidays.



Chofukuji Temple

Festivals

Where tradition and local pride come together

●Uwajima Ushioni Festival “The Bull Demon Festival”

The Ushioni Festival consists of a variety of events which are held every year from July 22nd-24th. Here you can meet the star of the festival, the Ushioni Bull Demon, a creature with the face of a demon sitting atop a long neck, attached to the body of a bull with a sword for a tail. Usually covered with red cloth, the Bull Demon is said to drive away evil spirits, and brings excitement whenever it appears in the festival.

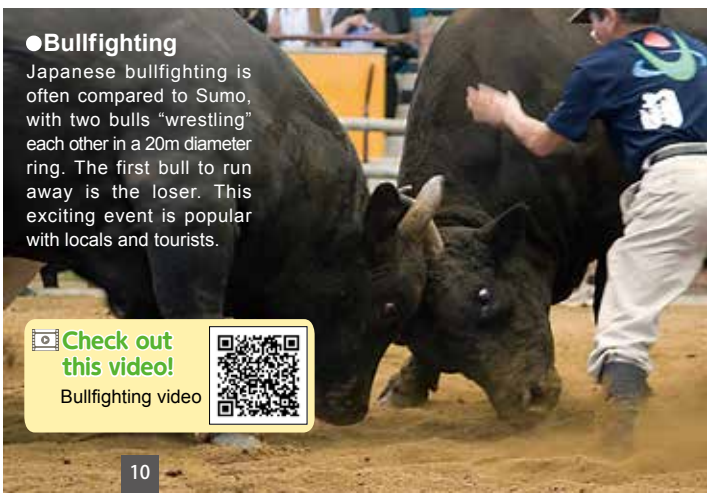


●Gaiya Carnival Parade

One of the highlights of the Ushioni Festival is the Gaiya Carnival, a parade where dance teams choreograph energetic moves to match the upbeat “Gaiya on the Road” theme song.

●Bullfighting

Japanese bullfighting is often compared to Sumo, with two bulls “wrestling” each other in a 20m diameter ring. The first bull to run away is the loser. This exciting event is popular with locals and tourists.



Check out this video!
Bullfighting video



Event Calendar (As of September, 2015)

	Date	Event	Location
Jan	1/2	New Year's Bullfighting	Uwajima
	Mid-January	Nanyo Marathon	Uwajima
	Mid-January	Dondo-yaki Ceremony	Tsushima
	Last Sunday	Shirauo Live Fish-eating Fair	Tsushima
Feb	Beg of February	Minuma-no-sato Healthy Marathon	Mima
	Jan.16 in the lunar calendar	Seigo-zenji Temple Enma Festival ★	Uwajima
	Jan.25 in the lunar calendar	Myokoji Monjusama Festival ★	Mima
Mar	1st Sunday	Ryukoji Inari Festival	Mima
	1st Sunday	Spring Bullfighting	Uwajima
Apr	Mid-April	Furusato Hometown Dandan Festival	Uwajima
	4/19	Butsumokuji Odainichisama Festival	Mima
	4/29	All Japan University Sumo Tournament in Uwajima	Uwajima
	End of April	Opening of the Nametoko Valley	Uwajima
	Beg of June to Beg of Sept	Yakushidani Valley Somen Noodle Flow	Uwajima
July	7/1	Start of the Sea Bathing in Hiburijima Island	Uwajima
	1st Saturday	Yoshida Cho Summer Festival	Yoshida
	7/15	Yura Shrine Hadaka Festival and Traditional Japanese Rowboat Races	Tsushima
	7/20	Watatsumi Shrine Summer Festival and Dragon Boat Races	Tsushima
	7/22-24	Warei Shrine Festival, Uwajima Ushioni Festival	Uwajima
	7/22	Gaiya Carnival Parade	
	7/23	Brass Band Parade, Children's Ushioni Parade, Uwajima Odori Parade, Fireworks Display	
	7/24	Ushioni Parade, Hashiri-komi, Fireworks Finale	
	7/24	Summer Festival Bullfighting	Uwajima
	Beg of August	Yusu Farming Terraces Yuzusumi Event	Uwajima
Aug	Beg of August	Honmachi Summer Carnival	Yoshida
	8/7	Honcho Tanabata Star Festival	Yoshida
	8/13	Mima Cho Noryo Summer Evening Festival	Mima
	8/14	Obon Bullfighting	Uwajima
	8/15	Kawachi Kudoki Obon Dance	Yoshida
8/17	Tsushima Summer Festival	Tsushima	

