

Ehime, Japan ~愛媛 松山 旅のガイドブック~

MATSUYAMA

Official Guide and Maps

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Web

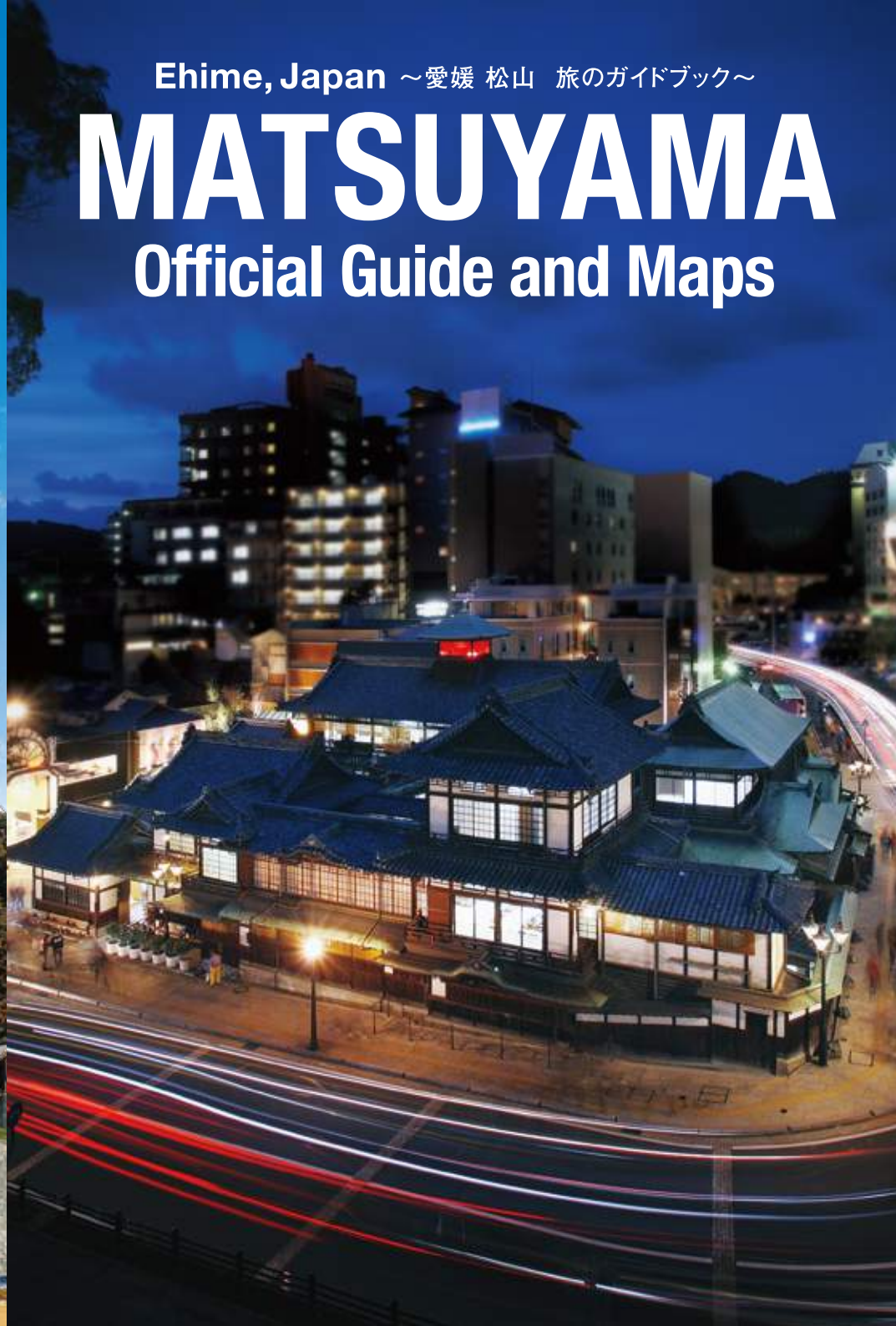
Matsuyama City Hall www.city.matsuyama.ehime.jp

Matsuyama Convention and Visitors Bureau www.mcvb.jp

Emergency

Fire and Ambulance 119 **Police** 110

*Current as of March 1, 2016. Some information may change without notice.



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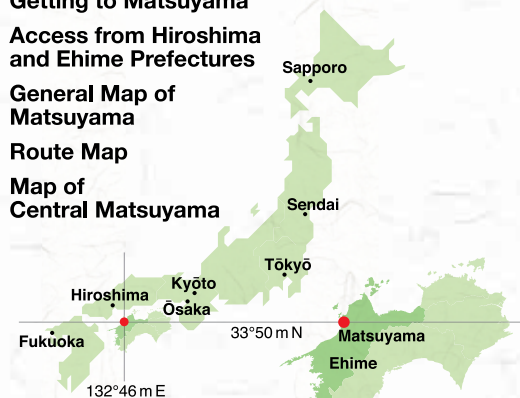
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*All times shown in this pamphlet are approximate.



The Climate of Matsuyama

松山の気候

The annual average temperature of the warm Seto Inland Sea climate is 16.5°C. Annual rainfall is about 1,300 mm, with more in June and little in December. With little rainfall, hardly any snow, and few typhoons, Matsuyama has a mild climate.

