





# Sight Map of Ehime

Ehime has a warm climate and nature is abundant northwest of Shikoku Island. Its beautiful deeply indented coastline faces the Seto Inland Sea in the north and Uwakai in the west. Mt. Ishizuchi, the highest peak in western Japan, soars in the south. The Seto Inland Sea and Uwakai offer natural panoramic views with large and small islands dotted on the sea. Dogo Hot Springs are famous as the oldest hot springs in Japan. Matsuyama is a center of culture, having flourished as an old castle town. The traditional old town-scape in Uchiko can still be seen. In the Ehime Prefecture, a great history and esteemed old-time culture have been enthusiastically inherited and taken over by the people.



## Main air routes to Matsuyama

<p><b>Tokyo</b> — about 1 hour 20 minutes —  — <b>Ehime (Matsuyama)</b></p>	<p><b>Seoul</b> — about 1 hour 30 minutes —  — <b>Ehime (Matsuyama)</b></p> <p><small>Jeju Air/3flights a week (Tuesday,Thursday,Sunday)</small></p>
<p><b>Osaka (Osaka International Airport)</b> — about 50 minutes —  — <b>Ehime (Matsuyama)</b></p>	<p><b>Shanghai</b> — about 1 hour 40 minutes —  — <b>Ehime (Matsuyama)</b></p> <p><small>China Eastern Airlines/2 flights a week (Monday,Friday)</small></p>
<p><b>Fukuoka</b> — about 40 minutes —  — <b>Ehime (Matsuyama)</b></p>	

# 愛媛 EHIME-JAPAN 媛



Area offering abundant nature and sophisticated culture



Website for tourism information about Ehime


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 Ehime Prefectural Tourism & Local Products Association  
 3-6-1 Okaido, Matsuyama, Ehime 790-0004 Japan  
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 4-4-2 Ichiban-cho, Matsuyama, Ehime 790-8570 Japan

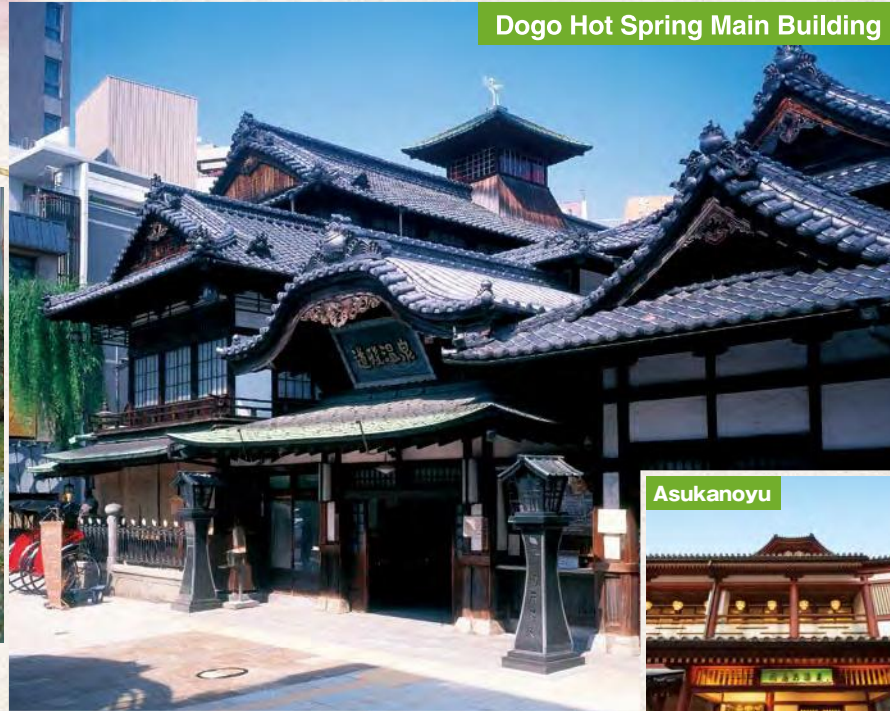






Dogo Hot Springs is famous with over 3,000 years of history. The Dogo Hot Spring Main Building features a three story timber structure built in 1894. It is a landmark for this hot spring area and is designated as a national important cultural property. Many people visit the public bathhouse and lounge room every day.

