

Discover Ehime



A Visitor's Guide to Ehime



For more detailed information on Ehime

Visit Ehime

Search

Facebook



@Ehime Visit

Twitter



@Ehime Visit

Instagram



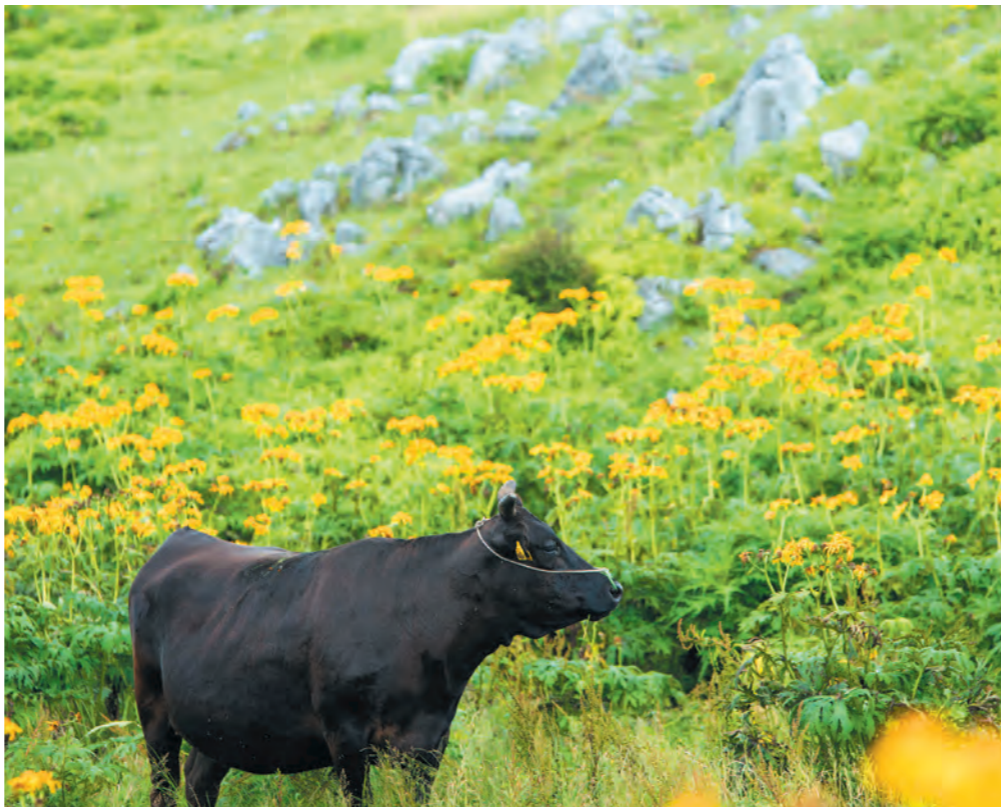
#visitehimejapan

© International Affairs Division, Ehime Prefectural Government
TEL:089-912-2311 FAX:089-921-5931 E-mail:kokusai@pref.ehime.lg.jp

2021.03

Oasis Ehime

The start of a revitalizing journey.



CONTENTS

- 03 Ehime Highlights
- 05 Matsuyama
- 06 Dōgo
- 07 Shimanami Kaidō
- 09 Shimanami Kaidō Cycling
- 10 Kumakōgen
- 11 Saijō
- 12 Niihama · Shikokuchūō
- 13 Tobe · Tōon
- 14 Uchiko
- 15 Ōzu
- 16 Uwa
- 17 Masaki · Iyo · Yawatahama · Ikata
- 19 Uwajima · Ainan
- 20 Kihoku · Matsuno
- 21 Local Ehime Gourmet
- 22 Ehime mikan, simply irresistible!
- 23 Specialties of Ehime
- 24 Shikoku Henro
- 25 Calendar of Ehime Festivals & Flowers
- 27 Complete Map of Ehime
- 29 Access to Ehime

* Information contained within is current as of the time of publishing. Please be sure to verify the latest details before planning a visit.

Cover photo: The Shimanami Kaidō at sunset
Courtesy of the Imabari District Tourism Association

Ehime Highlights

Ehime offers a full range of leisure activities to take in amid the breathtaking scenery of the calm, natural beauty of its sea and mountain surroundings. With its many sites offering visitors a taste of local history and culture, such as the Dōgo Onsen Honkan which was awarded 3 stars in the Michelin Green Guide Japan, Ehime features the charms of nature and culture alike. Visitors will be warmly welcomed with the spirit of *omotenashi* (hospitality) that has long characterized the local Shikoku Henro pilgrimage's cultural traditions.

About Ehime

1 hr 35 mins from Tokyo by air
55 mins from Osaka by air



Dōgo Onsen P06
道後温泉

With a history of approximately 3,000 years, the Dōgo Onsen is said to be the oldest hot spring in Japan. The Dōgo Onsen Honkan, which was rebuilt in 1894, currently serves as the district's local public bathhouse and has been awarded 3 stars in the Michelin Green Guide Japan.

Matsuyama P05
松山

Featuring a layout with Matsuyama Castle situated at its center, Matsuyama is the largest city in Shikoku. Matsuyama Castle is also a well known location for cherry blossom viewing. The shopping district along the ropeway leading to the castle is lined with shops offering local specialties, souvenirs, culinary shops and more.



Tobe P13
砥部

Tobe is the home of Tobeyaki pottery — a nationally-designated Traditional Craft of Japan. The town has approximately 100 pottery kilns. Visitors touring the various kilns can enjoy other attractions in the town as well, including a walkway decorated with ceramic plates and Tobeyaki-themed monuments.

Uchiko P14
内子

A town that once flourished as a *mokurō* (tree wax) production site. Vestiges of the period remain today, with rows of buildings from the Edo through Taishō periods (17th to early 20th century) still lining the streets of the town. Many noteworthy attractions are found here, including the Uchiko-za Theatre.



Sada-misaki Cape P18
佐田岬

A popular driving route runs along the ridgeline of the mountains on the Sada-misaki Cape, Japan's longest, narrowest peninsula. Spectacular views that stretch as far off as Kyūshū can be seen from the Sada-misaki Lighthouse located at the tip of the cape.



Ōzu P15
大洲

A castle town known as a "little Kyōto". Many historic spots are found here, including the Garyū-sansō villa and Ōzu castle. In summer visitors can ride roofed *yakata-bune* pleasure boats to observe up close the traditional *ukai* method of fishing with cormorants.



Nametoko-keikoku Gorge P20
滑床溪谷

Nametoko Gorge is one of the premier canyoning destinations in Japan. The gorge features a large number of natural slides, such as the Yukiwa-notaki waterfall that flows over a single massive slab of stone.



Uwakai Sea Maritime Park P19
宇和海海域公園

With features including a coral reef and tropical fish, the Uwakai Sea Maritime Park is a popular spot for diving. Visitors can enjoy observing the undersea environment's beauty through options that include underwater observatory boats and a Seawalker activity where special helmets enable participants to walk and breathe underwater. (The photo is of an underwater diving scene.)



Shimanami Kaidō P07
しまなみ海道

A sea-spanning route with bridges connecting 6 islands. The route has become popular among cyclists — both within Japan and internationally — due to the beauty of the Seto Inland Sea and its myriad islands that cyclists can enjoy as they ride. This renowned beauty has lent the locale a reputation as a holy ground for cyclists.



Besshi Copper Mine P12
別子銅山

Copper mining was conducted at Besshidōzan for around 280 years. The numerous relics of the site's industrial heritage that remain among the verdant mountains have led to the site being dubbed the "Machu Picchu of the East".



Mount Ishizuchi P11
石鎚山

The highest peak in western Japan. Revered since antiquity as a site for Shugendō mountain worship, the peak is also used for ascetic training practices. The beauty it displays throughout the four seasons, from fresh verdure to the turning leaves of autumn, attracts many climbers to the mountain throughout the year.



Shikoku Henro P24
四国遍路

A pilgrimage route included in the New York Times' list of "52 Places to Go in 2015". Interactions with the locals has become a charm of the pilgrimage, and an increasing number of visitors from overseas have been making the pilgrimage in recent years.



FAQ for First-Time Ehime Visitors

Q How can Ehime be reached from major Japanese cities?

A variety of public transportation options provide access to Ehime, from air routes and JR train lines to rapid transit buses and ferries. Another popular approach is to rent a car or bicycle to access Ehime from Hiroshima prefecture while enjoying the sights along the Shimanami Kaidō route. (See p.29 for more details)

Q What is the minimum number of days needed to enjoy sightseeing in Ehime?

A two-day visit with an overnight stay would allow visitors to see the sights around Matsuyama—with a focus on the Dōgo Onsen—on the first day, while venturing a bit further out to other popular sites, such as the Shimanami Kaidō, on the second. Sightseeing of Matsuyama and eastern Ehime Prefecture should require a day, and seeing the southern portion of the prefecture should require a day as well.

Q What is the best means of transportation within Ehime?

Trams offer convenient access to sightseeing locations such as Dōgo Onsen and Matsuyama castle. JR trains and bus services can also be used to reach principal sightseeing attractions in the prefecture. Rental cars also offer an efficient means of visiting a large number of sightseeing destinations.

Q What is the best time of year to visit Ehime?

Seasons when the cherry blossoms are in full bloom (around late March to early April) and November when the autumn leaves are most vibrant are both great times to visit. In-season varieties of the various local citrus specialties grown in Ehime can also be savored throughout the year (→P22). Another good option would be to plan a visit in conjunction with a local event of your choice (→P25).

View a clip of stunning Ehime scenery here!!



PR video



Matsuyama 松山

Matsuyama Castle

Matsuyama, which provides a base for sightseeing excursions around Ehime, is a castle town with a fruitful air of history and culture. Let's take a look at some of the historical destinations connected to novels set in Matsuyama.



MAP P27 | E-3+4

Once a flourishing castle town, a sightseeing city rich in connections with historical novels

Navigating on Foot

Trams provide convenient transportation through the city below the castle. To reach Matsuyama castle at its hilltop location, routes using the ropeway or lift to access the 8th station from Shinonomeguchi station at the foot of the hill are recommended.



Area Information

Check here for more information on sightseeing in the area!



Matsuyama City



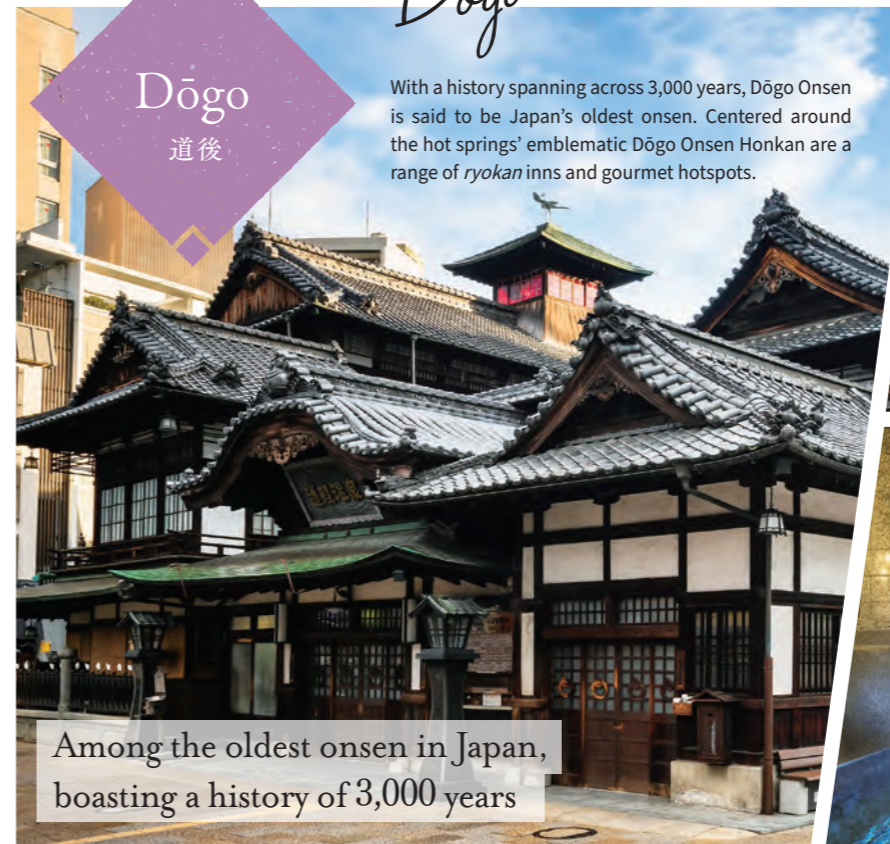
Matsuyama Convention and Visitors Bureau
(Available in 4 languages)



Dōgo 道後

Dōgo Onsen

With a history spanning across 3,000 years, Dōgo Onsen is said to be Japan's oldest onsen. Centered around the hot springs' emblematic Dōgo Onsen Honkan are a range of *ryokan* inns and gourmet hotspots.