About Matsuyama City

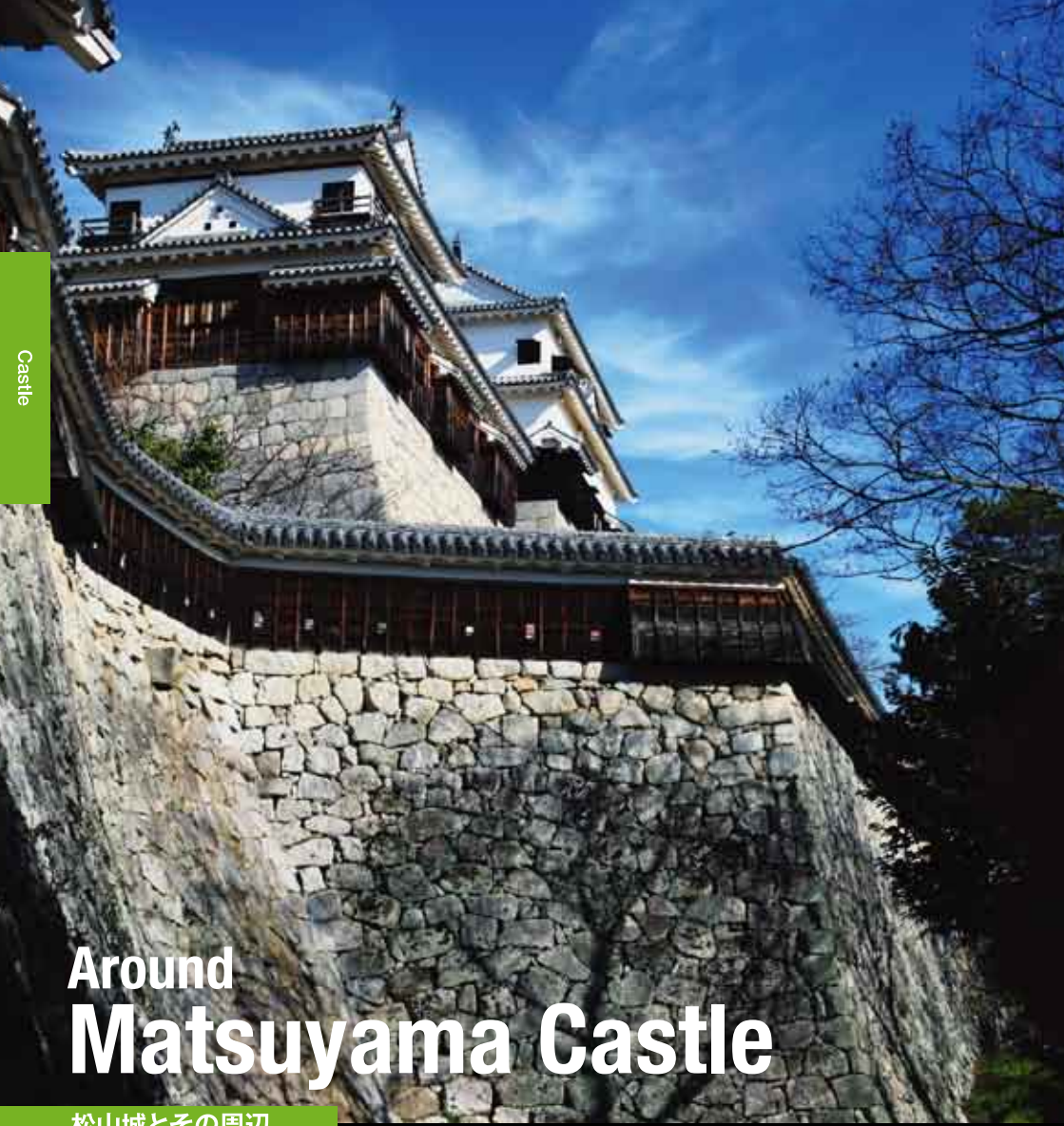
松山市について

Located in the central part of Ehime Prefecture, Matsuyama overlooks the Seto Inland Sea to the west, and the Shikoku Mountains to the east, with Mt. Ishizuchi, West Japan's highest peak. In 1873, Matsuyama was made the prefectural capital, and the city has since prospered as a political and economic centre. It's also a centre for regional culture that has produced many writers including the haiku poet Shiki Masaoka. The population is about 520,000. The city area is 429.06 km². The camellia is the city's flower.

The Attractions of Matsuyama

松山の魅力

The city centre is compact, laid out in a grid around the castle. With islands, mountains and the sea, Matsuyama is blessed with a beautiful natural environment. Here you can enjoy a slower pace of life than in the big cities, with hot springs, great seafood and mandarin oranges, and other fresh fruit.



Castle

Around Matsuyama Castle

松山城とその周辺

Getting to the castle by cable car, chairlift, and on foot

Take the cable car or chairlift from Shinonome Station on Ropeway Street. The cable car takes about 3 minutes and the chairlift about 6 minutes. From the Chōjaganaru Station, it takes about 10 minutes to the castle entrance. There are four paths up to the castle, and it takes about 20 or 30 minutes on foot. You're likely to encounter a variety of birds on the way.

Taking the cable car or chairlift

Buy a ticket at the vending machine on the first floor of the Shinonome station, and take the cable car or chairlift from the third floor. The cable car and chairlift cost ¥510 for adults both ways and ¥270 one way. Entry to Matsuyama Castle with a return ticket costs ¥1,020.



☎: 089-921-4873 Time: Cable car, chairlift 8:30 to 17:00, castle tower 9:00 to 16:30 (varies seasonally)



Castle

Matsuyama Castle

松山城 MAP P7 C・D-1・2

① Castle Tower 天守

The view from the castle tower is superb. It offers a 360-degree panorama from Mt. Ishizuchi to the Seto Inland Sea. However the stairs up to the top are narrow and very steep, so caution is required.