**Dogo Hot Spring Main Building**



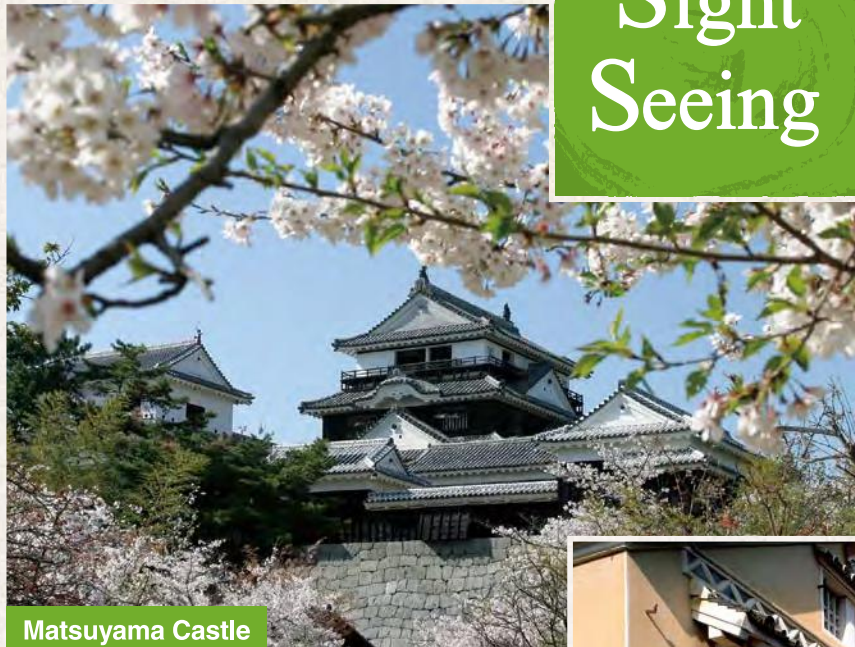
**Ashi-yu (Hot Footbath)**

The footbath facility is well attended, so that everybody can casually use it to soothe their feet. In the Dogo area, there are about 10 footbaths, including Hojoen located in the station square. Several Japanese inns and hotels offer footbath facilities too. All free of charge.

**Asukanoyu**



## Sight Seeing



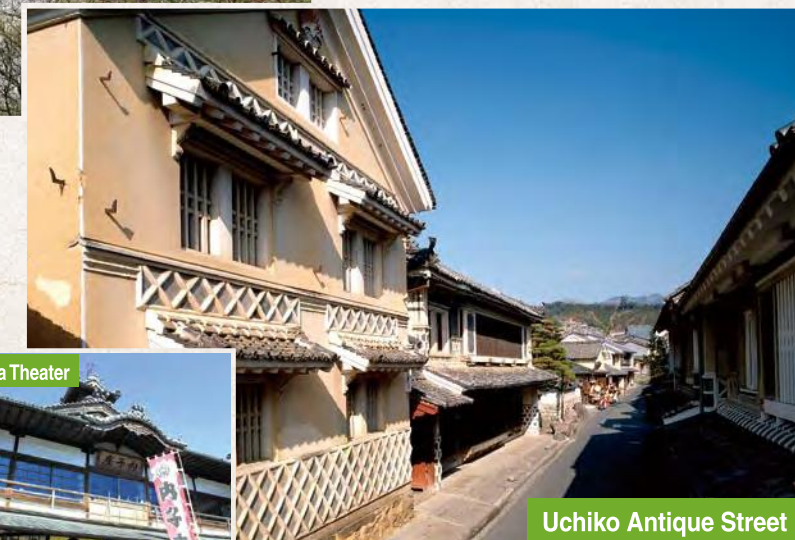
**Matsuyama Castle**

Matsuyama Castle is the symbol for the city as a castle town. Blooming against the background of Matsuyama Castle on the summit of Mt. Katsuyama 132m above sea level are Prunus yedoensis cherry that blossoms symbolize the beautiful Japanese season of spring. The castle tower commands a panoramic view of Matsuyama and the Seto Inland Sea.



**Botchan Train**

This classical streetcar runs and rumbles through the Matsuyama Castle area. The train was used as a light railway from the 1880s to the 1950s. This was the first light railway train in Japan, and was restored in 2001. The name of the train came from Soseki Natsume's novel "Botchan", which features Matsuyama.



**Uchiko Antique Street**

Still remaining in Uchiko is the classical townscape. Along a gentle sloping road, commercial houses flourish with the production of Japanese sumac wax are lined up along its 600m length. The full-fledged Kabuki Theater "Uchiko-za Theater" built in 1916 is still used for theatrical entertainment and concerts.



**Uchiko-za Theater**



**Shimanami Cycling**

On the Shimanami Sea Route connecting Ehime and Hiroshima Prefecture with bridges, a 70 km long cycle road has been built to provide cycling fun for tourists viewing the magnificent beauty of the many islands in the Seto Inland Sea.

Give it a Try

**Wild-current Ride**



Kurushima Strait is one of the three fastest currents in Japan, and you can enjoy experiencing the wildly fast stream on a boat. Cruise around islands, under the magnificent Kurushima Kaikyo Bridge, and some shipbuilding docks.



**Fruit Picking**

Uchiko is famous as a fruit town, and various types of fruit are grown there. Picking strawberries, peaches, pears, grapes, apples or persimmons is quite fun through each season in the many fruit farms around the town.

This historic sweet is said to have been brought back by the lord of Matsuyama as a recipe from Nagasaki around the middle of the 17th century. Sponge cake is spread with bean jam then rolled up, producing a unique citrus flavor and moist texture.

**Taruto**



Ehime is noted as one of the best orange producing districts. Its oranges are nurtured by the gentle climate of the Seto Inland Sea. Fresh oranges are very popular and you can also buy 100% orange juice using no additives. Exclusive special juices and jelly only available in this district are also very popular.

**Mandarin Oranges**



Sakurai lacquerware was designated as a traditional art and craft over 200 years ago. Distinctive beautiful luster on lacquered bowls, chopsticks, plates or calligraphy boxes are in high demand as souvenirs. The unique manufacturing process can be viewed at the Iyo Sakurai Lacquerware Center in Imabari.

**Sakurai Lacquerware**



## Specialty Products

**Tobe-yaki Pottery**

The features of Tobe-yaki pottery are the Gosue indigo patterns on white porcelain with a moderate thickness. It has been around since ancient times, not only as an object of art, but also as tableware for daily use.



Towel production in Imabari is held as the best in Japan for quality and volume. An attractive range of products is available in this production district. These towels also enjoy popularity as a special gift.

**Towels**



**Pearls**

The quality and quantity of pearls produced is first class in Japan, these grow in the Uwakai in calm waters of the deeply indented coastline. Pearls mounted in necklaces, rings, brooches or pierced earrings are especially popular with ladies.