Among the oldest onsen in Japan, boasting a history of 3,000 years



MAP P28 | E-3

Navigating on Foot

Besides soaking in the hot waters of the Dōgo Onsen Honkan and the Annex Asuka-no-Yu, visitors can enjoy looking for local specialties and souvenirs while dining on the local gourmet snacks and meals offered along the shopping street. The historic temples, shrines and footbaths are also great spots to visit.

Start Dōgo Onsen Station

Time needed: 5 hrs

- 1 Botchan Karakuri clock**
坊っちゃんカラクリ時計
Every hour on the hour from 8:00 to 22:00 (and at half past the hour on weekends, holidays and special periods), melodies are played and characters from NATSUME Sōseki's novel "Botchan," set in Matsuyama, emerge from the clock.
MAP P28 | E-3
- 2 Dōgo Onsen Honkan**
道後温泉本館
Designated as a national important cultural property, the Dōgo Onsen Honkan currently serves as the district's public bathhouse. One of the oldest onsen in Japan, it is even mentioned in the historical 8th-century "Nihon Shoki" chronicles. The bathhouse is currently operating while undergoing conservation repair work until the end of 2024 (bathing is still offered).
MAP P28 | E-3
- 3 Sora-no-Sanpomichi (sky promenade & footbath)**
道後温泉 空の散歩道
Located south of Dōgo Onsen Honkan on Mt. Kanmuriyama is a promenade with relaxing footbaths. Thanks to its elevated location, the site allows visitors to take in views of the Dōgo Onsen Honkan and Dōgo townscape while enjoying soaking their feet in a footbath.
MAP P28 | E-3
- 4 Enman-ji Temple** 圓満寺
The temple's grand guardian deity (*daijizō*), known as Hiyoke-jizō (protector against fire calamities), is thought to confer blessings such as household harmony and the prevention of infidelity. The *omusubi-dama* matchmaking charms Enman-ji offers are pretty in their colorfulness.
MAP P28 | E-3
- 5 Isaniwa-jinja Shrine** 伊佐爾波神社
A grand, historic shrine of Matsuyama that has attracted worship for over 1,000 years. The vermilion-lacquered main hall is one of the 3 great models of Hachiman-zukuri architecture in Japan, and has been designated a national important cultural property.
MAP P28 | E-3



6 Dōgo Haikara Street

道後ハイカラ通り
A shopping arcade street leading from Dōgo Onsen Station to Dōgo Onsen Honkan. It features eateries offering regional cuisine, shops with local specialties and souvenirs, and sweets shops where visitors can sample confections while strolling through.
MAP P28 | E-3

7 Dōgo Onsen Annex Asuka-no-Yu

道後温泉別館 飛鳥乃湯泉
Bathing facilities for day use established in 2017. The interior, featuring architectural styling from the Asuka period (550–710), is decorated with traditional Ehime crafts and cutting edge art.
MAP P28 | E-3

Goal Dōgo Onsen Station

- 1 Matsuyama Castle**
松山城
A famous castle constructed from 1602 to 1627. One of just 12 castles still remaining in Japan with a keep (*tenshu*) built in the Edo period (1603–1868) or earlier.
MAP P27 | E-3
 - 2 Matsuyama Ropeway Shopping Street**
ロープウェー商店街
Street leading from the Ōkaidō tram station to the vicinity of the Matsuyama Castle Ropeway Shinonomeguchi Station. Lined with shops offering local specialties and souvenirs, eateries and more.
MAP P27 | E-3
 - 3 Bansuisō 高翠荘**
Built in 1922 as a villa for Earl HISAMATSU Sadakoto, a descendant of the feudal lord of the former Matsuyama clan. A purely French-style structure designated as a national important cultural property.
MAP P27 | E-3
 - 4 Saka no Ue no Kumo Museum**
坂の上の雲ミュージアム
A museum based on the SHIBA Ryōtarō novel "Clouds Above the Hill". Exhibits introduce visitors to the novel's Matsuyama-born protagonists—AKIYAMA Yoshifuru, his brother Saneyuki, and MASAOKA Shiki—as well as the Meiji-period (1868–1912) of Japan.
MAP P27 | E-3
 - 5 Botchan Train**
坊っちゃん列車
Replication of a steam locomotive appearing in NATSUME Sōseki's novel "Botchan". Ride the retro-style train from the Ōkaidō tram station to Matsuyama City Station. Be sure to check the days and hours of operation beforehand.
MAP P27 | E-3
 - 6 Kururin Ferris Wheel**
大観覧車くるりん
Large ferris wheel on the Iyotetsu Takashimaya Department Store rooftop. Decorated with illuminations at night. Rides on ordinary gondolas are free for visitors from outside Japan who display a passport.
MAP P27 | E-4
- Goal Matsuyama City Station

Shimanami Kaidō

しまなみ海道

Shimanami Kaidō

Shimanami Kaidō is a nickname for the Nishiseto Expressway connecting two cities in Ehime and Hiroshima Prefectures: Ehime's Imabari and Hiroshima's Onomichi. Cycling lanes provided throughout the route allow visitors to enjoy trips through the islands of the Seto Inland Sea.



A sea-spanning route with 9 bridges connecting islands in the beautiful Seto Inland Sea.

Kirō-san Observatory Park

亀老山展望公園

A spectacular scenery-viewing spot located at the top of Ōshima island's Mt. Kirō-san, offering 360° views of the Shimanami Kaidō. The observatory itself, designed to blend in with the natural landscape, is also a sight to behold.

MAP P28
G-2



Google map



Area Information

Check here for more information on sightseeing in the area!



Imabari District Tourism Association



SHIMANAMI JAPAN



Kamijima-chō Sea Kayaking

上島町シーカヤック

Take to the seas yourself with paddle in hand in this kayaking experience. Take in views of the Seto Inland Sea's beautiful natural features and bridges as you skim across the surface of the sea for an other-worldly experience.

MAP P28
H-2



Google-translated English



Towel Museum

タオル美術館

MAP P28
F-3

A unique museum in Imabari that brings towels and art together. Imabari is known as one of the leading towel producers in Japan, and this museum allows visitors to observe the towel manufacturing process used to produce these high quality towels.



Google map



Dolphin Farm Shimanami

ドルフィンファームしまなみ

MAP P28
G-2

Located on Hakata-jima island, visitors can enjoy therapeutic experiences with dolphins at the Dolphin Farm Shimanami. Visitors can feed and swim together with the dolphins, while also relaxing at the site's campground with cottages and "glamping" facilities.



Google map



Google-translated English



Google map

Murakami KAIZOKU Museum

村上海賊ミュージアム

MAP P28
G-2

This museum holds valuable materials related to the Murakami Kaizoku band of pirates (*kaizoku*), that were designated as a Japan Heritage. The facilities also include an observation deck with views of Noshima island, the home base of the Murakami Kaizoku, and a corner where visitors can try on armor and short-sleeved kimono (*kosode*).



Ōyamazumi Shrine

大山祇神社

MAP P28
G-1

The grand head shrine of the shrines that venerate Ōyama-tsumi-no-kami, a god who is worshipped as the deity of the seas, mountains and warfare. A sacred large camphor tree approximately 2,600 years old is enshrined here. Also not to be missed is the shrine's Hōmotsukan (Treasure Hall), which contains a collection of approximately 80% of the pieces of weaponry and armor in Japan that are registered as national treasures or important cultural properties.



Google map

Kurushima-kaikyō Rapids Observation Boat

来島海峡急流観潮船

MAP P28
G-2

Board a boat to experience a ride through the tidal currents of the Kurushima-kaikyō Strait, famous for having one of the 3 fastest currents in Japan. In addition to views of the massive Kurushima-kaikyō Bridge from the vantage point of the sea, the shipbuilding yards of Imabari are also not to be missed.



Website



Google map



Shimanami Cycling

Shimanami Kaidō Cycling

The Shimanami Kaidō route, that connects Ehime Prefecture's Imabari City and Hiroshima Prefecture's Onomichi city, has an international reputation as a holy ground for cyclists. Take a ride across this sea-spanning route while taking in the stunning scenery of the Seto Inland Sea.



Cycling Information



Shimanami Kaidō



About Bicycle Rentals

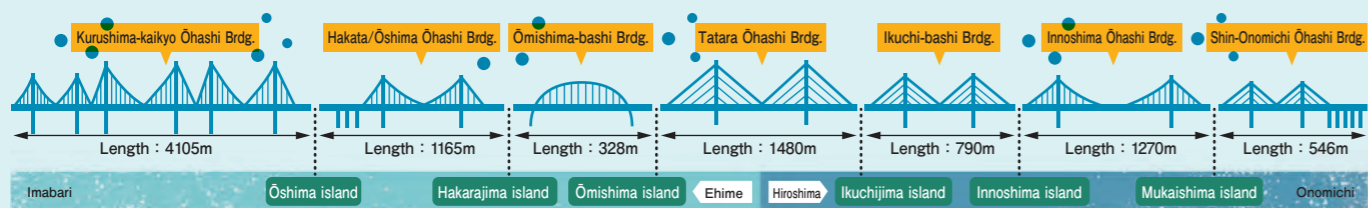
Along the Shimanami Kaidō route are 13 publicly managed bicycle rental terminals. Except for certain electrically assisted bicycles, bicycles can be left at any of the terminals when no longer needed. Advance reservations are recommended, as the number of available bicycles is limited.

Bicycle rental fees

- **Ordinary bicycles (hybrid bikes, etc.)**
6 hrs: ¥2,000 Guarantee fee: ¥1,100 Can be returned to any terminal other than original rental terminal (with forfeiture of guarantee fee)
- **Electric-assist bicycles**
6 hrs: ¥2,500 Guarantee fee: ¥1,100 Must be returned to original rental terminal
- **E-bikes (sports-type electric-assist bicycles)**
4 hrs: ¥4,000 (Must be returned to original rental terminal)
1 day: ¥7,000 (Rentals & returns available at Cycling Terminal Sunrise Itoyama and Onomichi-kō Port only. Additional fee for returns not made at original rental location.)

