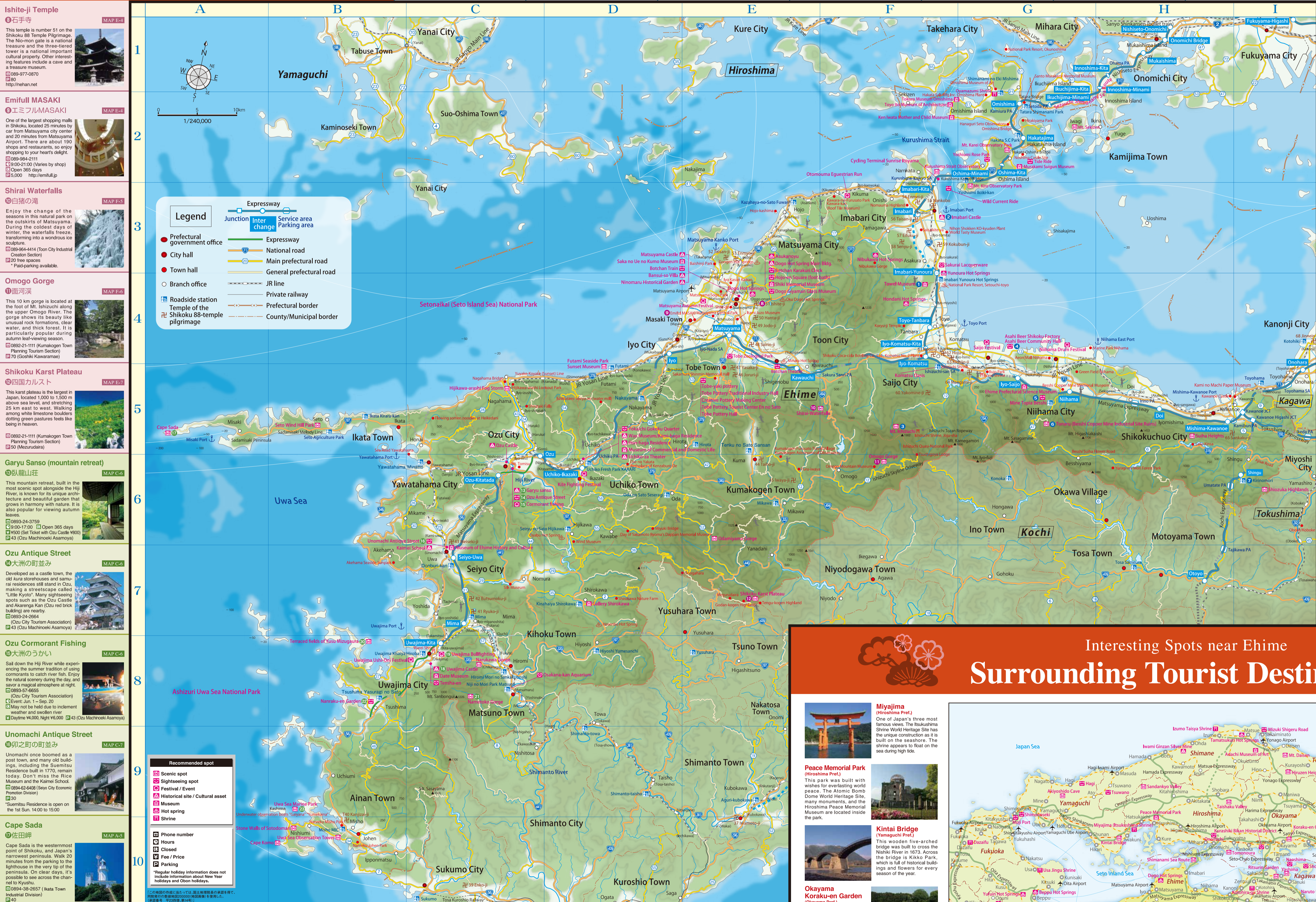


# EHIME TOURIST GUIDE MAP



**Shite-ji Temple**  
石手寺  
This temple is number 51 on the Shikoku 88 Temple Pilgrimage. The Niō-mon gate is a national treasure and the three-tiered tower is a national important cultural property. Other interesting features include a cave and a treasure museum.  
☎089-877-0870  
MAP E-4

**Emifut MASAKI**  
エミフツMASAKI  
One of the largest shopping malls in Shikoku, located 25 minutes by car from Matsuyama city center and 20 minutes from Matsuyama Airport. There are about 190 shops and restaurants, so enjoy shopping to your heart's delight.  
☎089-954-2111  
☎09-21-2100 (Visas by shop)  
☎Open 365 days  
☎5,000  
http://emifut.jp

**Shirai Waterfalls**  
白猪の滝  
Enjoy the change of the seasons in this natural park on the outskirts of Matsuyama. During the coldest days of winter, the waterfalls freeze, transforming into a wondrous ice sculpture.  
☎089-4414 (Toon City Industrial Creation Section)  
☎20 free spaces  
☎Parking available.