② Stone Walls 石垣

Matsuyama Castle is also celebrated for the beauty of its stone walls. The indented stone walls of the main enclosure, soaring to a height of over 10 m, are particularly spectacular. The graceful curves are reminiscent of a folding fan.

③ Gates 戸無門・筒井門・隠門

Gates are considered the key to the defense of a fortress. Matsuyama Castle has several fortified gates that are designated important national cultural properties. They each have various contrivances for protecting the castle from attackers.

④ Turrets 野原櫓・乾櫓

The Nohara turret dates from the time when the castle was built. It afforded protection at the back of the castle. To prevent them from being penetrated by bullets, the walls of the turrets are filled with tiles and pebbles.



Dress Up in Armour 甲冑体験

On the first floor of the castle tower is a corner where you can enjoy dressing up in armour (included in the castle entrance fee). A photo of yourself as a samurai makes a good memento of your visit.



Opening the Castle Gates 天守開門

At 9 am every Saturday, Sunday and national holiday, a drum is beaten inside the castle. The drum was traditionally used for various signalling purposes. When the drum sounds, visitors can push open the Ichinomon Gate, an important national cultural property.

Matsuyama Castle Ninomaru Historical Garden

松山城二之丸史跡庭園 (MAP) P7 C-2

The remains of Matsuyama Castle Ninomaru are preserved as a garden. The floor plan of the buildings that used to stand on the site is represented by water features, citrus trees and flowering shrubs. It has been designated a Lover's Sanctuary.



☎: 089-921-2000
Open: 9:00 to 17:00 (varies seasonally)
Closed: The third Wed in Dec Price: ¥100
*¥200 from July 2016



Ōkaidō

大街道商店街 (MAP) P7 E-2・3・4

Matsuyama's biggest shopping arcade stands across the road from Gintengai. It's home to smart cafés, boutiques and fashion goods stores.



Gintengai

松山銀天街商店街 (MAP) P7 C・D-4

This shopping arcade links Matsuyama Shieki Station and Ōkaidō. This covered shopping area is pleasant even when it rains.



Matsuchika Town

まつちかタウン (MAP) P7 C-4

This is Shikoku's only underground shopping centre. This road linking Matsuyama Shieki Station, Iyotetsu Takashimaya department store and Gintengai is lined with classic clothing shops and restaurants.



Shiroyama Park

城山公園 (MAP) P7 B・C-2

This spacious grassy area overlooks Matsuyama Castle and the Ninomaru area. The public area is suitable for light sports such as playing catch. Various events are held here at weekends.



Ropeway Street

ロープウェー街 (MAP) P7 E-1・2

This shopping street is convenient for Matsuyama Castle cable car and chairlift station, and the birthplace of the Akiyama Brothers. There are also many restaurants and shops selling Ehime specialties.



Saka no Ue no Kumo Museum

坂の上の雲ミュージアム (MAP) P7 D-2

This museum is dedicated to the novel Saka no Ue no Kumo by Ryōtarō Shiba. It presents the Meiji period lives of brothers Yoshifuru and Saneyuki Akiyama, and Shiki Masaoka, who all came from Matsuyama.

☎: 089-915-2600 Open: 9:00 to 18:30
Closed: Mon (open if a holiday)
Price: ¥400



Bansuisō Villa

萬翠荘 (MAP) P7 D-2

This French-style chateau was built in 1922. It's designated an important national cultural property. Bansuisō is home to art exhibitions, concerts and other events.

☎: 089-921-3711 Open: 9:00 to 18:00
Price: Permanent exhibition Adults ¥300
Children ¥100 (special exhibitions vary)
Closed: Mon (open if a holiday)



The Museum of Art, Ehime

愛媛県美術館 (MAP) P7 B-3

The museum houses more than 11,000 works. Major exhibitions are also held here.

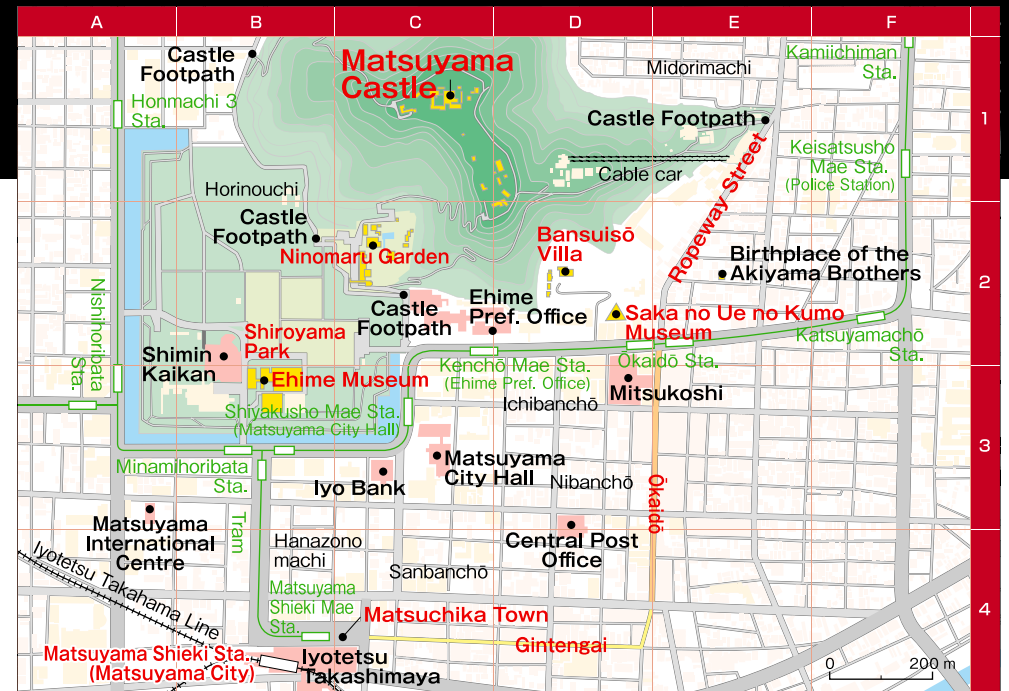
☎: 089-932-0010 Open: 9:40 to 18:00
Closed: Mon (when Mon falls on a holiday or day off in lieu, the museum is closed the next day).
However, the museum is open the first Mon of every month and closed the next day.
Price: Revolving exhibition ¥300 (special exhibitions vary)