Shimanami Cycling FAQ

- Q1. How long is the route, and how much time will I need?**
The Shimanami Kaidō is about 70 km by bicycle and takes about 5 to 10 hours to complete. A 2-day, 1-night stay will be needed if completing the full route. Day trips with rental bicycles are recommended for beginners.
- Q2. What will I need to bring with me?**
Don't forget attire that is easy to move in, a towel and something to drink. Helmets are included with bicycle rentals free of charge.
- Q3. Are there dedicated lanes for cyclists?**
Bicycle lanes are marked by the blue lines painted on highway surfaces. Routes are different for bicycles at bridges' entrances and exits, so exercise caution!



Kumakōgen 久万高原町

Kumakōgen Highlands

A town in the highlands, nestled among the mountains of Shikoku with an elevation over 1,000 m. Visitors can enjoy activities offering unique experiences with the grandeur of local nature at destinations such as the Shikoku Karst and Omogo-kei gorge.



MAP P27-28 EF-5~F-7



Enjoy an activity-filled visit to the Kumakōgen highlands where the air is fresh and the food delicious

Shikoku Karst 四国カルスト

The Shikoku Karst is one of Japan's 3 major karst landscapes, and extends roughly 25 km along the ridge of the Shikoku mountains. With its expansive views, where the sky and clouds feel close at hand, it is also known as the Tenkū no Rakuen ("sky paradise").



Google map

Area Information

Check here for more information on sightseeing in the area!



Kumakōgen-chō Tourism Association

Shikoku Karst Rental Cycle Station

四国カルストレンタサイクルステーション

Experience an exhilarating cycle ride through wide open meadows. Sports-type bicycles with electric assists are available as well, allowing visitors to experience riding even if they might not be confident in their stamina.



Google map

Mezuru-sō Inn 姫鶴荘

A base for Shikoku Karst sightseeing visitors that includes a restaurant and lodging facilities. Known as a good spot for gazing at the starry skies, the location draws many campers in summer. Outdoor barbecues are also a popular lunch choice.



Google map

Omogo-kei Gorge 面河溪

One of the largest gorges in western Japan stretching along the base of Mount Ishizuchi. A nationally designated site of scenic beauty, its walking paths allow visitors to make excursions through the stunning scenery of clear-flowing streams of emerald green and curiously shaped rock formations. Visitors can also experience canyoning during the summer.



Google map

KUMA SKILAND 久万スキーランド

A ski hill conveniently located about 50 minutes from the central district of Matsuyama City. The site's snow-making machinery guarantees stable ski conditions. A full range of skis and snowboards are also available for rental.



Website

Google map

Tenkū no Sato Sansan 天空の郷さんさん

Rest spot offering local specialties, breads and more, as well as a restaurant and tourist information center. Buffet lunches with vegetables picked locally offer guests the chance to experience Kumakōgen style home cooking.



Google map



Saijō
西条

Mount Ishizuchi

Situated at the foot of Mount Ishizuchi, the highest peak in western Japan at 1,982 m, Saijō city is known as “The Capital of Water.” The “*uchinuki*” spouts of free-flowing spring water found throughout the city have even been included in the top 100 spring waters of Japan.



“The Capital of Water” abundantly blessed by a sacred peak’s presence

Mount Ishizuchi

Mount Ishizuchi 石鎚山

MAP P28
F-5

A site of mountain worship and western Japan’s highest peak at 1,982 m. Counted among the “Top 100 Mountains of Japan,” the peak itself has been worshipped as a *shintai* (divine incarnation) since long in the past. With its appearances that change along with the four seasons, the ever-changing form of the mountain is a sight to behold.



Google map



Ishizuchi Mountain Range official website



The Railway History Park in Saijō 鉄道歴史パーク in SAIJO

MAP P28
G-4

Visitors to the Shikoku Railway Cultural Center can inspect retro trains, including a 0 series shinkansen and steam locomotive. Actual rides on the trains are offered as well, allowing chances to enjoy the feel of journeying on a train in the days of yore.



Google map

Fruit-picking 果物狩り

Saijō-shi is famous as a city where an abundance of fruit from all four seasons is available to be harvested. Gustatory tours at tourist orchards can also be enjoyed, with fruits ranging from grapes and figs to rare Taishū persimmons.



Google map



Asahi Beer Shikoku Brewery アサヒビール四国工場

MAP P28
G-4

Visitors can tour Shikoku’s sole large-scale beer brewery to see the actual brewing process in person free of charge (reservations required). Freshly brewed beer can be sampled following the tour as well.



Website



Google map



Area Information

Check here for more information on sightseeing in the area!



Saijō City website

Ishizuchi Tozan Ropeway 石鎚登山ロープウェイ

MAP P28
F-5

A ropeway leading to the Jōju-sha shrine trailhead, which provides access to one of Mount Ishizuchi’s climbing routes. An approximately 8-minute ride connects the Sanroku Shimodani-eki station (455 m) with the Sanchō Jōju-eki station (1,300 m).



Google map



Niihama/
Shikokuchūō
新居浜・
四国中央

Besshi Copper Mine

The Besshi copper mine has a 280 year history as a site of copper excavation. Tours of industrial relics associated with the copper mine are the main focus of Niihama sightseeing. Shikokuchūō city is well known as the number one paper-producing town in Japan.



Shikoku’s frontrunning industrial cities lying along the coast of the Seto Inland Sea

Minetopia Besshi マイントピア別子

MAP P28
G-5

A theme park where visitors can tour industrial relics associated with the Besshi copper mine. A recreated mine train provides access to tunnels and mine shafts set up for sightseeing, where visitors are introduced to what mining operations at the time would have been like. A sightseeing bus also provides access to the Tōnaru area—known as the “Machu Picchu of the East”—on a fixed schedule.



English pamphlet



Google map



Akagane Museum あかがねミュージアム

MAP P28
G-4

Comprehensive cultural facility presenting the culture of Niihama city. Here visitors can experience the ambiance of the Niihama Taiko Festival, one of Shikoku’s 3 major festivals, through a 360° theater projection. The facility also incorporates a shop offering local Niihama specialties and souvenirs, an auditorium and an art museum.



Google map



Suiha Kōgen 翠波高原

MAP P28
H-5

A 892-m highland expanse with the Suihamine peak at its center. Famous for its flowers, the highlands have a range of different varieties blooming throughout the seasons, including canola blossoms in spring and cosmos flowers from summer to early autumn. The observatory offers fantastic views across the mountains of Shikoku and the Seto Inland Sea.



Google map



Ehime Prefectural Science Museum 愛媛県総合科学博物館

MAP P28
G-4

A museum offering visitors enjoyable chances to learn about nature, science and technology. The museum features a planetarium with one of the largest domes in the world. Dinosaur replicas with realistic motion make popular backdrops for commemorative photos here.



English pamphlet



Google map



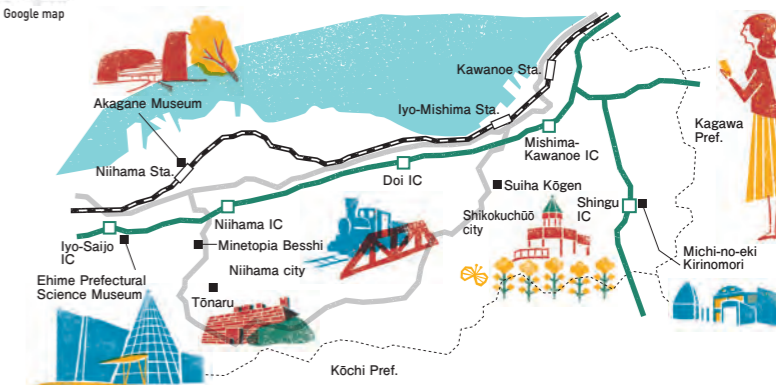
Michi-no-eki Kirinomori 道の駅 霧の森

MAP P28
I-5

Kirinomori Daifuku confections are offered here (made with fresh cream and smooth bean paste inside mochi sprinkled with matcha on the outside. Kirinomori means “misty forest”). The daifuku are made with organically grown Japanese green tea leaves, and are famous throughout Japan. With the restaurant, café, cottages and onsen located here as well, visitors can enjoy a relaxed stay amid the natural grandeur.



Google map



Tobe / Tōon
砥部・東温

Tobeyaki Pottery

An area easily accessible in conjunction with Matsuyama sightseeing. Don't forget to make sure to visit classic sightseeing spots, including one of the largest zoos in western Japan, after fully enjoying touring the various Tobeyaki pottery kilns.



Tour the hometown of Tobeyaki-pottery near Matsuyama and other classic sightseeing spots

Area Information

Check here for more information on sightseeing in the area!

Tobe Tourism Association
* Automatic translation into other languages (incl. Chinese and Korean) is available. (Smartphone-compatible)



Tobeyaki Pottery Center

砥部焼陶芸館

MAP P27
E-4

A large shop with an assorted selection of pottery from Tobeyaki pottery kilns. Crafting experiences are available to visitors as well, including painting on Tobeyaki pottery. Try your hand at creating an original Tobeyaki piece.



Tobe Pottery Traditional Industrial Hall

A facility dedicated to introducing visitors to Tobeyaki pottery, a nationally-designated Traditional Craft of Japan. Visitors are put in touch with the charms of this pottery, from valuable pieces with historical value to outstanding modern works. Tobeyaki pottery is offered for sale here as well.



Tōban-no-michi Walkway

A walkway embedded with 580 ceramic plates produced by local potters from the town. Large-scale mural-like works and pieces with old Tobeyaki embedded in them can also be found here. This walkway allows visitors to stroll along with a spirit of art appreciation.



Shirai-no-taki Falls

白猪の滝

MAP P28
E-5

Waterfall with a drop of 96 m, colored with a varying range of natural beauty over the course of the four seasons, from fresh verdure to the changing leaves of autumn. When days of severe cold persist and the water freezes, the falls takes on a form reminiscent of a wondrous ice sculpture.



L'espace City

レスパシティ

MAP P28
E-4

A leisure spot incorporating a shopping mall, natural onsen, lodging facilities and more. It is also home to the "Botchan Theater" that features yearlong performances of original musicals. As a theater dedicated to introducing local regional culture through original productions from a local base location, it stands in a class of its own within Japan.



Tobe Zoological Park of Ehime Prefecture

One of the largest zoos in western Japan. Impressive sights here include the first polar bear hand-reared in Japan and a monkey hill where a troop of Japanese macaques can be found. One of few ziplines in Japan is set to be completed at this location in March 2021.



Zip-line

The greatest scale zipline in Japan, with a total length of 730 m, is scheduled to be completed in March 2021. At a site located between the Ehime Children's Castle and Tobe Zoological Park, the zipline will offer a thrilling traverse over the waters of a small lake.

MAP P27
E-4



Uchiko

内子

Traditional crafts

With its lavishly ornamented buildings standing in rows, the townscape tells of a history of flourishing *mokurō* (tree wax) production. Here visitors can take in the scenery of a place where time seems to stand still.