**Omogo Gorge**  
面河溪  
This 10 km gorge is located at the foot of Mt. Ishizuchi along the upper Omogo River. The gorge shows its beauty like unusual rock formations, clear water, and thick forest. It is particularly popular during autumn leaf-viewing season.  
☎0892-21-1111 (Kurakogon Town Planning Tourism Section)  
☎70 (Goshiki Kawaranae)

**Shikoku Karst Plateau**  
四国カルスト  
This karst plateau is the largest in Japan, located 1,000 to 1,500 m above sea level, and stretching 26 km east to west. Walking among white limestone boulders coloring green pastures feels like being in heaven.  
☎0892-21-1111 (Kurakogon Town Planning Tourism Section)  
☎50 (Mezurudara)

**Garyu Sanso (mountain retreat)**  
臥龍山荘  
This mountain retreat, built in the most scenic spot along the Hiji River, is known for its unique architecture and beautiful garden that grows in harmony with nature. It is also popular for viewing autumn leaves.  
☎0894-24-3759  
☎9:00-17:00 ☎Open 365 days  
☎¥500 (Set Ticket with Ozu Castle ¥600)  
☎43 (Ozu Machinoki Asayama)

**Ozu Antique Street**  
大洲のうかい  
Developed as a castle town, the old kura storehouses and samurai residences still stand in Ozu, making a streetscape called "Little Kyoto". Many sightseeing spots such as the Ozu Castle and Aomura Kan (Ozu red brick building) are nearby.  
☎0894-24-2864  
(Ozu City Tourism Association)  
☎43 (Ozu Machinoki Asayama)

**Ozu Cormorant Fishing**  
大洲のうかい  
Sail down the Hiji River while experiencing the summer tradition of using cormorants to catch river fish. Enjoy the natural scenery during the day, and savor a magical atmosphere at night.  
☎0894-24-4955  
(Ozu City Tourism Association)  
☎Event: Jun. 1 - Sep. 20  
☎May not be held due to inclement weather and swollen river  
☎Daytime ¥4,000, Night ¥6,000 ☎43 (Ozu Machinoki Asayama)

**Unomachi Antique Street**  
卯之町の町並み  
Unomachi once boomed as a post town, and many old buildings, including the Sumitani Residence built in 1770, remain today. Don't miss the Rice Museum and the Kamii School.  
☎0894-62-6408 (Sawo City Economic Promotion Division)  
☎30  
☎Sumitani Residence is open on the 1st Sun. 14:00 to 15:00

**Cape Sada**  
佐田岬  
Cape Sada is the westernmost point of Shikoku, and Japan's narrowest peninsula. Walk 20 minutes from the parking to the lighthouse in the very tip of the peninsula. On clear days, it's possible to see across the channel to Kyushu.  
☎0894-98-2657 (Ikata Town Industrial Division)  
☎40

**Uwajima Castle**  
宇和島城  
Reconstructed in 1666, this castle called "bull sumo" wrestled by the Edo period (1660-1868). Also known as the "Date Garden" (Tensha-eri) and the Date Museum.  
☎0895-22-2832  
☎9:00-17:00  
(Until 16:00 from Nov. to Feb.)  
☎Open 365 days ☎Castle tower ¥200 (Free for Folk Museum)  
☎45 (Municipal parking)  
http://www.toyuyama.com/

**Uwajima Bullfighting**  
宇和島闘牛  
This traditional bullfighting event is called "bull sumo" wrestled by the locals. Two one-ton bulls butt horns in a powerful battle. Regular tournaments are held five times per year.  
☎0895-22-3934  
(Uwajima City Tourism Association)  
☎Regular tournament ¥3,000  
☎40

**Terraced fields of Yusu Mizugaura**  
遊子水荷浦の段畑  
Terraced fields cultivated from a steep slope near the ocean surround -ed by mountains. The sight of stone terraced field water stretching to the sunset contrasts with the vast blue of the ocean in a spectacular view. A nationally designated important cultural landscape.  
☎0895-62-0091  
(Dainaba Munoro-kai Association)  
☎Restaurant (Dainaba Chaya)  
Business Days: Sat., Sun., Holiday  
☎30