Matsuyama Shieki Station (Matsuyama City)

松山市駅 (MAP) P7 B-4

As the terminal for Iyotetsu suburban trains, this station links central Matsuyama and the suburbs. It's also a stop for the trams that run in the city centre, making it convenient for tourism. There are shopping districts near the Shieki, and plenty of bars and restaurants.



Around Dōgo Onsen Honkan

道後温泉本館とその周辺

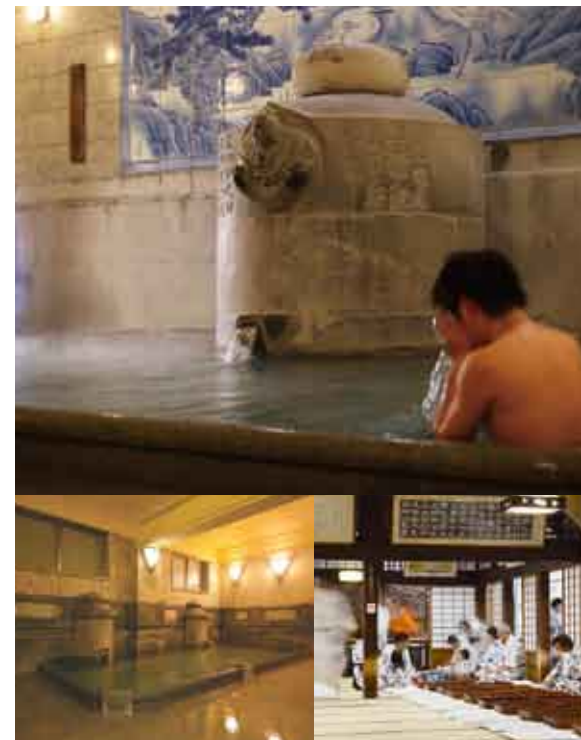
Dōgo Onsen Honkan

Local people like the democratic style of the Kami no Yu baths, while visitors may enjoy the relaxed atmosphere of the smaller Tama no Yu.

How to Bathe in Dōgo Onsen Honkan

Select a course from the table at right, and enjoy the experience of your chosen bath. You can enjoy tea and snacks in the Kami no Yu and Tama no Yu lounges on the 2nd floor, and the private rooms on the 3rd floor.

	Kami no Yu Downstairs	Kami no Yu 2nd floor lounge	Tama no Yu 2nd floor lounge	Tama no Yu 3rd floor private room
Price	¥410	¥840	¥1,250	¥1,550
Open	6:00 to 23:00	6:00 to 22:00	6:00 to 22:00	6:00 to 22:00
Last entry	22:30	21:00	21:00	20:40
Includes	Bath only	Crackers, yukata, 2 floor Kami no Yu lounge.	Crackers, yukata, 2 floor Tama no Yu lounge.	Botchan dango, yukata, 3 floor private room.



Dōgo Onsen Honkan

道後温泉本館 (MAP) P10 B-2

Dōgo Onsen, Japan's oldest hot spring, boasts a 3,000-year history. It was recorded in the ancient Chronicles of Japan. Dōgo Onsen Honkan which houses the spring was rebuilt in 1894. In 2009, it was awarded three stars by the Michelin Green Guide Japan.

☎: 089-921-5141



Shinrokaku

振鷲閣

The White Heron Watchtower on top of Dōgo Onsen Honkan is glazed with red glass made in Belgium. Inside the tower hangs a drum which is used to announce the time at 6 am, noon and 6 pm.



Yūshinden

又新殿

The Imperial bathroom was built in 1899 as Japan's only bath for the exclusive use of the Emperor. It features the elegant style of Momoyama architecture. The gorgeously appointed rooms feature lacquer furniture, a finely crafted ceiling, and sliding doors decorated with gold leaf. Guided tours are available from 6:00 to 21:30 (last entry 21:00), ¥260.



Tama no Yu Relaxation 霊の湯 休憩体験

For maximum relaxation, we recommend the Tama no Yu course with a private room on the 3rd floor. After your bath, change into a yukata decorated with white herons, and enjoy Botchan dango confectionery with tea. The Tobe ceramics and Wajima-nuri lacquerware tea sets are beautiful to behold.



Strolling in Yukata 浴衣で散策

The spa town of Dōgo suits the traditional yukata bathwear. Ryokan and hotels around Dōgo offer their guests use of yukata. Also the rental kimono shop in Dōgo Onsen Station will dress you up in a beautiful antique kimono of your choice.





Foot Spa

足湯 (MAP) P10 B-2

Hōjōen is the space in front of Dōgo Onsen Station with the Botchan Karakuri Clock and a free foot spa. Several ryokan and hotels have foot spas and hand spas, so you can enjoy trying them all.