Quaint town with a once-flourishing *mokurō* (tree wax) and *washi* (traditional Japanese paper) production industry, where traditional crafts live on

Area Information

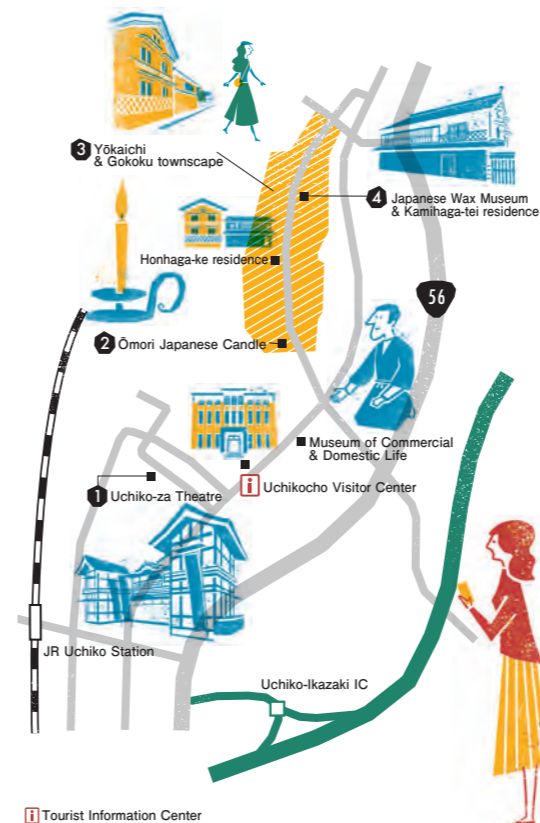
Check here for more information on sightseeing in the area!

Uchiko Town official tourism website
* Translation available with QR Translator



Navigating on Foot

There is a 1.5 km (3km round trip) route making stops at 4 of the town's main attractions that starts from the Uchiko Station. Use of the "Raku Tabi Uchiko" plan is also recommended, as it comes with coupons that can be used for taxi fares, cycle rentals, meals, shopping and more.



Start JR Uchiko Station

Time needed: 2 hrs 30 mins

Walk 8 mins

1 Uchiko-za Theatre

Wooden playhouse originally built in 1916 and restored in 1985. It is furnished with stage settings used in kabuki theater, including a revolving stage and *hanamichi* elevated walkway leading through the audience to the stage. Sightseeing of the theatre may be suspended on days when performances are taking place.



Walk 6 mins

2 Ōmori Japanese Candle

A shop established in the Edo period (1603-1868) where traditional Japanese candles are still made with the method of applying layered coats of *mokurō* (tree wax) by hand. Visitors can watch artisans handcraft the candles.



Walk a short distance

3 Yōkaichi & Gokoku townscape

For about 600 m extends a row of buildings from the late Edo period to Meiji period (approx. 1750-1912) when *mokurō* production flourished. Three residences here—the Honhaga, Kamihaga and Ōmura families—have been designated as national important cultural properties.



Walk 4 mins

4 Japanese Wax Museum & Kamihaga-tei residence

The Manor of a wealthy merchant who was involved in the *mokurō* trade. The *omoya* main building and *kamaba* boiler room remain intact. An archive center introduces visitors to the workings of *mokurō* production.



Walk 18 mins

Goal JR Uchiko Station

Venturing Further

Michi-no-eki Fresh Park Karari

Find fresh Uchiko-grown vegetables and fruits, hand-made confections and more. A selection of freshly baked breads are also available in the bakery.



Tenjinsanishi Paper Factory

Here visitors can observe the process of making Ōzu-washi paper, a nationally-designated Traditional Craft of Japan, and can also try making it by hand themselves. A diverse range of wash products are offered for sale.





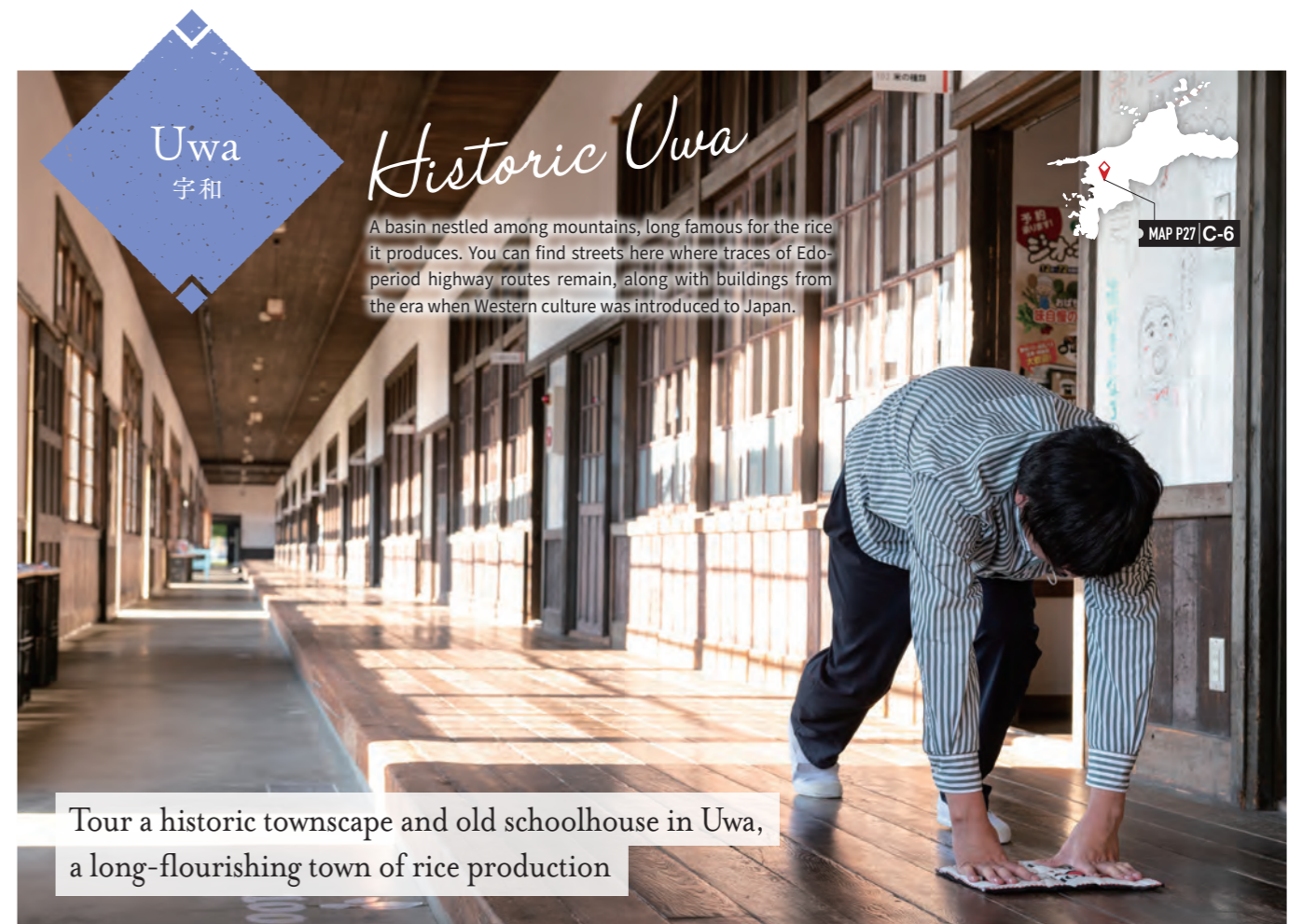
Garyū-sansō

Along the Hiji-kawa River can be found the Ōzu castle and historic townscape, with an ambiance of refinement unique to castle towns. The *ukai* cormorant fishing that takes place in the summer is worth taking a look at as well.



MAP P27 | C-5

Walk through a castle town of elegance, known as the “Little Kyōto of Iyo”



Uwa

Historic Uwa

A basin nestled among mountains, long famous for the rice it produces. You can find streets here where traces of Edo-period highway routes remain, along with buildings from the era when Western culture was introduced to Japan.



MAP P27 | C-6

Tour a historic townscape and old schoolhouse in Uwa, a long-flourishing town of rice production

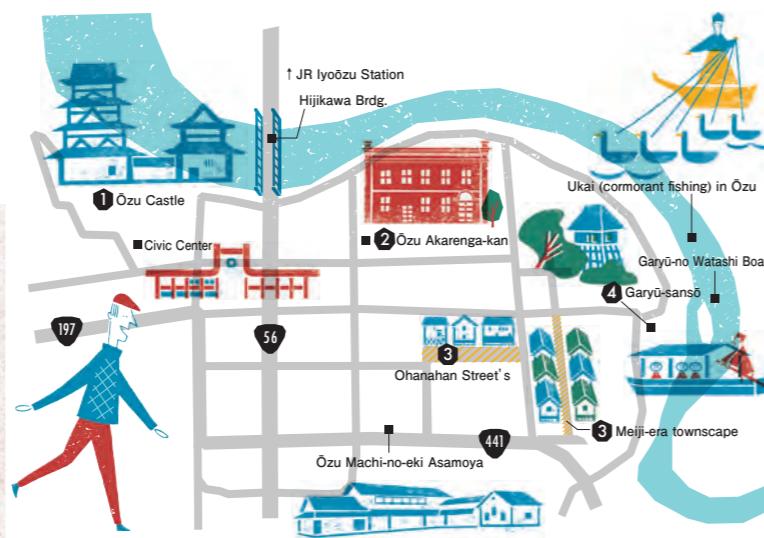
Navigating on Foot

Staff at the Iyoōzu Station Tourist Information Center are equipped to provide assistance to overseas visitors, so be sure to stop in for any information before continuing on to the town's attractions. Cycle rentals and coin lockers are available as well.

Start JR Iyoōzu Station Time needed: 2 hrs 30 mins

- Ōzu Castle 大洲城**
Visitors can tour the interior of the castle keep, which has been restored with traditional construction techniques. Taking in the views from the highest level is highly recommended. The 4 turrets of the castle have been designated as national important cultural properties.
Walk 8 mins
MAP P27 | C-5
- Ōzu Akarenga-kan おおぞ赤煉瓦館**
A former bank built in 1901. Featuring a British-style brick construction, the building is roofed with Japanese tiles. This building tells of the era when Western culture was introduced to Japan.
Walk 3 mins
MAP P27 | C-5
- Ohanahan Street's Meiji-era townscape おはなはん通り・明治の家並み**
A street where rows of houses from the Edo period (1603–1868) to Meiji period (1868–1912) still remain. Visitors will be able to see the characteristic castle town layout, former merchants' and samurais' residences, and more.
Walk 4 mins
MAP P27 | C-5
- Garyū-sansō 臥龍山荘**
A hillside villa and garden constructed in the Meiji period (1868–1912). The residence, built by artisans with outstanding skills, and the garden, which incorporates the surrounding landscape into its design, are rich in ingenuity and taste. The villa was awarded one star in the Michelin Green Guide Japan.
Walk 6 mins
Bus 4 mins
MAP P27 | C-5

Goal JR Iyoōzu Station



Column

Ukai (cormorant fishing) in Ōzu 大洲のうかい

Ride a boat downstream the river watching the traditional *ukai* fishing method, where handlers of trained cormorants use the birds to catch fish for them. The activity is open from June 1 to September 20.



Garyū-no Watashi Boat 臥龍の渡し

A *Yakata-bune* pleasure boat operated on Sundays and holidays from April through May. The boat departs from below the Garyū-sansō villa and offers approximately 10-minute sightseeing tours in the picturesque Garyū-buchi gorge.



Area Information

Check here for more information on sightseeing in the area!

Seiyo City Tourism & Local Products Association website



Navigating on Foot

Take a walk through the Unomachi-area townscape where you will find historic shops and *ryokan* inns, rest facilities, cafés and galleries that make use of old buildings and more where you can stop in along the way.