**Nametoko Gorge**  
湍床渓谷  
This gorge stretches over a 12 km section of the upper Shimanto River. Japan's last clear stream. Enjoy viewing autumn leaves or just create the clean forest air in the beautiful natural gorge that has unusually-shaped boulders and waterfalls.  
☎0895-32-3344  
☎9:00-17:00  
☎Dec. 29 to Jan. 1  
☎¥10  
☎150

**Nanraku-en Garden**  
南楽園  
This strolling garden is one of Japan's most well-known. It uses wide lawns, which is unusual for a Japanese garden. It is known as a good place to see flowers throughout the year, with 160 pum trees, 30,000 Japanese iris plants, and 32,000 azaleas.  
☎0895-32-3344  
☎9:00-17:00  
☎Dec. 29 to Jan. 1  
☎¥10  
☎150

**Uwa Sea Marine Park**  
宇和海海域公園  
Ride an underwater-viewing boat and enjoy the beautiful coral reefs and tropical fish in comfort. This area is also a popular diving spot.  
☎0895-82-0280 (Underwater-viewing boat)  
☎9:00-16:00  
☎Will not run during inclement weather and bad underwater visibility  
☎Boarding ¥2,000 or ¥2,200 (by boat)  
☎200

# Local Gourmet Foods

Ehime, blessed with its warm climate, is home to many delicious foods. There are local cuisines like Tai-meshi sea bream rice and Matsuyama sushi, as well as popular local fast foods like Jako-tem fried fish pastes and Imabari yakitori grilled chicken.

**Imabari Yakitori (Grilled chicken)**  
Imabari's grilled chicken is unique because it is cooked on an iron flat grill. Excess fat is squeezed out of the meat as it is cooked, resulting in a crispy dish. It fills all three important fast food criteria: fast, inexpensive, and delicious!

**Tai Somen (Somen noodle with sea bream)**  
As a cuisine eaten during celebratory occasions, colorful noodles are laid out like waves, and a whole sea bream is placed on top for a savory dish.

**Horaku-yaki (Seafood barbecue)**  
This luxurious traditional dish is made by placing small stones in an earthenware pot, and grilling fresh seafood from the Seto Inland Sea atop the bed of stones. The dish has its origins as a celebratory dish created by the pirates of the Seto Inland Sea.

**Tai-meshi (Boiled sea bream with rice)**  
This traditional local dish is made with Ehime sea bream. An entire fish is boiled in a pot along with the rice. The rich flavor of the fish infuses the rice, and a delicious aromatics at the minute the lid is lifted from the pot.

**Uwajima Tai-meshi (Raw sea bream on the rice)**  
Ehime has another traditional way of preparing sea bream on rice. Slices of raw sea bream are covered in a soy sauce-based dipping sauce before being placed atop steaming hot rice. It is said this dish got its start as a meal for workers on fishing boats, where they had to cook without using a stove.

**Jako-tem**  
Locally caught small fresh fish are ground to a paste and fried in oil to make this fish cake. The freshly fried ones are especially good, but they also make an excellent souvenir to bring home.

# Ehime's Souvenirs

**Taruto**  
This sponge cake rolled up with red bean paste was first made in the 17th century by the feudal lord of Matsuyama. It is now one of Ehime's most well-known sweets.