Botchan Karakuri Clock

坊っちゃんカラクリ時計 (MAP) P10 B-2

This robot clock in front of Dōgo Onsen Station is modeled on the White Heron Watchtower of Dōgo Onsen Honkan. Between 8:00 and 22:00 on the hour, the clock comes to life with scenes from Sōseki Natsume's novel Botchan.



Dōgo Onsen Station

道後温泉駅 (MAP) P10 B-3

Dōgo Onsen Station is the transportation hub for Dōgo, where trams and the Botchan Train stop. The station building with its nostalgic atmosphere recreates the station of the Meiji period.



Botchan Train

坊っちゃん列車 (MAP) P10 B-3

These replica steam locomotives are mentioned in Sōseki Natsume's novel Botchan, set in Matsuyama. These environmentally responsible diesel trains run at 10 km/h, serving a route through central Matsuyama.

Zones: Dōgo Onsen – Matsuyama Shieki, Dōgo Onsen – JR Matsuyama – Komachi Fare: ¥500



Dōgo Onsen Tsubaki no Yu

道後温泉椿の湯 (MAP) P10 B-2

The sister to Dōgo Onsen Honkan. With a larger bath than the Honkan, this is very popular with local people. You can rent a towel and buy soap.

☎: 089-935-6586
Open: 6:30 to 23:00 (last entry 22:30)
Price: ¥400



Dōgo Park (Yuzuki Castle Ruins)

道後公園 (湯築城跡) (MAP) P10 B・C-3・4

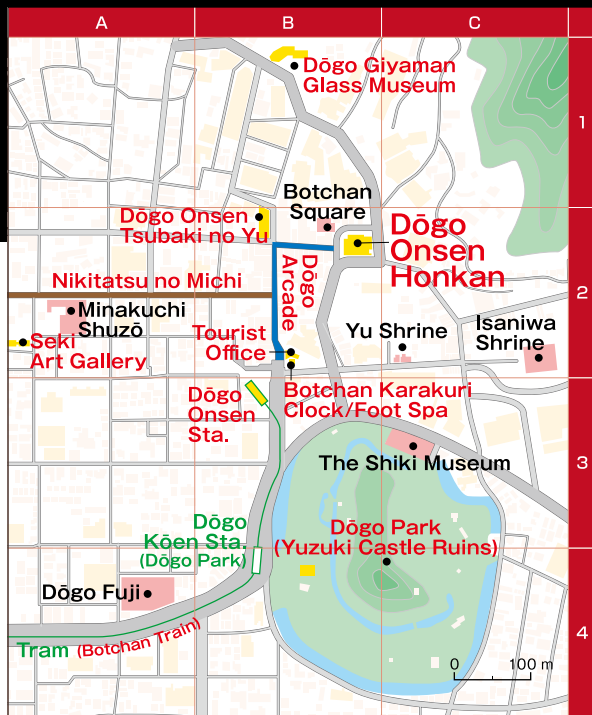
This park is the former site of Yuzuki Castle, the base of the Kōno clan in the Middle Ages. A stone fountain once used in Dōgo Onsen Honkan is displayed here. There's an excellent view from the observation platform. There's also the Yuzukijō Castle Museum. ☎: 089-941-1480



Dōgo Arcade

道後商店街 (MAP) P10 B-2

This L-shaped shopping arcade links Dōgo Onsen Station and Dōgo Onsen Honkan. The arcade is lined with souvenir shops packed with Ehime products, chic cafés, and restaurants offering local specialties.



Dōgo Tourist Office

道後観光案内所 (MAP) P10 B-2

Get tourist information about Matsuyama and Dōgo, find a ryokan or hotel, and pick up some useful pamphlets. You can also rent a bicycle for sightseeing.

☎: 089-921-3708 Open: 8:00 to 17:00



Nikitatsu no Michi

にきたつの道 (MAP) P10 A・B-2

Nikitatsu no Michi extends west from the middle of Dōgo Arcade. On this beautiful stone-paved street with its little stream stands the old sake brewery, Minakuchi Shuzō.



Seki Art Gallery

セキ美術館 (MAP) P10 A-2

The gallery houses works by artists from the Meiji and Shōwa periods, as well as a marble sculpture by Rodin.

☎: 089-946-5678 Open: 10:00 to 17:00
Closed: Mon and Tue
Price: ¥700



Dōgo Giyman Glass Museum

道後ぎやまガラス美術館 (MAP) P10 B-1

The museum features glass products from the Edo period, Meiji, and Taishō periods. Entry to the garden is free of charge. There's also a restaurant.

☎: 089-933-3637 Open: 9:00 to 22:00
Closed: Never Price: ¥600

Haiku

俳句

Matsuyama is the birthplace of Japan's leading haiku poet, Shiki Masaoka. There are many sites dedicated to haiku in the city.



Shikidō Hall

子規堂 (MAP) P34 E-8

The house where Shiki Masaoka lived in his youth before moving to Tokyo has been recreated in the grounds of Shōjū-ji Temple. Shiki's calligraphy and belongings are on display.

☎: 089-945-0400 Open: 8:30 to 16:40
Closed: Never Price: ¥50

Mitsuhamama

三津浜

The port of Mitsuhamama in the outskirts of Matsuyama was once the anchorage of the Matsuyama Domain, and it flourished as Matsuyama's gateway to the sea. The area is now enjoying something of a revival.

Mitsu Ferry

三津の渡し (MAP) P32 C-4

This ferry links Matsuyama's port of Mitsu with Minatoyama, a distance of about 80 m. Its history goes back to the Warring States period. Service may be suspended in rough weather.