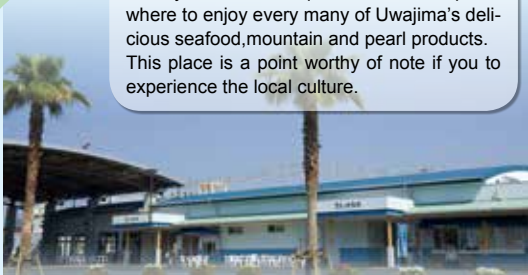
	Date	Event	Location	
Sept	9/1	Hana-odori Sword Dance	Mima	
	Beg of October	Fork Entertainment Festival	Yoshida	
	10/14	Mishima Shrine Fall Festival (Ushioni, Taiko Drumming, Mikoshi Shrines, Lion Dance)	Uwajima	
	Mid-October	Kinahaiya Welcome Yoshida San-mangoku (Yoshida Industry Festival)	Yoshida	
	10/16	Ibuki Hachiman Shrine Fall Festival (Taiko Drumming, Mikoshi Shrines, Ushioni)	Uwajima	
	Oct	10/19	Miura Tenma Shrine Fall Festival (Ushioni, Deer Dance, Taiko Drumming, Sumo-Neri Ceremony, Lion Dance)	Uwajima
		4th Sunday	Fall Bullfighting	Uwajima
		10/23	All Mima Cho Fall Festival	Mima
	10/29	Uwatsu Hiko Shrine Fall Festival (Deer Dance, Ushioni, Mikoshi Shrine, Lion Dance, Saruta Hiko Ceremony)	Uwajima	
	End of October	Sasayama Shrine Sumo Tournament	Tsushima	
End of October	Minuma no Sato Industry & Culture Festival	Mima		
Nov	Beg of November	Uwajima City Industry Festival <Furusato Home Town Local Food Festival, Jakoten Fish Cake Carnival, Prefectural Product Festival, Sales of Fresh Sea Products & Agricultural Produce> Pearl Festival, 30th Anniversary Love Letter (Pearl Wedding Anniversary)	Uwajima	
	Beg of November	Mima Cho Cosmos Festival	Mima	
	11/2-3	Cultural Festival	Yoshida	
	11/3	Yoshida Cho Fall Festival & Unokoku Sumo Games	Yoshida	
	11/3	Tsushima Cho Fall Festival	Tsushima	
	End of November and After	Nakayama-ike Nature Park Illumination (month-long)	Mima	
Dec	Beg of December	Doburoku Sake Festival	Tsushima	
	Mid-December	Yoshida Cho Marathon	Yoshida	

*Dates of an event are sometimes changed. Please inquire before you attend an event.
 *The areas in the table reflect the areas of the same color on the Uwajima City traffic map on the back.
 ★ These dates are based on the lunar calendar and depending on the year, they may fall in March even though they may say February.

Packed with great shops!

Michi-no-Eki Minato Oasis Uwajima Kisaiya Welcome Square

"Kisaiya Welcome Square" is the best place where to enjoy every many of Uwajima's delicious seafood, mountain and pearl products. This place is a point worthy of note if you to experience the local culture.



Local Products



Local Cuisine Shoku no Hiroba



Ushioni Demon Bull Hall



Agricultural Produce



Fresh Fish Market



Foot Bath



Pearl Hall (Shops & Exhibitions)



ROYCE® Royce Chocolate Shop
Kisaiya Welcome Square is the only square where shops are open all year round.

Local Cuisine

Tastes born
from local traditions

●Uwajima Taimeshi Sea Bream Rice
(Selected as one of the top 100 local cuisines)

Raw Tai (sea bream) dipped in soy sauce with an egg and served with piping hot rice.



●Fuka-no-Yuzarashi

Boiled shark meat eaten with spicy miso sauce.



●Satsuma

Grilled fish served with barley miso and rice.



●Fukumen

A dish often eaten at celebrations, made with flavored konnyaku, green onions and orange peel.



●Roppou Six Treasures Sashimi

Sashimi dipped in sweet and spicy sauce served with hot rice.



●Maru-zushi

Sushi rolls made with raw fish and bean curd in place of rice.



●Tai-somen

Somen noodles with boiled Tai sea bream.