Start JR Unomachi Station Time needed: 2 hrs 30 mins

- Unomachi townscape 卯之町の町並み**
In this historic townscape there remain buildings from the late Edo period to early Shōwa period (approx. 1750–1945), including the Suemitsu family residence built in 1770 and a school built in the Meiji period (1868–1912).
Walk 7 mins
Walk a short distance
MAP P27 | C-6
- Kaimei Gakkō 開明学校**
An elementary school built in 1882, incorporating Western architectural elements. The classrooms have been recreated as they appeared in the past. Designated as a national important cultural property.
Walk 10 mins
MAP P27 | C-6
- Uwa-kome Museum 宇和米博物館**
A museum housed in a wooden schoolhouse that has been dismantled and relocated to be reconstructed and preserved in this new location. Visitors can experience races through the 109-m hallway while pushing dust cloths along the floor.
Walk 10 mins
MAP P27 | C-6

Goal JR Unomachi Station



Venturing Further

Straw mammoth わらマンモス
A woolly mammoth made of rice straw. Visitors can enjoy the spectacle along with the pastoral rice field scenery that changes throughout the four seasons. It is also visible from the windows of trains on the JR Yosan Line.
MAP P27 | C-6

Kokemushiro こけむしろ
A café with a moss-carpeted garden in a forest setting. The picturesque scenery created by the moss and the light that filters through the trees offers a therapeutic experience.
MAP P27 | C-6

Shikoku Seiyo Geopark 四国西予ジオパーク
At an altitude difference of 1,400 m lies an area where nature and human life interplay and unfold with diversity and abundance amid the sea, village and mountain settings of the area. Geologic strata (*see photo) that are among the oldest in Japan can be seen here.
MAP P27 | C-6

Masaki / Iyo /
Yawatahama / Ikata
松前・伊予
八幡浜・伊方

Seaside Drive Routes

An area popular for drives along the coast, from Iyo city to Sada-misaki cape. A trip on the "Iyonada Monogatari" sightseeing train—with its reputation for spectacular views of the peaceful seas as well as excellent hospitality—make for a good option as well.



Take a trip along the coast
in search of stunning, spirit-soothing scenery

Shimonada Station

Iyonada Monogatari

MAP P27 | D-4
伊予灘ものがたり

A Sightseeing train with nationwide popularity. Passengers can enjoy the flavors of foods prepared with local Ehime ingredients as they gaze out on the beautiful Seto Inland Sea. Commemorative photos can be taken at Shimonada Station, a popular filming location.



English pamphlet



Reservation



emifull MASAKI

MAP P27 | E-4
エミフルMASAKI

One of the biggest shopping malls in Shikoku. The huge mall contains a selection of over 200 shops and venues, offering everything from fashion items to other miscellaneous goods, and even includes gourmet eateries and a movie theater. Electronics retailers and drug stores can also be found here.



Google map



Area Information

Check here for more information
on sightseeing in the area!



Yawatahama City Tourism & Local Products Information website



Sadamisaki Tourism Association
An automatic translation service can be used for translation into Chinese or Korean.

Futami Seaside Park

MAP P27 | D-4
ふたみシーサイド公園

A park selected in the list of the Top 100 Sunset Viewing Spots in Japan. With its beautiful expanse of sandy beaches it is a spot that is also popular with sea bathers during the summertime. The site has a roadside station (*michi-no-eki*) as well.



Google map



Yuyake-koyake Line

MAP P27 | C-4
夕暮こいけライン

A route along the coastline for refreshing drives. Views of the evening sun as it descends into the waters of the peaceful Seto Inland Sea are particularly beautiful. In springtime, rapeseed blossoms can be seen blooming in full glory along the roadside as well.



Google map



Sada-misaki Lighthouse

MAP P27 | A-5
佐田岬灯台

A lighthouse that stands at the far tip of the Sada-misaki Peninsula. It has been shining its light out over the sea for over 100 years now and is still in service today. This is a spot with spectacular scenery, with views looking all the way out to Kyūshū and includes monuments that make perfect backdrops for commemorative photos as well.



Google map



Yawatahama Minatto

MAP P27 | C-5
八幡浜みなと

A roadside station (*michi-no-eki*) located next to Yawatahama Port. It carries a rich selection of local specialties and souvenirs made with a variety of local citruses, marine products and more. Delicious seafood dishes can also be found here, including the local specialty "*kaisen chanpon*," a dish of noodles in clear golden broth served with assorted seafood.



Google map

sadamisaki hana hana

MAP P27 | A-5
佐田岬はなはな

A sightseeing exchange base located in Ikata town. Opened in 2020. Includes a restaurant where guests can enjoy the flavors of tiny fresh fish called *shirasu* and other locally caught seafood, a café, and a depot for direct sales of local specialties.



Google map



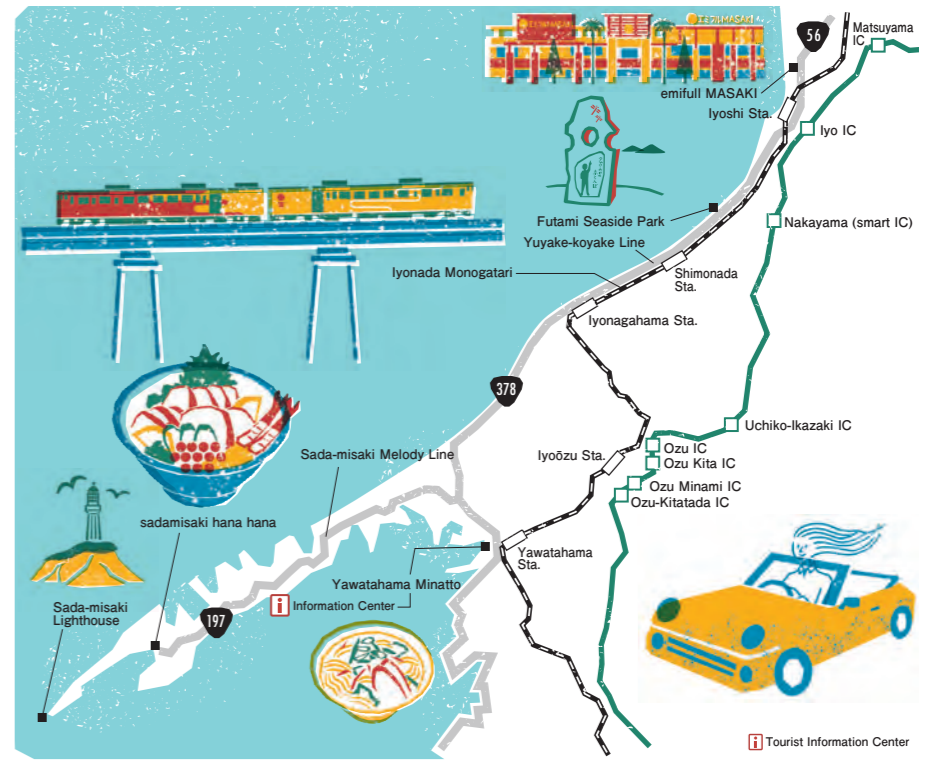
Sada-misaki Melody Line

MAP P27 | A-5
佐田岬メロディーライン

A driving route running along the ridgeline of the mountains on the longest, narrowest peninsula in Japan. One section of the route called the "Melody Road" plays a song by making the tires of vehicles "sing" different notes as they drive over it.



Google map



Tourist Information Center

Uwa-kai coast

Uwajima/Ainan
宇和島・愛南

An area popular for activities that give visitors a feel for the local ria-type coastline, with the beauty of its richly varied form along with the seawater's high degree of transparency. Other attractions of note include Uwajima Castle—a valuable cultural property—and the historical landscape along the seaside.

MAP P0 | BC-7~BC-9

Actively enjoy the Uwa-kai Sea coast's beautiful scenery and undersea views

Yusumizugaura Rice Terraces
遊子水荷浦の段畑

Beautiful stonework terrace fields built all across slopes leading from the foot of the hills on the cape that look out over the Uwa-kai Sea and extend up to the ridge line 80 m above sea level. Viewed from the foot of the slopes, the terraces look almost like stairs leading up to the heavens.



Japanese garden Nanrakuen
南楽園

A Japanese garden of about 15 hectares (37 acres) constructed with a combination of modern landscape gardening techniques. Promenades around the garden's two ponds provide places to walk around and take in and admire the surroundings. A well-known flower-viewing spot, the garden contains 200,000 flowers and trees of 150 varieties, including *ume* Japanese plum trees, blossoming cherry trees and Japanese irises.

Michi-no-eki Minato Oasis Uwajima Kisaiya Hiroba
道の駅みなとオアシスうわじまきさいやひろば

This site carries a diverse range of local specialties from the Uwa-kai Sea area. There is also a food court where visitors can savor local cuisine and shops where pearls from Uwajima are on display for sale. The Uwajima City Tourist Information Center provides guidance to sightseers from overseas.

Sotodomari Ishigaki-no-sato
外泊石垣の里

A settlement of houses surrounded by tall stone walls situated on a mountain slope overlooking the sea. The stone walls, reminiscent of castle walls, and the stone-cobbled lanes present a beautiful appearance. The view out from the mountainside is magnificent too.

Uwajima Castle
宇和島城

Castle constructed from 1596 to 1601. The keep, which underwent reconstruction around 1666, has been designated a national important cultural property. This is one of just 12 castles with castle keeps built in the Edo period (1603–1868) or earlier that still remain in Japan.



Uwakai Sea Maritime Park
宇和海海域公園

A section of the sea where visitors can observe colonies of coral and large shoals of fish, including tropical species. Rides on underwater observatory boats provide a fun option, with views of the seafloor visible through their glass bottoms. It is also a popular diving destination. (Photo shows underwater dive scenery.)

Seawalker
シーウォーカー

Participants wear special helmet-like equipment filled with fresh air enabling them to walk along the seafloor. An activity allowing people to view fish, coral and other sights under the sea without having diver certification or even knowing how to swim. This activity is only offered during the summertime.

Canyoning

Kihoku/Matsuno
鬼北・松野

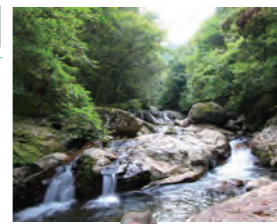
Towns with abundant forest expanses and clear-flowing streams. Leisurely, therapeutic stays encountering wild monkeys in the Nametoko-keikoku gorge and a natural onsen inside a train station await visitors.

MAP P27 | C-7・8

Bask in the natural beauty of a gorge, be soothed by the rustic local flavors and onsen

Nametoko-keikoku Gorge
滑床溪谷

A gorge approximately 12 km in length offering beautiful scenery, including smooth riverbeds, clear-flowing streams and green trees. Scenic points are scattered throughout, such as a waterfall with an 80-m drop and the Yukiwa-notaki waterfalls, which flows over a single massive slab of stone. Visitors can also enjoy fishing and camping in the gorge. Wild monkeys can be seen here as well.



Canyoning
キャニオニング

An activity providing full enjoyment of the Nametoko-keikoku. Participants can enjoy sliding down huge rock faces as if they are slides, climbing up amid the showering sprays of water and more. Plans that even beginners can enjoy are offered as well.



Niji-no-mori Kōen, Osakana-kan Aquarium
虹の森公園 おさかな館

An aquarium that presents visitors with freshwater aquatic life, including the akame (Japanese barramundi), known as the phantom fish of the Shimanto-gawa River, and the pirarucu, one of the largest freshwater fish in the world. Events where visitors can interact with penguins, Asian small-clawed otters, crocodiles and more here are popular.



Mori-no-kuni Poppo Onsen
森の国ぽっぽ温泉

Facilities inside the JR Matsumaru Station allow visitors to enjoy a natural onsen. This includes a bath made of rocks, made in the form of a waterfall, an open-air bath with a large cask to bathe in, and a sauna. In front of the entrance is a footbath that can be used free of charge.