☎: 089-951-2149
Open: 7:00 to 19:00 as needed
Fare: Free



The Shiki Museum

松山市立子規記念博物館 (MAP) P35 L-2

The museum features the works of Shiki Masaoka including his haiku, tanka and illustrations. There's also a replica of Gudabutsuan, the house that Shiki and Sōseki Natsume shared.

☎: 089-931-5566 Open: 9:00 to 17:00
(closed at 18:00 May to Oct)
Closed: Tue and the day after
public holidays Price: ¥400



Kōshin-an

庚申庵 (MAP) P34 C-4

The thatched hut built by the haiku poet Chodō Kurita in 1800. It was reconstructed in 2000, looking just as it did in old times. The elegant garden also repays the visit.

☎: 089-915-2204 Open: 10:00 to 18:00
(closed at 17:00 Nov to Feb)
Closed: Wed (for public holidays,
closed the following day)



Issōan

一草庵 (MAP) P34 H-1

The hut where free-verse haiku poet Santōka Taneda retired. He lived here for 10 months, making poems on his relationship with nature. He died on October 11, 1940.

☎: 089-948-6891



Old Streets of Mitsu

三津の町並み (MAP) P32 C-4

Mitsuhamama has flourished since ancient times as a port town. Today, the area retains many old buildings that speak of times past.



Iyo Mitsuhamama Kimuratei

伊予三津浜木村邸 (MAP) P32 C-4

This house was built in 1881 by merchants who served as shipping agents in Mitsuhamama. The design features magnificent beams and windows between floors to let in light. On the second and fourth Saturday of every month, it opens as a café (closed in winter).

info@kimuratei.com



Mitsuhamamayaki

三津浜焼き

In the postwar years, this has been cherished as the soul food of Matsuyama. This unique okonomiyaki is made with beef tallow, tempura scraps, and udon or soba noodles. Try it at one of the more than twenty restaurants in Mitsuhamama.



Haiku Monuments and Haiku Box 句碑めぐり・松山市観光俳句ポスト

On the Street of Haiku next to Himegin Hall are many stone monuments inscribed with haiku. There are more than 90 Haiku Boxes dotted around the city where you can submit your poetic efforts for judgement and publication.



Mitsu Morning Market 三津の朝市 (MAP) P32 C-4

Mitsu Morning Market is said to have started in the Muromachi period. Today at the Matsuyama City Public Fish Market, the morning market is held four times a year as a popular event to promote the eating of fish.

☎: 089-951-2311





Hōjō and Kutsuna Islands

北条・忽那諸島

The Kutsuna Islands in the Seto Inland Sea off Matsuyama and Hōjō are a popular area for outdoor leisure.



Roadside Station Fuwari

道の駅風早の郷風和里 (MAP) P32 D-1

Here you can buy fresh fish caught near Hōjō, vegetables, fruit and various manufactured goods. You can also enjoy octopus balls, ice cream, and sea bream rice.

☎: 089-911-7700
Closed: Dec 31 to Jan 2
Open: 8:00 to 18:00



Mt. Koshiore

腰折山 (MAP) P32 D-1

This small mountain is about 500 m from the start of the footpath to the summit. There are great views of Mt. Takanawa and the sea around Kashima Island.



Kashima Island

鹿島 (MAP) P32 D-1

This small island sits off the coast of Hōjō. It's 400 m high, and 1.5 km round. With cherry blossoms in spring, swimming in summer, and fishing in winter, there's something to enjoy in every season. There are also wild deer.



Lover's Sanctuary 恋人の聖地サテライト (MAP) P32 D-1

Kashima has been designated a "Lover's Sanctuary", as a romantic spot suitable for proposing marriage. This is because the shrine on the island is dedicated to matchmaking, and two rocky outcrops off Kashima are joined with a straw rope as if in marriage. There's a commemorative monument on the observation platform, and if a couple rings the lucky bell, they may realize their love.



Kutsuna Islands 忽那諸島 (MAP) P32 A・B・C-1・2・3・4

The Kutsuna Islands comprise nine inhabited islands including Nakajima and Gogoshima, and more than 30 other islands. Here you can enjoy island pursuits including swimming in the sea from beautiful beaches, marine sports, fishing, and eating fresh seafood. You can get to the various islands by car ferry and high-speed boat from Matsuyama.

Beach and Barbecue Equipment 海水浴・バーベキューの器具について

The Kutsuna Islands are popular as resort islands where you can relax for the day in a peaceful natural environment. Himegahama Beach on Nakajima is especially popular. You can hire tents to stay in and barbecue equipment.

☎: 089-997-0149



The Mountains of Matsuyama 松山の山



Outdoor Activity Centre

松山市野外活動センター (MAP) P32 E-3

This campsite has lodges, an adventure playground, a natural turf sports ground and a gymnasium.

☎: 089-977-2400



Sōgō Kōen Park

松山総合公園 (MAP) P32 C-4

A lookout tower in the shape of a European castle stands on a hill with panoramic views over Matsuyama and the Seto Inland Sea. There's also a children's adventure playground.



Mt. Miyukiji

御幸寺山 (MAP) P32 D-4

Elevation about 160 m. Why not take a stroll up after visiting Issōan? There's a fantastic view of the city from the top.

Shikoku Pilgrimage

Matsuyama's Eight Temples

四国遍路・松山八カ寺

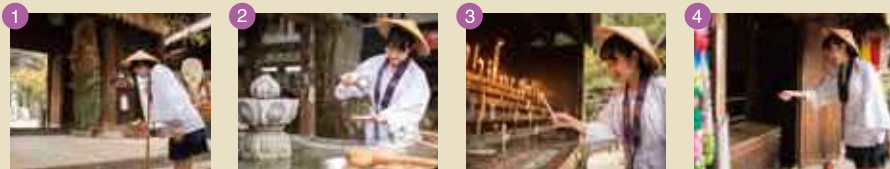
There are eight Shikoku pilgrimage temples in Matsuyama. By visiting these temples, you can experience the unique o-henro pilgrimage culture of Shikoku.