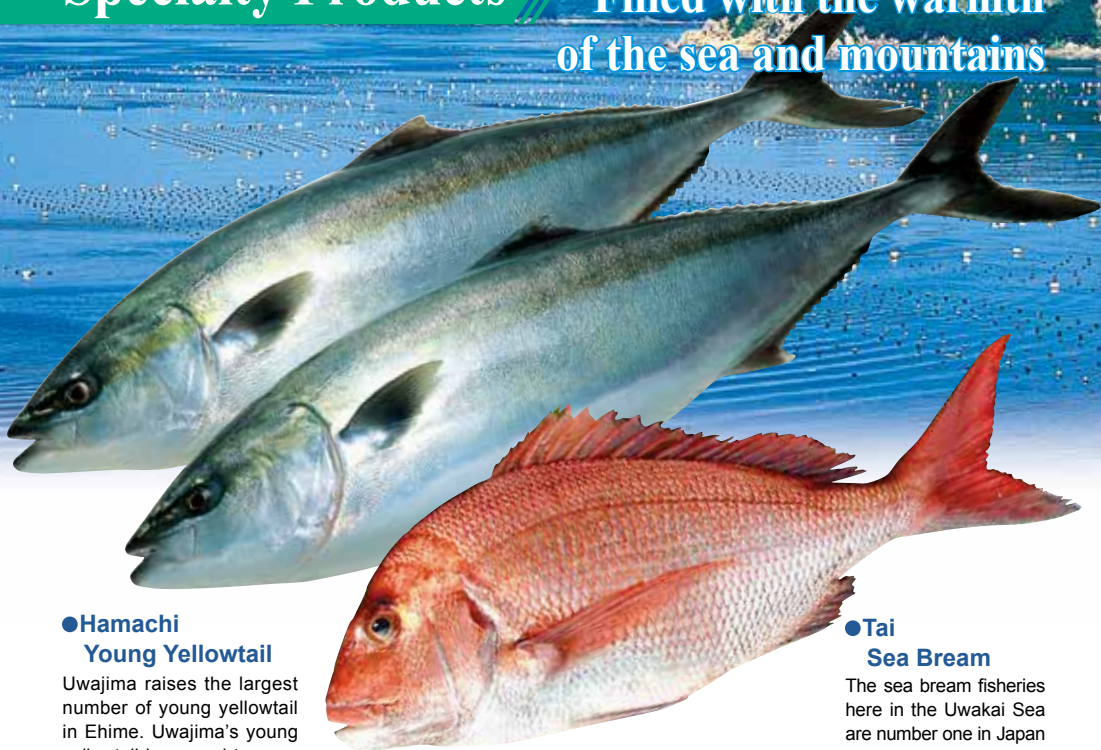
●Jakoten



●Tachi-uo no Maki-yaki

Specialty Products

Filled with the warmth
of the sea and mountains



●Hamachi Young Yellowtail

Uwajima raises the largest number of young yellowtail in Ehime. Uwajima's young yellowtail is second to none when it comes to flavor.

●Tai Sea Bream

The sea bream fisheries here in the Uwakai Sea are number one in Japan for quality, taste and yield.

●Pearls

Born of nature's blessings, the pearls cultivated in Uwajima's Uwakai Sea are the most beautiful in the world.



●Mikan Oranges

Grown in the salt air coming in off the coast, mikan oranges from Uwajima's terraced orchards are a delicious treat.



Experience

Pearl Culturing

For a souvenir of your visit to Uwajima you can make your own original necklace or accessory using Uwakai Pearls.



Experience

Mikan Picking

You can enjoy mikan orange picking every year from mid-October to mid-December.



Getting to Uwajima



Getting Around Uwajima



- From Matsuyama, Matsuyama Expressway about 1h10min
- From Imabari, Seto-uchi Shimanami Road (via Matsuyama Expressway) . . about 1h40min
- From Kochi, Kochi Expressway (via Shimanto) about 3h
- From Takamatsu, Seto Ohashi Bridge (via Takamatsu/Matsuyama Expressway) . . about 3h10min
- From Tokushima, Onaruto Bridge (via Tokushima/Matsuyama Expressway) . . . about 3h10min

< For inquiries regarding tourist information >

Uwajima City Industry and Tourism Dept. ☎ 0895(24)1111

<http://www.city.uwajima.ehime.jp/>

Uwajima Sightseeing Association ☎ 0895(22)3934

<http://www.uwajima.org/>