Oniōmaru
鬼王丸

A huge *oni* monument standing 5 m tall, built to be the symbol of the town. The *oni* presents a muscular physique with big horns, sharp fangs and glaring eyes. On its shoulder is perched a pheasant, a specialty of the town.



Michi-no-eki MORI no SANKAKU-BOUSHI
道の駅の三角ぼうし

This site carries a colorfully diverse selection of items the town proudly produces, this includes fresh vegetables and seasonal fruits picked the same day to confections and seasonings made with yuzu, a local specialty, and "Oniōmaru"-themed goods. A corner featuring light meals offers the popular local pheasant curry in varying levels of spiciness.



Local Ehime Gourmet

Ehime offers a rich variety of local dishes made using special ingredients from the Seto Inland Sea as well as the mountains. We recommend trying out culinary options that are popular with locals, such as noodle dishes or rice bowls from certain places in the region.

Local Cuisine

You'll want to try both! *Tai-meshi* (sea bream with rice) served 2 ways



Tai-meshi 鯛めし

In the area from Tōyo to Chūyo, the dish is generally served with the fish cooked into the rice with seasonings, *takikomi*-style. The method of preparation varies from restaurant to restaurant, with some cooking the fish whole and mixing it with rice, and others cooking slices of the sea bream on rice *kamameshi*-style in an iron pot. It is also eaten in conjunction with celebrations and other auspicious occasions.



Nanyo style Tai-meshi 南予風鯛めし

Tai-meshi in the Nanyo area around Uwajima features a style in which sea bream sashimi is coated in a sweetish *tare* sauce mixed with raw egg and served on top of steaming hot rice. This allows you to fully enjoy the raw sea bream's umami flavor.



Yakibuta Tamago-meshi 焼豚玉子飯

A popular local dish with roast pork and fried eggs with runny yolks served on a bowl of rice with a salty-sweet *tare* sauce. The dish is said to have originated at a Chinese restaurant in Imabari city.



Imotaki いもたき

A dish made with locally grown taro and other ingredients simmered together in a large pot. Ingredients and flavors vary from one area to another. In autumn the dish is often eaten on river terraces in conjunction with moon viewing.



Jakoten じゃこ天

A fish paste made with fresh, locally caught tiny fish that are made into a *surimi* paste, bones and all, and deep-fried in oil. It has a concentrated umami flavor from the little fish. Very popular as a snack to eat together with alcohol.



Tai-sōmen Noodles 鯛そうめん

A festive local dish made with sea bream cooked so that it maintains its original form and served up on a plate of cooked sōmen noodles. The combination of luck-bringing sōmen noodles with sea bream makes the dish a common choice to be served at celebratory gatherings.



Yawatahama Chanpon Noodles 八幡浜ちゃんぽん

A specialty of the port town Yawatahama, featuring thick Chinese noodles served in light, clear golden broth. Ingredients commonly added to the soup include vegetables, pork and products made from fish-paste, such as *jakoten*.



Saijō Teppan Neapolitan 西条てっばんナポリタン

A dish made with "Neapolitan"-style spaghetti with tomato sauce served on a piping hot iron plate with egg. Flavors, ingredients and toppings all vary from one restaurant to another, so comparing the different versions is a fun activity.



Ehime mikan, simply irresistible!

Ehime boasts mikan (mandarin orange) production in the top class of all of Japan. The range of citrus varieties grown here is incredibly diverse too, numbering over 40. Try sampling the various types to compare and find your favorite!

Citrus Fruits

Processed goods allow Ehime's citrus fruits, including unshū mikan, to be savored all year long. Sample their flavors for some refreshment along your journey!



Ice cream アイス

From gelato to ice cream, different shops offer a colorful array of types and flavors using Ehime citrus fruits.



Drinkable jelly 飲むゼリー

Liquid jellies packed with delicious citrus flavor that can be conveniently enjoyed without a spoon.



Juice ジュース

A full selection of 100% fruit juices made from Ehime-grown citrus fruits are available, such as the local unshū mikan.

Is there really "mikan juice on tap"?



蛇口から
みかんジュース

A unique way of providing juice to customers brought to fruition the urban legend that "in Ehime, mikan juice even springs from the tap." Destinations offering juice this way include Matsuyama Airport, the Honmaru-hiroba square at Matsuyama castle, and the Smiley Ehime Official Souvenir Shop (→P23).

Ehime's Original Varieties



Ehime fruit test No.28 (Beni Madonna)

愛媛果試第28号(紅まどんな)

Characterized by thin skin and a texture that seems to melt in the mouth. Perfect for serving as cut fruit. Registered as a cultivar in March 2005. (Only allowed to be cultivated in Ehime pref.)



Kanpei 甘平

Characterized by a unique crisp texture and rich flavor. Registered as a cultivar in August 2007. (Only allowed to be cultivated in Ehime pref.)



Unshū Mikan 温州みかん

Both flavorful and easy to eat, the representative face of the "Citrus Kingdom" Ehime. Summertime unshū mikan are considered luxury-grade fruits.



Iyokan いよかん

Within Ehime, first cultivated in 1889. Its refreshing sweetness that spreads in the mouth and its fragrance are very appealing.



Kiyomi 清見

A cross between a mikan and an orange. Characterized by plentiful juice and smooth flesh. Perfect for serving as cut fruit.



Setoka せとか

Characterized by its juiciness and rich sweetness. Developed as a hybrid of the Kiyomi with the high-sugar Encore and Murcott cultivars.



Harehime はれひめ

A cross of mikan and the Kiyomi and Osceola cultivars. This fruit is easy to peel by hand and can be eaten inner membranes and all. Features a refreshing orange-like flavor.

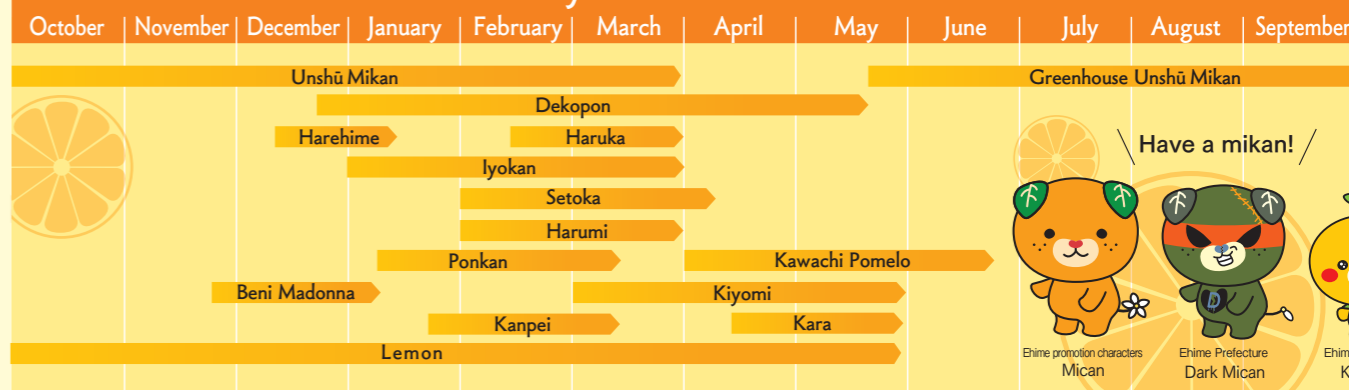


Kara (Kara-mandarin) カラ(カラマンダリン)

A citrus fruit that can be enjoyed in April and May in the same way as a mikan. Characterized by its juiciness and richness of flavor.

Delicious all year round! Citrus calendar

Shipment dates may vary by year



Have a mikan!



Ref: "Ai Aru" ("With Love") calendar of peak ripeness for Ehime citrus fruits

Specialties of Ehime *Local Specialities*

The local specialties Ehime has to offer extend beyond mikan fruits! From local confections and varieties of alcohol to folk crafts and handicrafts where the special techniques of local artisans really shine, below are a selection of items perfect as gifts and souvenirs.

* Local specialties are available for purchase at souvenir and specialty shops in Ehime Prefecture.



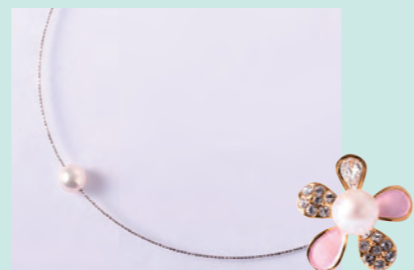
Taruto タルト

A famous and tasty confection made from *an* (sweet bean paste) rolled in sponge cake. Said to be originally based on methods of preparing Western-style sweets the lord of the Matsuyama Domain MATSUDAIRA Sadayuki had tasted in Nagasaki.



Botchan dango 坊っちゃん団子

A refined take on sweet *dango* dumplings served on skewers, prepared in connection with *dango* that appear in the novel "Botchan," set in Matsuyama. Colored yellow, green and brown, each contains a small amount of *gyūhi*, made from kneaded rice cake, inside.



Pearls 真珠

Facing out onto the Uwakai Sea, the Nanyo area is Japan's premiere site of cultured pearl production. From pin brooches to pendants, a rich selection of pearl accessories are available, so be sure to pick out one that suits your style.



Imabari Towel brand certification numbers: (from left) #2010-122, #2015-125, #2011-249.

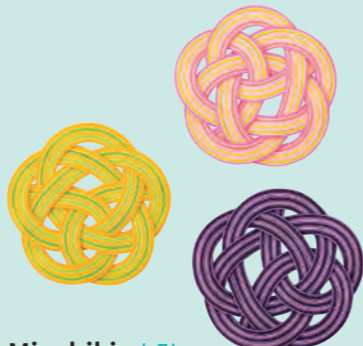
Imabari Towel 今治タオル

The Imabari Towel brand products must meet the quality standards established by the Imabari Towel Industrial Association. These towels feature a high level of absorbency and a comfortable feel. The diverse range of hand towels offered are popular as souvenirs and gifts.



Tobeyaki Pottery 砥部焼

In its classic, representative form, Tobeyaki pottery—a nationally-designated Traditional Craft of Japan—features *gosu* indigo-hued glaze patterns on white porcelain. Besides traditional designs, colorful and cute stylings are popular as well.



Mizuhiki 水引

Decorative *mizuhiki* cords of the Iyo area around Shikokuchūō city are produced in an array of colorful traditional styles. Besides being used as ornamental crafts for congratulations and condolences, they are also adapted for use as coasters.



Sake 酒

Visitors can enjoy drinks that offer a unique taste of Ehime, with sake and other alcoholic drinks made with ingredients including the Ishizuchi Mountain Range's famed water and Ehime-grown rice. The special bottles used for the local sake made with mikan juice have been well-received for their charming rotund forms.



IKAZAKI WASHI JEWELRY

This jewelry is made of handmade Ōzu (Ikazaki) *washi* paper decorated with French-style gilding, that is enclosed in glass to capture their beautiful form. The pieces of jewelry brilliantly gleam whenever they move.



Included in the New York Times' list of "52 Places to Go in 2015"

Shikoku Henro

A pilgrimage route retracing the footsteps Kōbō-Daishi (Kūkai) took in the course of his spiritual training. With part of the appeal lying in the contact with the natural environment and warm hospitality of people offered along the way, there are now increasing numbers of visitors from overseas making the Shikoku Henro pilgrimage on foot.

What is the Shikoku Henro?

The Shikoku Henro is a pilgrimage, approximately 1,400 km in total length, that makes a route around Shikoku. 88 temples referred to as *fudasho* are located along the route, and participants are free to start from any of them. With Shikoku's unique cultural tradition of *o-settai* (hospitality) offered to travelers on the pilgrimage, the Henro is attracting notice throughout the world.