About the Shikoku Pilgrimage

四国遍路とは

The Buddhist monk Kōbō Daishi, also known as Kūkai, is said to have established the pilgrimage of 88 temples after the year in 815. Since then and to this day, many pilgrims, known as o-henro, have taken the pilgrimage for the purpose of prayer, contemplation, or tourism. From old times, the people of Shikoku have welcomed pilgrims with spiritually-motivated hospitality called o-settai. The pilgrimage route is about 1,400 km round. It takes about 40 days to walk it. Besides walking, pilgrims travel on bus tours, by car or bicycle.

Etiquette of the Shikoku Pilgrimage 四国遍路の作法



1 At the main gate, greet the Buddha and the Daishi with a bow before entering the temple. Remember to bow again when you leave.

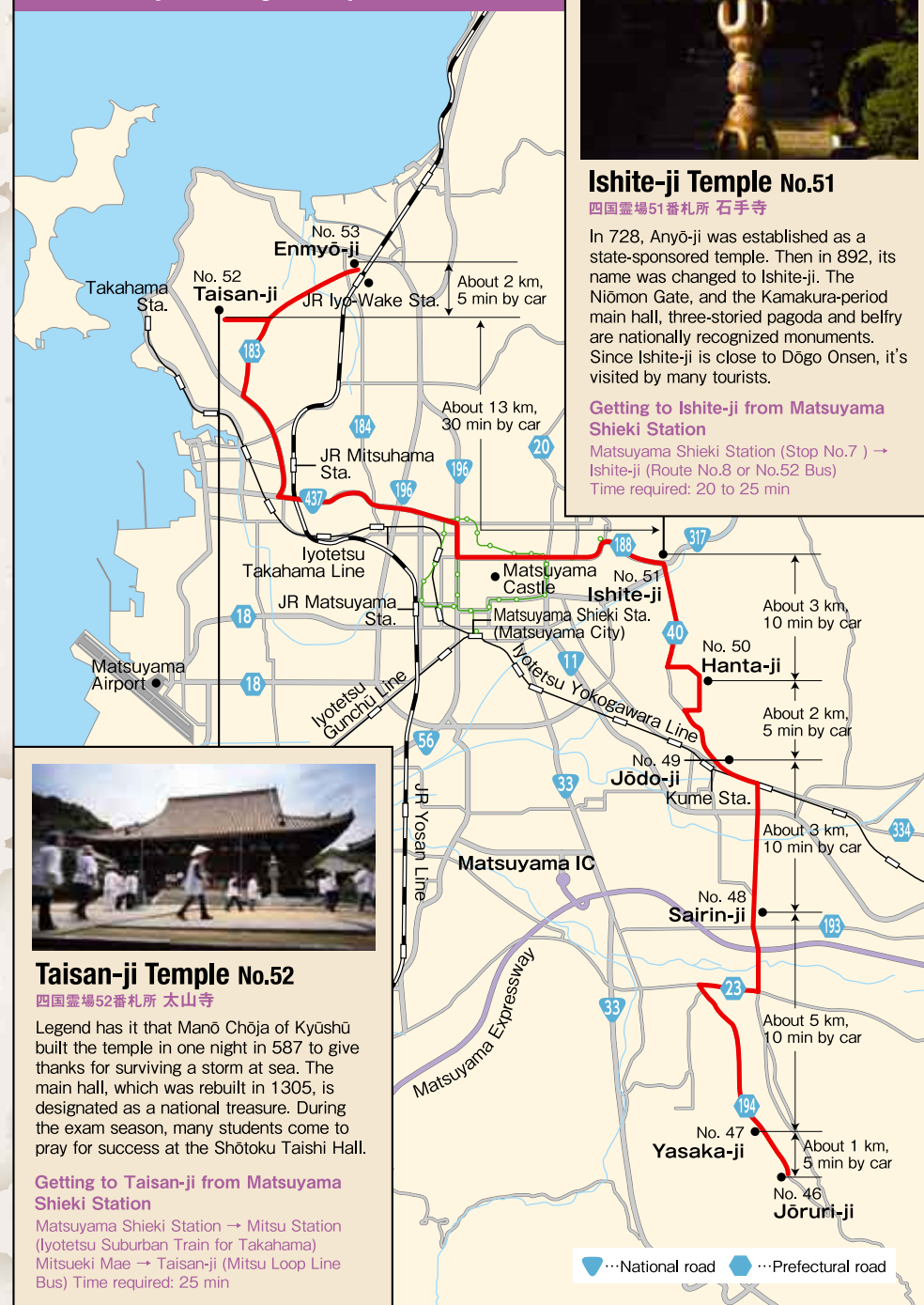
2 Go to the water basin and rinse your left hand, right hand then your mouth. Rinsing your mouth represents the purification of your body, inside and out.

3 Offer a candle and several sticks of incense. Three sticks has various meanings such as the past, present, and future, your ancestors, yourself, and your descendants.

4 Instead of a visiting card, pilgrims put a votive card in the special box. Quietly put a donation in the offertory box without throwing it.



Matsuyama's Eight Temples 松山八カ寺



Ishite-ji Temple No.51

四国霊場51番札所 石手寺

In 728, Anyō-ji was established as a state-sponsored temple. Then in 892, its name was changed to Ishite-ji. The Niōmon Gate, and the Kamakura-period main hall, three-storied pagoda and belfry are nationally recognized monuments. Since Ishite-ji is close to Dōgo Onsen, it's visited by many tourists.