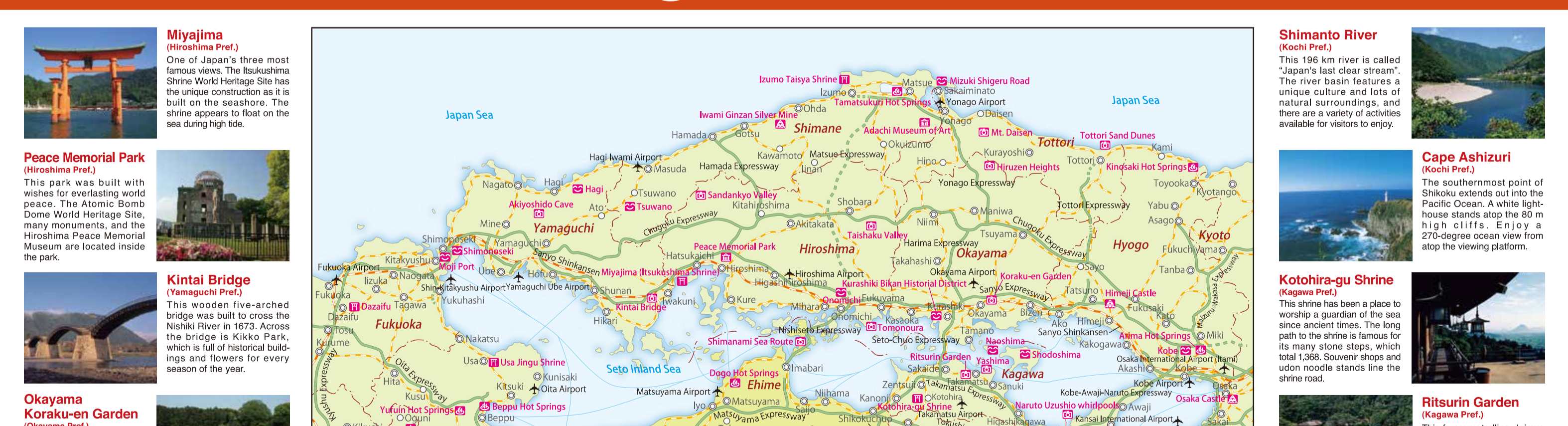
**Mandarin Oranges**  
Ehime, blessed with mild climate, is the nation's largest mandarin orange producer. There are many varieties including Unshu and Beni Madona. Processed foods like orange juice and jelly also make popular gifts.

**Pearls**  
The southern Uwa Sea is one of Japan's major pearl-producing regions. Fashionable pearl accessories make an excellent gift.

**Sakurai Lacquerware**  
This traditional craft of Imabari has approximately 250 years of history. People love the high-class look of the beautiful, lustrous lacquerware. But the pieces and see the method of production at the Sakurai Shikki Kaikan.

**Botchan Dango**  
This treat featuring three colors of dumpling on a stick - green tea, yellow egg yolk, and purple azuki beans - gets its name from the famous novel "Botchan" by Soseki Natsume, set in Matsuyama and Dogo Hot Springs.

# Interesting Spots near Ehime Surrounding Tourist Destinations



**Miyajima (Hiroshima Pref.)**  
One of Japan's three most famous views, the Itsukushima Shrine World Heritage Site has the unique construction as if it is built on the seashore. The shrine appears to float on the sea during high tide.

**Peace Memorial Park (Hiroshima Pref.)**  
This park was built with wishes for everlasting world peace. The Atomic Bomb Dome World Heritage Site, many monuments, and the Hiroshima Peace Memorial Museum are located inside the park.

**Kintai Bridge (Hiroshima Pref.)**  
This wooden five-arched bridge was built to cross the Nishiki River in 1673. Across the bridge is Kikko Park, which is full of historical buildings and flowers for every season of the year.

**Okayama Koraku-en Garden (Okayama Pref.)**  
This strolling garden is one of Japan's most well-known. It uses wide lawns, which is unusual for a Japanese garden. It is known as a good place to see flowers throughout the year, with 160 pum trees, 30,000 Japanese iris plants, and 32,000 azaleas.

**Kurashiki Bikan Historical Quarter (Okayama Pref.)**  
The verve merchant town of Kurashiki developed from the 17th through 19th centuries. The white-walled buildings mix with Western-style architecture, creating a unique and harmonious blend of East and West.

**Shimanto River (Kochi Pref.)**  
This 196 km river is called "Japan's last clear stream". The river basin features a unique culture and lots of natural surroundings, and there are a variety of activities available for visitors to enjoy.

**Cape Ashizuri (Kochi Pref.)**  
The southernmost point of Shikoku extends out into the Pacific Ocean. A white lighthouse stands atop the 80 m high cliffs. Enjoy a 270-degree ocean view from atop the viewing platform.

**Kotohira-gu Shrine (Kagawa Pref.)**  
This shrine has been a place to worship a guardian of the sea since ancient times. The long path to the shrine is famous for its many stone steps, which total 1,658. Souvenir shops and udon noodle stands line the shrine road.

**Ritsurin Garden (Kagawa Pref.)**  
This famous strolling daimyo garden is one of the largest in Japan. It took over one hundred years to build the garden, which is particularly beautiful during cherry blossom only 12 strolling seasons.

**Naruto Whirlpools (Tokushima Pref.)**  
This amazing whirlpool site is one of the major tidal eddy locations in the world. The speed of the currents during high tide can reach up to 20 km per hour. Set on top of a steep cliff, it is a sight to see down from the Uzu no Michi walkway.