Website

Temple-Visiting Etiquette

The Shikoku Henro welcomes participants regardless of nationality or religion. While the most important consideration is prayer, certain etiquette is associated with visiting temples, which are considered sacred sites. Making sure you know the etiquette through websites beforehand will help you have a deeper interaction with Japan's cultural traditions.



Website

Ehime's Fudasho

26 Fudasho are located in Ehime Prefecture. 3 of these are furnished with *shukubō* temple lodgings for worshippers. *Shukubō* guests can experience the flavors of *shōjin ryōri* meals prepared in accordance with Buddhist teachings. There are also Fudasho where visitors are offered firsthand experiences of the Buddhist worldview.



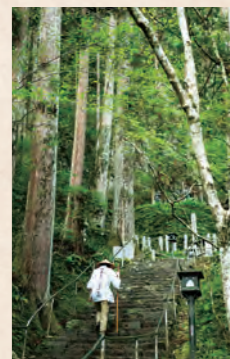
Website

sample pick/

Temple 45 Iwaya-ji 第45番 岩屋寺



A temple where the entire mountain, 700 m in height, is considered the *honzon* object of worship. The temple's long stone stairway with its air of refinement and its Hondō main hall, which stands on a small site next to a huge stone cliff, are magnificent. Here visitors can experience the worldview of Buddhism through activities such as tracing images of the Buddha.



Website



Google map



sample pick/

Temple 51 Ishite-ji 第51番 石手寺



A temple founded in 670 that was awarded with one star in the Michelin Green Guide Japan. Here visitors can practice *osuna-nade*, stroking cushions with sand from each of the Henro's Fudasho, which is said to have the same benefit as completing the pilgrimage to all of the temples in person.



Website



Google map

Calendar of Ehime Festivals & Flowers

Ehime (which means “lovely princess”) is a land with a warm temperate climate and bountiful natural blessings. Come make a trip to take in its beautiful scenery, from the flowers that bloom throughout the four seasons to the turning leaves of autumn on Mount Ishizuchi, the highest peak in western Japan. Events, including festivals and fireworks displays, are fun to check out as well.



(Jan 10 ~ Feb 10)
Botan-chaya Teahouse Kanbotan (Winter Peony) Festival
ぼたん茶屋の寒ぼたんまつり

A collection of about 100 pots of winter peonies are helped to bloom with straw coverings sheltering them from the cold and frost. The contrast between the vivid colors of the flowers and the green of their leaves presents a beautifully poetic sight during the winter season.

MAP P28 | E-4 (Toon city)

(Late Mar ~ late Apr)
Yamamoto-bokujō Farm's Shiba-zakura (Moss Pink) Festival
山本牧場のしば桜まつり

Across the fields bloom shiba-zakura flowers in shades of pink, white and lavender. A café also offers *tamago-kake gohan* (rice served with raw egg) made with fresh eggs, soft ice cream, and more.

MAP P27 | C-8 (Uwajima city)



(Mid- to late June)
Shingū Hydrangea Festival
新宮あじさい祭り

Held in the town of Shingū's Nakano districts in Kamiyama, known as “The Hydrangea Village”. Hydrangea flowers from around 20,000 rootstocks bloom across the approximately 4-hectare (10-acre) mountainside. A bazaar is held as well.

MAP P28 | I-5 (Shikokuchūō city)



(Late July ~ early Aug)
Sunflower fields of Gorō, Ōzu city
大洲市五郎のひまわり畑

Along the river terraces of the Hijikawa River in Ōzu city are expanses of sunflower fields. The yellow hue of the sunflowers and red of the iron bridge present a vibrant contrast with the blue of the skies. A popular spot to take photos as well.

MAP P27 | C-5 (Ōzu city)



(Around mid-Aug)
Matsuyama Festival
松山まつり

Dance performances brimming with lively motion—from *yakyūken-odori* (combining a game based on rock-paper-scissors with dance) to *yakyū* (baseball) samba—make for an impressive display. Many delicious food and drink booths populate the city as well during this festival.

MAP P27 | E-3 (Matsuyama city)



(Oct 16~18 / in some areas, Oct 15~17)
Niihama Taiko Festival
新居浜太鼓祭り

A gallant festival, also known as the Otoko Matsuri (Men's Festival). Huge *taiko-dai* floats carrying *taiko* drums—adorned with gold thread and weighing around 3 tons—are carried in a dynamic procession by groups of over 150 men.

MAP P28 | G-4 (Niihama city)

(Oct 5~7)
Matsuyama Dōgo Autumn Festival
松山道後秋祭り

In front of the Dōgo Onsen Station, the dynamic “*Hachi-awase*” (clashing of the portable shrines) takes place with 8 shrines from 8 towns carried in a procession. The forceful clashing of the portable *mikoshi* shrines presents a scene resounding with impactful energy.

MAP P28 | E-3 (Matsuyama city)



(1st Sun in Oct ~ Nov 3)
Ishizuchi Momiji Festival
石鎚もみじまつり

On Mount Ishizuchi, the leaves begin to turn color starting around early October and paint the mountainside in shades of red. Events including *mochi-nage* (in which pieces of mochi rice cake are thrown) take place on Sundays and holidays during the term of the festival.

MAP P28 | F-5 (Saijō city)



(Late Jan ~ early Feb)
Shōkenyama Park Ume blossoms
松軒山公園の梅

Around 8,500 ume plum trees, largely of the Nankō-ume variety, are found in this 41-hectare (101-acre) park. A spot where visitors can enjoy gazing at the blossoms as they stroll along at a leisurely pace.

MAP P27 | B-9 (Ainan town)



(Sat/Sun in 1st week of Apr)
Matsuyama Spring Festival (Oshiro Festival)
松山春まつり(お城まつり)

A range of different events are held in conjunction with the festival, allowing visitors to experience Matsuyama's historical background, including a national *yakyūken* contest (involving a game based on rock-paper-scissors with dance that originated in the city).

MAP P27 | E-3 (Matsuyama city)



(Mid-May ~ early June)
Nanrakuen Hana shōbu (Iris) Festival
南楽園の花菖蒲まつり

The largest event held in Nanrakuen, a Japanese garden located in Uwajima city. In the garden's two *hana shōbu* (iris) fields, 250,000 irises from 30,000 rootstocks bloom in full glory.

MAP P27 | B-8 (Uwajima city)



(Around mid-July)
Uwajima Ushi-Oni Festival
うわじま牛鬼まつり

Features an Ushi-Oni (literally “ox demon”) 5–6 m high in the form of a parade float or large *mikoshi* portable shrine. The huge Ushi-Oni, with the head of a demon and body of a cow is paraded through the city, carried by youngsters clad in *happi* coats.

MAP P27 | C-7 (Uwajima city)



(Around early Aug)
Imabari Onmaku Festival
今治おんまく

Large festival inviting the full participation of city residents for dance, folk entertainment and fireworks. The fireworks display that ornaments the festival's finale is among the largest in Ehime Prefecture with over 10,000 fireworks lit off for the occasion.

MAP P28 | F-3 (Imabari city)

(2nd Sat/Sun in Oct & Oct 14~17)
Saijō Festival
西条まつり

A generic name used to encompass the festivals held by Saijō city's 4 Shintō shrines that have upheld tradition since the Edo period (1603-1868). The procession of over 120 decorative *danjiri* and *mikoshi* portable shrines along with *taiko-dai* (large floats carrying taiko drums) is dazzling and gorgeous.

MAP P28 | G-4 (Saijō city)



TOPICS
Fireworks displays take place throughout the area around July and August.

Festivals and other events may be subject to change or cancellation. Please be aware that optimal seasons for viewing flowers or autumn foliage may vary from year to year.

Complete Map of Ehime Access to 20 Cities & Towns

Imabari 今治

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Imabari Sta. (Approx. 40 mins)

Bus
Setouchi Bus
Imabari Sta. -> Imabari Sanbashi (7 mins)

Car
Matsuyama IC -> Imabari-Yunoura IC (Approx. 35 mins)
Imabari-Yunoura IC -> Imabari City Central District (Approx. 20 mins)

Kamijima 上島

Bus
Imabari Sta. -> Imabari Sanbashi (7 mins)

Car
Imabari IC -> Innoshima Minami IC (Approx. 35 mins)
Innoshima Minami IC -> Karōto Port (Approx. 15 mins)
Karōto Port -> Kamiyuge Port (5 mins)
Kamiyuge Port -> Kamijima Town Central District (Approx. 5 mins)

Matsuyama 松山

Bus
Limousine bus
Matsuyama Airport -> Matsuyama City Central District (Approx. 29 mins)

Car
Matsuyama IC -> Matsuyama City Central District (Approx. 20 mins)

Kumakōgen 久万高原

Bus
JR Matsuyama-ekimae Station -> Kumakōgen (JR Shikoku Bus, Approx. 1 hr 10 mins)

Car
Matsuyama IC -> Kumakōgen Town Central District (Approx. 30 mins)

Tobe 砥部

Bus
Iyotetsu Bus
Matsuyama City Sta. -> In front of Tobe Pottery Traditional Industrial Hall (Approx. 50 mins)

Car
Matsuyama IC -> Tobe Town Central District (Approx. 15 mins)

Matsuyama City

Matsuyama Castle P5
Saka no Ue no Kumo Museum P5
"Botchan Train" P5
Bansuisō P5
Smiley Ehime Official Souvenir Shop P23
Matsuyama Ropeway Shopping Street P5
Matsuyama Spring Festival (Oshiro Festival) P25
Matsuyama Festival P26

Masaki 松前

Train
Iyotetsu Railway
Matsuyama City Sta. -> Masaki Sta. (Approx. 16 mins)

Car
Matsuyama IC -> Masaki Town Central District (Approx. 15 mins)

Iyo City

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Iyo City Sta. (Approx. 8 mins)

Car
Matsuyama IC -> Iyo IC (Approx. 10 mins)
Iyo IC -> Iyo City Central District (Approx. 5 mins)

Yawatahama 八幡浜

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Yawatahama Sta. (Approx. 50 mins)

Car
Matsuyama IC -> Ozu Minami IC (Approx. 40 mins)
Ozu Minami IC -> Yawatahama City Central District (Approx. 20 mins)

Iyo City

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Iyo City Sta. (Approx. 8 mins)

Car
Matsuyama IC -> Iyo IC (Approx. 10 mins)
Iyo IC -> Iyo City Central District (Approx. 5 mins)

Ikata 伊方

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Yawatahama Sta. (Approx. 50 mins)
Yawatahama Sta. -> Ikata Sta. (Approx. 40 mins)

Car
Matsuyama IC -> Ikata Town Central District (Approx. 1 hr 15 mins)

Saijō 西条

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Saijō Sta. (Approx. 1 hr)

Car
Matsuyama IC -> Iyo-Saijō IC (Approx. 35 mins)
Iyo-Saijō IC -> Saijō City Central District (Approx. 35 mins)

Ikata 伊方

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Yawatahama Sta. (Approx. 50 mins)
Yawatahama Sta. -> Ikata Sta. (Approx. 40 mins)

Car
Matsuyama IC -> Ikata Town Central District (Approx. 1 hr 15 mins)

Niihama 新居浜

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Niihama Sta. (Approx. 1 hr 10 mins)

Car
Matsuyama IC -> Iyo-Saijō IC (Approx. 40 mins)
Iyo-Saijō IC -> Niihama City Central District (Approx. 15 mins)

Uchiko 内子

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Uchiko Sta. (Approx. 25 mins)

Car
Matsuyama IC -> Uchiko-Ikazaki IC (Approx. 30 mins)
Uchiko-Ikazaki IC -> Uchiko Town Central District (Approx. 3 mins)

