



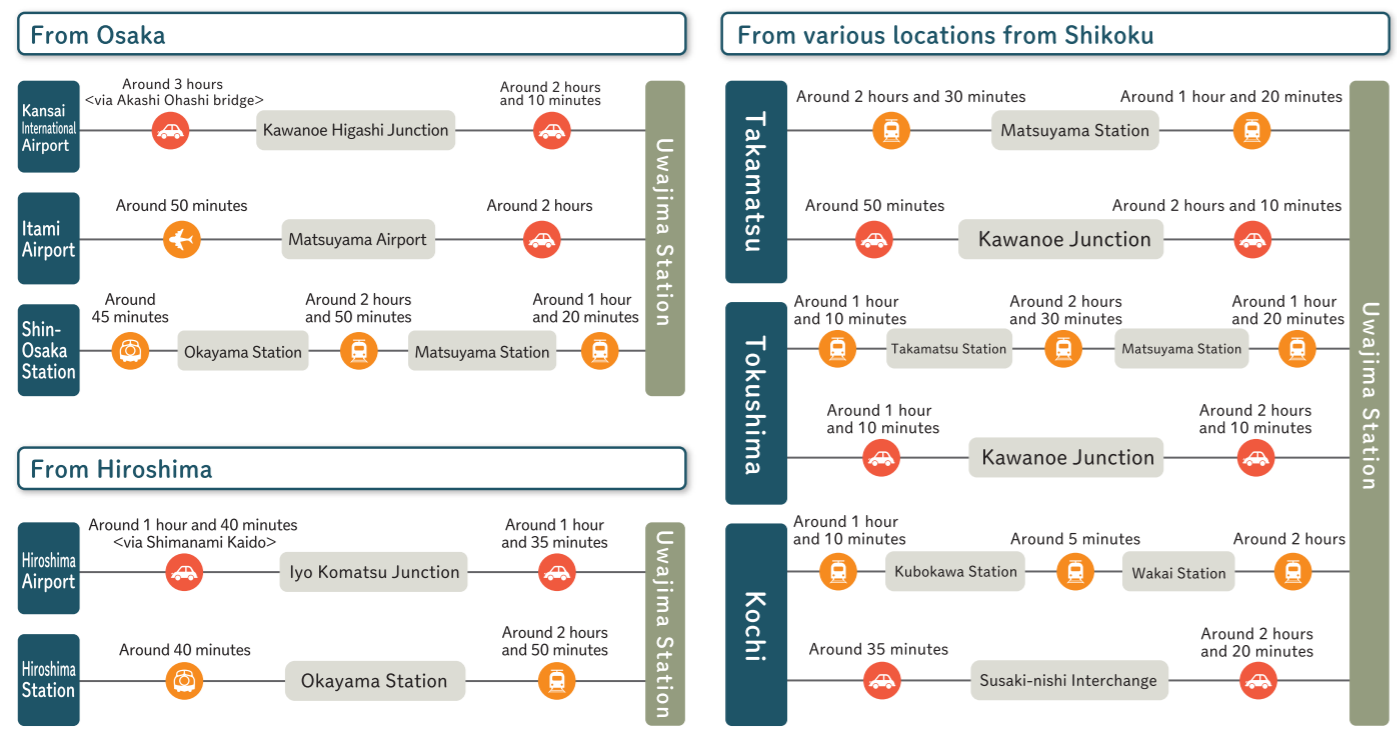
Shikoku Access Map

Shikoku the journey with in.
 You will have a special time in the countryside of Shikoku.
 Shikoku the journey within.

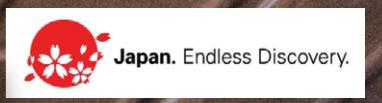


Access to Nanyo

Shinkansen bullet train Train Bus or rent-a-car

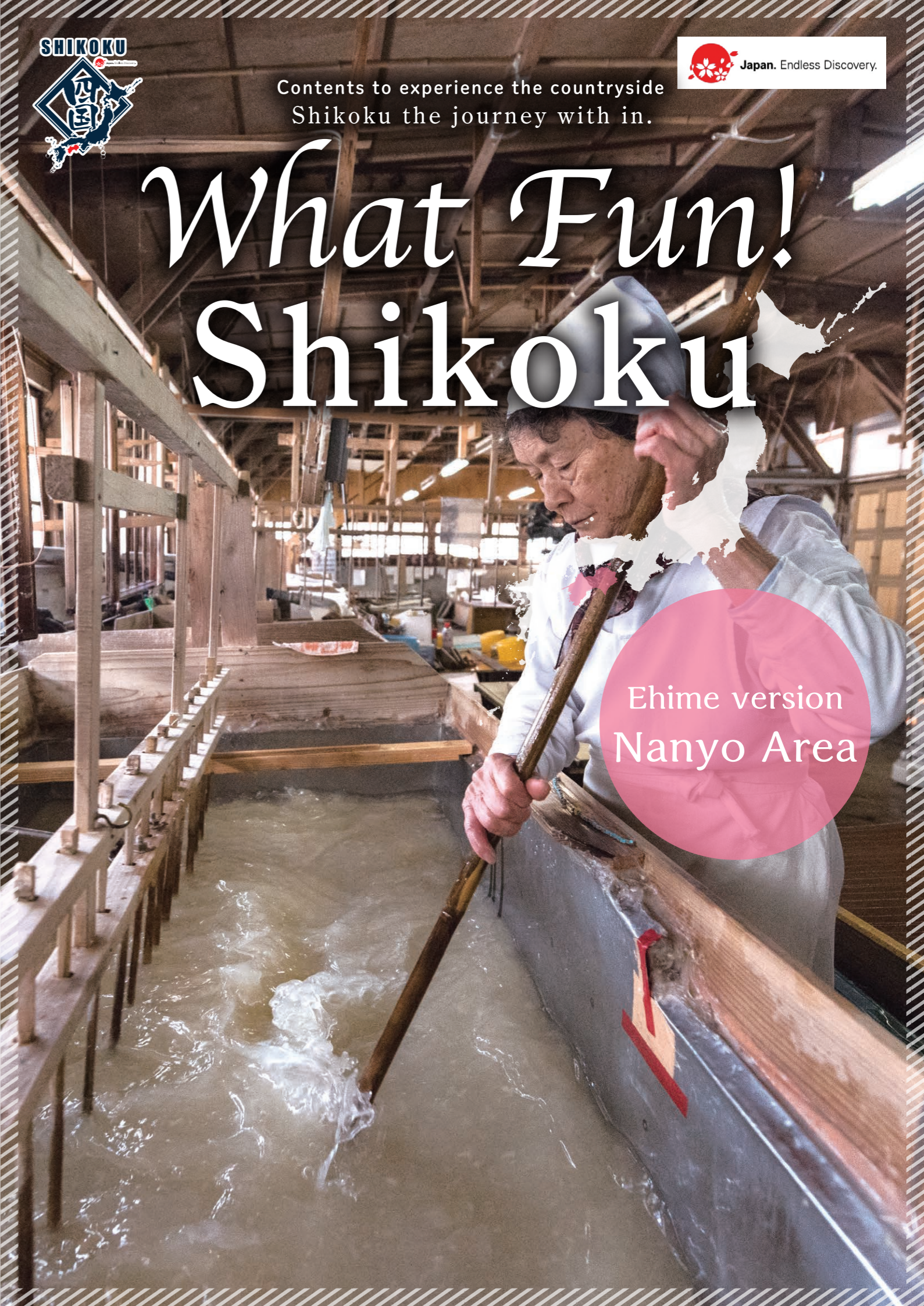


Inquiries/Application



Contents to experience the countryside
 Shikoku the journey with in.

What Fun! Shikoku



Ehime version
 Nanyo Area

All the photos in this brochure are shown to provide rough images. Your actual experiences are subject to change. Secondary use of these photos is prohibited.

What Fun!
Shikoku

Ehime version
Nanyo Area



In the bosom of the magnificent
views created by nature in Shikoku



Town of stone walls - Sotodomari



Nametoko Keikoku (valley)

Uwa Sea



01 Nanyo

Shoku no Nanyo cartonage (premium dish)

Original dishes produced from high quality abundant ingredients from the Nanyo region are served at impressive, special locations.

This is a tourism product which offers "food and a trip of high quality" consisting of original dishes produced from high quality ingredients from the Nanyo region. The original dishes are served in a three-layered box (cartonage) at an impressive location which will leave you superb memories of the trip. "Cartonage" refers to a French handicraft which is made by assembling cardboard. This is a real "treasure box of flavors" which can be enjoyed at premium places in Nanyo. Example of the contents (served at Uchiko-za and Takahashi Residence): "Blessings from mountains and the river in Uchiko" cooked with pork from Uchiko and various ingredients including Japanese mitten crabs from mountains and the river.