Ōzu 大洲

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Iyo-Ōzu Sta. (Approx. 35 mins)

Car
Matsuyama IC -> Ozu IC (Approx. 35 mins)
Ozu IC -> Ōzu City Central District (Approx. 10 mins)

Uwajima 宇和島

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Uwajima Sta. (Approx. 1 hr 20 mins)

Car
Matsuyama IC -> Uwajima-Asahi IC (Approx. 1 hr 10 mins)
Uwajima-Asahi IC -> Uwajima City Central District (Approx. 3 mins)

Ainan 愛南

Bus
Uwajima Bus
Uwajima -> Jōhen-eigyōsho (Approx. 1 hr 20 mins)

Car
Matsuyama IC -> Tsushima-Iwamatsu IC (Approx. 1 hr 25 mins)
Tsushima-Iwamatsu IC -> Ainan Town Central District (Approx. 35 mins)

Uwajima 宇和島

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Uwajima Sta. (Approx. 1 hr 20 mins)

Car
Matsuyama IC -> Uwajima-Asahi IC (Approx. 1 hr 10 mins)
Uwajima-Asahi IC -> Uwajima City Central District (Approx. 3 mins)

Kihoku 鬼北

Train
Uwajima Sta. -> Chikanaga Sta. (JR Approx. 35 mins)

Car
Matsuyama IC -> Mima IC (Approx. 1 hr 15 mins)
Mima IC -> Kihoku Town Central District (Approx. 30 mins)

Niihama 新居浜

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Niihama Sta. (Approx. 1 hr 10 mins)

Car
Matsuyama IC -> Iyo-Saijō IC (Approx. 40 mins)
Iyo-Saijō IC -> Niihama City Central District (Approx. 15 mins)

Ōzu 大洲

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Iyo-Ōzu Sta. (Approx. 35 mins)

Car
Matsuyama IC -> Ozu IC (Approx. 35 mins)
Ozu IC -> Ōzu City Central District (Approx. 10 mins)

Shikokuchūō 四国中央

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Iyomishima Sta. (Approx. 1 hr 40 mins)

Car
Matsuyama IC -> Mishima-Kawanoe IC (Approx. 1 hr)
Mishima-Kawanoe IC -> Shikokuchūō City Central District (Approx. 5 mins)

Uchiko 内子

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Uchiko Sta. (Approx. 25 mins)

Car
Matsuyama IC -> Uchiko-Ikazaki IC (Approx. 30 mins)
Uchiko-Ikazaki IC -> Uchiko Town Central District (Approx. 3 mins)

Ōzu 大洲

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Iyo-Ōzu Sta. (Approx. 35 mins)

Car
Matsuyama IC -> Ozu IC (Approx. 35 mins)
Ozu IC -> Ōzu City Central District (Approx. 10 mins)

Seiyo 西予

Train
JR Tokkyū (Limited Express)
JR Matsuyama Sta. -> Unomachi Sta. (Approx. 1 hr)

Car
Matsuyama IC -> Seiyo-Uwa IC (Approx. 55 mins)
Seiyo-Uwa IC -> Seiyo City Central District (Approx. 5 mins)

Ainan 愛南

Bus
Uwajima Bus
Uwajima -> Jōhen-eigyōsho (Approx. 1 hr 20 mins)

Car
Matsuyama IC -> Tsushima-Iwamatsu IC (Approx. 1 hr 25 mins)
Tsushima-Iwamatsu IC -> Ainan Town Central District (Approx. 35 mins)

Kihoku 鬼北

Train
Uwajima Sta. -> Chikanaga Sta. (JR Approx. 35 mins)

Car
Matsuyama IC -> Mima IC (Approx. 1 hr 15 mins)
Mima IC -> Kihoku Town Central District (Approx. 30 mins)

Matsuno 松野

Train
Uwajima Sta. -> Matsumaru Sta. (JR Approx. 45 mins)

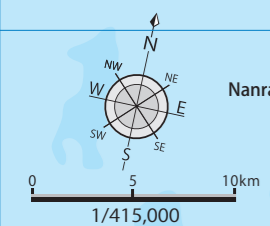
Car
Matsuyama IC -> Mima IC (Approx. 1 hr 15 mins)
Mima IC -> Matsuno Town Central District (Approx. 35 mins)

Legend

- Expressway
- Junction
- Interchange
- Service area
- Parking area
- National Route
- Main prefectural Route
- General prefectural Route
- Prefectural office
- City hall
- Town hall
- Branch office
- Roadside station (Michi-no-eki)
- Private railway
- Prefectural border
- County/Municipal border
- JR line

Recommended spot

- Sightseeing / Activity / Event
- Gourmet
- Shopping
- Onsen



Access to Ehime



The indicated required travel times for all means of transportation are rough estimates. Please note that the actual time required may differ depending of factors such as the weather, service and time of day.

By Airplane

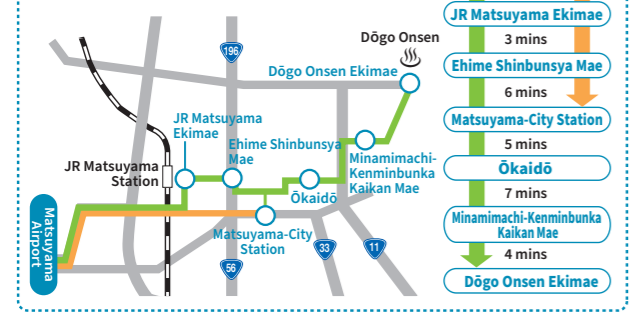
International

Taipei, Taiwan (Taoyuan)	EVA Airways	2 hrs 30 mins
Seoul, South Korea (Incheon)	Jeju Air	1 hr 30 mins
Shanghai, China (Pudong)	China Eastern Airlines	1 hr 40 min

Domestic

Sapporo (Shin Chitose)	ANA/IBEX	2 hrs 15 mins
Tokyo (Haneda)	ANA/JAL	1 hr 35 mins
Tokyo (Narita)	GK	1 hr 50 mins
Nagoya (Central Japan Int'l)	ANA/IBEX	1 hr 5 mins
Osaka (Itami)	ANA/JAL	55 mins
Fukuoka	JAL	50 mins
Kagoshima	JAC	55 mins
Okinawa (Naha)	ANA	1 hr 45 mins

Matsuyama Airport Limousine Bus



Matsuyama Airport

<http://www.matsuyama-airport.co.jp>

Iyotetsu

Japan Bus Online

By Highway Bus

Origin	A (Iyotetsu Express Bus)	B (JR Shikoku Bus)
Tokyo	12 hrs	-
Nagoya	8 hrs 15 min	10 hrs 40 min
Kyoto	5 hrs 45 mins	7 hrs 10 mins
Osaka	(Daytime) 5hrs 40min / (Night) 7hrs 50min (Daytime) 6hrs / (Night) 7hrs 20min	-
Kobe	8 hrs 15 mins	4 hrs 40 mins
Okayama	3 hrs 15 mins	3 hrs 20 mins
Shin-Onomichi	2 hrs 30 mins	-
Fukuyama	3 hrs	-
Fukuoka	10 hrs 30 mins	-
Takamatsu	2 hrs 45 mins	2 hrs 50 mins
Tokushima	3 hrs 30 mins	3 hrs 50 mins
Kochi	2 hrs 40 mins	2 hrs 55 mins

By Ferry

Origin	Destination	Travel Time
Hiroshima	Matsuyama Kanko Port	1 hr 10 mins by Ishizaki Kisen Super Jet Ferry non-stop to Matsuyama stop at Kure 1 hr 20 mins
Hiroshima	Matsuyama Kanko Port	2 hrs 40 mins by Ishizaki Kisen ferry
Kokura	Matsuyama-Mitsuhamma Port	7 hrs by Ferry
Yamaguchi (Yanai Port)	Matsuyama-Mitsuhamma Port	2 hrs 30 mins by Boyo ferry
Oita (Usuki)	Yawatahama Port	2 hrs 30 mins by Kyushi Orange Ferry 2 hrs 20 mins by Uwajima Unyu Ferry
Oita (Beppu)	Yawatahama Port	3 hrs by Uwajima Unyu Ferry
Oita (Saganoseki)	Misaki Port	1 hr 10 mins by Kokudo Kyushi Ferry
Osaka (Osaka Nanko Port)	Toyo Port	7 hrs 40 mins by Shikoku Orange Ferry

Contact information:
 Ishizaki Kisen: TEL089-953-1003 Boyo Ferry: TEL089-951-3509
 Shikoku Orange Ferry (Toyo): TEL0899-64-4121 Kyushi Orange Ferry (Yawatahama): TEL0894-22-5094
 Uwajima Unyu Ferry: TEL0894-22-2100 Kokudo Kyushi Ferry: TEL0894-54-017
 Matsuyama Kokura Ferry: TEL089-967-71803

Rental cars

Location	Company	Contact
[Near Matsuyama Airport]	ORIX Rent a Car (Matsuyama Airport)	TEL089-905-6388
	TOYOTA Rent a Car (Matsuyama Airport)	TEL089-972-6100
	Nissan Rent a Car (Matsuyama Airport)	TEL089-974-2341
	Nippon Rent a Car (Matsuyama Airport)	TEL089-973-6811
[Near Matsuyama Airport]	Budget Rent a Car (Matsuyama Airport)	0120-957543
	Matsuyama Kokura Ferry	TEL089-967-71803
[Near Matsuyama Airport]	Times CAR RENTAL (Matsuyama Airport)	TEL089-972-8371
	ORIX Rent a Car (Matsuyama Airport Botchan)	TEL089-973-9554
[Near Matsuyama Kanko port]	Ishizaki Kisen Rent a Car	TEL089-951-6123
	ORIX Rent a Car (Matsuyama-eki mae)	TEL089-932-7085
[Near JR Matsuyama Station]	Eki Rent a Car Shikoku (Matsuyama)	TEL089-941-5235
	TOYOTA Rent a Car Nishi-shikoku (Matsuyama)	TEL089-931-0100
[Other]	Nissan Rent a Car (Matsuyama)	TEL089-931-4123
	Times CAR RENTAL (Matsuyama)	TEL089-923-0591
[Other]	Budget Rent a Car (Matsuyama)	0120-957543
	Nippon Rent a Car (Okaido)	TEL089-913-0919

By Train

Origin	Destination	Travel Time
Tokyo	Matsuyama	Tokaido/Sanyo Shinkansen: 3 hrs 20 mins
Nagoya	Matsuyama	Tokaido/Sanyo Shinkansen: 1 hr 40 mins
Shin-Osaka	Matsuyama	Sanyo Shinkansen: 50 mins
Hiroshima	Matsuyama	Sanyo Shinkansen: 40 mins
Hakata	Matsuyama	Sanyo Shinkansen: 1 hr 50 mins
Takamatsu	Matsuyama	Limited express Ishizuchi: 2 hrs 30 mins
Tokushima	Matsuyama	Limited express Ishizuchi & Uzushio: 4 hrs (transfer at Takamatsu)
Kochi	Matsuyama	Limited express Shiookaze / Ishizuchi & Nanpu/Shimanto: 4 hrs 30 min (transfer at Tadotsu)

*The indicated required Shinkansen travel times are for when the Nozomi is used.

Rail pass for overseas visitors to Japan
[ALL SHIKOKU Rail Pass]

For full enjoyment of Shikoku by train, we recommend the convenient and economical "ALL SHIKOKU Rail Pass" which allows users unlimited travel on Shikoku trains as well as Shodoshima ferries & buses.

Website