- ◎ 5,000 yen or over (tax included) (including the costs for meals and for using the venue)
- ◎ Places to eat: Uchiko-za, Takahashi Residence, Yusumizugaura no danbata, Nanrakuen, Suemitsu Residence, Oshima Island, etc.
- ◎ Advance reservations only
- ◎ 4 persons or over (depending on the venue)
- ◎ 4 persons up to around 40 persons (depending on the venue)
- ◎ depending on the venue ◎ depending on the venue ◎ depending on the venue
- ◎ This tourism product is sold to operators handling travel commodities such as travel agents and transportation companies.
- ◎ Tabinanyo Kyogikai ◎ <http://www.tabinanyo.jp/>

◇ Example

A Dining in terraced fields with superb views referred to as "cultivated up to heaven"

Treasure ship on Uwa Sea

[Place to eat] Yusumizugaura no danbata

Tour to see the danbata with local guides and hands-on experience of painting on noble scallop shells

B Dining of local specialties of Uwajima in a Japanese garden with the bounty of colors of the seasons

Treasure box of splendid dainties from Uwajima

[Place to eat] Nanrakuen

Guides of the garden will take you to the best spot filled with flowers for all four seasons.

※ 5 types of dishes are offered. Contact for details.



02 Uwajima City

Tour around solitary islands in the Uwa Sea and make pearl accessories
Create your one-in-the-world original pearl accessory in a stunning view.

A soothing cruise around beautiful islands lets you learn the history of the Uwa Sea! You can fully enjoy spots with magnificent views such as its ria coast with a complicated combination of land and bay, a canal which is said to be the narrowest in Japan, pearl farming rafts, etc., which are unique to the Uwa Sea. A lot of enjoyable experiences are waiting for you such as a bench on a wood deck at a tip of a peninsula where you can feel the ocean with your five senses, and creation of your one-in-the-world original pearl accessory!

03 Ainan Town

Your one-and-only artwork born from the sea

Creation of your one-and-only original "Sea Born Art" from the materials you find

A workshop is offered where you can experience Sea Born Art which uses driftage found on the beach such as seashells and seaweed. Sea Born Art is named to put the meaning, "objects of art which are born from the sea" into the art work. You can enjoy creating lamp shades by using noble scallop shells which are specialties in Ainan Town and seaweed art by pressing them. By using the driftage you find at the Sunokawa Beach, you can experience creation of your one-in-the-world Sea Born Art.

- ◎ 1,500 - 4,000 yen * Depending on what you create and its contents
- ◎ Japan Seaborn Art Association (incorporated non-profit organization), Ainan Class
- ◎ 286, Sunokawa, Ainan Town, Minami Uwa County, Ehime Prefecture (2nd floor, "Yurari Uchiumi")
- ◎ http://www.uwajimacity-information-development.com/nagisa_seaborn_artschool/ ◎ 2nd and 4th Sundays ◎ 13:00~17:00



04 Uwajima City

Uwajima is a place which makes you beautiful...
Soothing esthetic treatments by using pearl powder at Kiya Ryokan (Japanese inn)

Experience soothing esthetic treatments by using pearl powder at a ryokan loved by great literary figures

Why don't you enjoy the esthetic treatment by using pearl powder "KIYA Pearl Esthetic" at Kiya Ryokan which has remnants of the old ryokan founded in 1911? "Pearl Esthetic" is a local esthetic treatment born in Uwajima which is one of the origin points of pearls in Japan. The treatment uses "Hanashinju Cosmetics" jointly developed by pearl producers, who took particular note of pearl powder, and female estheticians in Uwajima. In addition to the pearl treatment, esthetic treatment by female acupuncturists will make your tired body and soul relaxed. You will have real "beauty" by removing stress from your skin.

- ◎ As quoted ◎ Kigyo Kumiai (business union) Hanashinju
- ◎ 2788-2, Honmachi-Oute, Uwajima City, Ehime Prefecture (Kiya Ryokan)
- ◎ <http://www.hanashinju.jp/>



05 Yawatahama City

Sounds of ancient Japan!
Slip back in time to eternal history!

Let's touch it! Play with Gagaku (Japanese traditional music and dance)

Gagaku is music which is used for wedding ceremonies, etc., conducted at Shinto shrines. You can play traditional musical instruments handed over from the Heian Period. The musical instrument called Sho describes the light from heaven. "Hichiriki" describes earth (the human voice). "Ryuteki" describes scenes where dragons travel between heaven and earth. It is a unique opportunity where you can experience Gagaku which recently attracts attention as therapeutic music. Slip back in time to eternal history by listening to live music, playing musical instruments on your own or wearing white clothes or costumes for players. Let's be a "Gagaku girl" or "Gagaku boy"!

- ◎ Adult: 2,000 yen, children: 1,000 yen ◎ Sakaki Gagakukai
- ◎ Yawata Shrine, 510, Yawatahama City, Ehime Prefecture
- ◎ <https://www.facebook.com/gagakuasobi/>
- ◎ 1 person ◎ 10 persons ◎ Irregular holidays (reservation required) ◎ 13:00~16:00





06 Uchiko Town

Experience Ozu washi (Japanese paper) making and fly a kite made of the washi at the riverbed!

Experience Ozu washi (Japanese paper) making and fly a Japanese kite you make at the riverbed!

Try the hand-made process of the traditional craft, "Ozu washi" (Japanese paper) and make a traditional Japanese kite using the washi. You can enjoy kite flying with the kite you make at the riverbed of the Oda River which is a famous place for flying kites. Another place to visit is "Ikazaki Tako Hakubutsukan" (museum of kites) which has a collection of around 400 kites from all over Japan and the world.

[Hands-on paper making experience]

- Tenjin Sanshi Kojo
- 1240-1, Hiraoka, Uchiko Town, Kita County, Ehime Prefecture
- <http://www.ikazaki.ne.jp/crafts/t-index.htm>
- Weekdays 9:00~15:00
- Saturdays, Sundays and holidays

[Hands-on kite flying experience]

- Ikazaki Tako Hakubutsukan
- 1437, Ko, Ikazaki, Uchiko Town, Kita County, Ehime Prefecture
- <http://ikazaki.ne.jp/takohaku>
- 9:00~16:30
- Mondays (open when they fall on holidays), year-end through New Year (12/29 - 1/2)

07 Ozu City

Find new appeals of Ozu by strolling on the street
Visiting Garyu Sanso (mountain villa) and strolling on the street with a guide who knows all of Ozu to see historical spots

When you walk around Ozu, you can feel remnants of its gorgeous history in the lives of its citizens. Stories of flourishing periods still remain in its quiet atmosphere. Why don't you tour around the streets of Ozu and experience its appealing history, food and people? We recommend you to use the services of a "machi-aruki" (strolling) guide who knows everything about Ozu. They will offer you various courses they create depending on specific themes and seasons.

- 1,500 yen or over ● Oozu Machinaka Saiseikan Co., Ltd.
- Ozu Kanko Sogo An-naisho ● 649-1, Ozu, Ozu City, Ehime Prefecture
- <http://www.asamoya.com/kairoh/> ● Please contact the operator.
- Please contact the operator. ● Please contact the operator.
- 9:00 - 18:00 (business hours of facilities)
- 12/29 - 12/31 (regular holidays of facilities) ● Around 2 hours



08 Uchiko Town

- Uchiko - A town with remnants of ancient streets
Dressing in rental kimonos in a 140-year-old folk house and walking on the street wearing a kimono.
Experience traditional craftsmanship in Uchiko

Uchiko is a town with remnants of ancient streets. This program offers the experience of dressing in rental kimonos in a 140-year-old folk house in a town with the atmosphere of a historic street. Wearing a colorful and cute kimono will surely add to the fun! Hands-on experience of traditional crafts in Uchiko (Japanese paper making, woodworking, gilding, etc.) will make your one-and-only memory!

- [Renting/dressing in a kimono] 3,300 yen, [Hands-on experience of woodwork] 300 - 2,000 yen, [Photo-taking] 1,000 yen, [Hair arrangement] 1,000 yen ● Uchiko Town Visitor Center ● 1515, Uchiko, Uchiko Town, Kita County, Ehime Prefecture ● http://www.iyashinonanyo.jp/ryokou-sha/program/detail/program_id/31/ ● 1-3 persons/program ● Monday - Friday 11:00 - 16:00, Saturdays, Sundays and holidays 10:00 - 17:00 ● Thursday



Model course

4 days to visit Dogo Onsen (hot spring), Nanyo and Shimanto



Model course

1-day model course to experience Nanyo