Getting to Ishite-ji from Matsuyama Shieki Station

Matsuyama Shieki Station (Stop No.7) → Ishite-ji (Route No.8 or No.52 Bus)
Time required: 20 to 25 min



Taisan-ji Temple No.52

四国霊場52番札所 太山寺

Legend has it that Manō Chōja of Kyūshū built the temple in one night in 587 to give thanks for surviving a storm at sea. The main hall, which was rebuilt in 1305, is designated as a national treasure. During the exam season, many students come to pray for success at the Shōtoku Taishi Hall.

Getting to Taisan-ji from Matsuyama Shieki Station

Matsuyama Shieki Station → Mitsu Station (Iyotetsu Suburban Train for Takahama)
Mitsuueki Mae → Taisan-ji (Mitsu Loop Line Bus) Time required: 25 min

Shimanami Kaidō

瀬戸内しまなみ海道

The Shimanami Kaidō is an expressway with a cycling path that crosses the islands between Hiroshima and Ehime Prefectures, offering an exhilarating journey by bicycle. You can also access the various islands by bus from in front of JR Imabari Station and by ferry from Imabari Port.



Sunrise Itoyama

This centre next to the Kurushima Kaikyō Bridge is a base for Shimanami Kaidō cycling. It has accommodation, restaurants, and rental cycles.

☎: 0898-41-3196
Open: Apr to Sep 8:00 to 20:00
Oct to Mar 8:00 to 17:00

How to Rent a Bicycle レンタサイクルの借り方

You can borrow a bicycle from the rental cycle terminals on the various islands.

Rental cycle terminals

Imabari: Sunrise Itoyama, JR Imabari Station and more
Ōshima: Miyakubo Tourist Office, Roadside Station Yoshiumi Iki-iki Kan
Hakata: Roadside Station Hakata SC Park / Ōmishima: Roadside Station Shimanami Station Mishima, Roadside Station Tatara Shimanami Park

Rental fees

Electric bicycle: ¥1,500 for up to 6 hours. *Must be returned to start point
Tandem bicycle: ¥1,200 per day. *Must be returned to start point
Other bicycles: ¥1,000 per day. *Can be returned to any terminal
*Deposit ¥1,000 (Returned if you return the bicycle to the same terminal or a terminal on the same island. If you return it to any other terminal, you forfeit the deposit)

Getting to each island on the Shimanami Kaidō from Imabari Station 今治駅からしまなみ海道各島へのアクセス

Ōshima:	Car to Ōshima Minami, 20 min / Bus to Yoshiumi Shisho Mae, 25 min
Hakatajima:	Car to Hakatajima, 35 min / Bus to Hakatajima, 38 min
Ōmishima:	Car to Ōmishima, 45 min / Bus to Ōmishima, 53 min
Ikuchijima:	Car to Ikuchijima Minami, 50 min / Bus to Setoda PA, 37 min / Bus to Setoda, 41 min
Innoshima:	Car to Innoshima Minami, 50 min / Bus to Innoshima Shigei, 47 min / Bus to Innoshima Ōhashi, 50 min
Mukaishima:	Car to Mukaishima, 55 min / Bus to Mukaishima, 55 min / Bus to Mukaihigashi, 57 min



Kirōsan Observatory Park

亀老山展望公園

From this observation platform on Mt. Kirō on Ōshima, you can see the Kurushima Kaikyō Bridge, the tidal currents of the Kurushima Straits, and Mt. Ishizuchi.



Shimanami Cycle Oasis

しまなみサイクルオアシス

These resting places are provided by local people to welcome cyclists. Feel free to use the toilets, pumps, water, information and so on. Each island has several oases.



Tidal Current Cruise

来島海峡急流観潮船

The Kurushima Straits are one of Japan's three most rapid tidal currents. Here you can experience currents of up to ten knots (about 18 km/h) at spring tide.

☎: 0897-84-3710
Time: 9:00 to 16:00 Price: ¥1,500



Ōyamazumi Shrine

大山祇神社

The gods of the sea, mountains and war have been worshipped by warriors at this shrine from ancient times. The 2,600-year old giant camphor trees and shrine buildings, designated important national cultural properties, are magnificent.

☎: 0897-82-0032



Murakami Suigun Museum

村上水軍博物館

Discover the history of the Murakami Suigun, the naval forces that dominated the Seto Sea during the Warring States period. You can also dress up in armour and take a photo.

☎: 0897-74-1065 Price: ¥300
Open: 9:00 to 17:00 (last entry 16:30)



Tokoro Museum Ōmishima

とくろミュージアム大三島

Thirty works by world renowned artists including Giacomo Manzù and Noe Katz.

☎: 0897-83-0380 Price: ¥300
Open: 9:00 to 17:00 (last entry 16:30)
Closed: Mon (for public holidays, closed the following day)

Matsuyama to Imabari Cycling Course

松山・今治サイクリングコース



A blue line marks the cycling route beside the sea between Matsuyama and Imabari. You can enjoy cycling without getting lost.



Imabari

今治市

Imabari is a seaside town known for its high-quality towels, its castle, and its well-hidden hot spring baths.



Towel Museum Ichihiro

タオル美術館 ICHIHIRO

This art museum features artworks using towels. Here you can watch the towel manufacturing process, shop for towels, and eat in the restaurant.

☎: 0898-56-1515
Open: 9:30 to 18:00 Price: ¥800



Nomauma Highland Horse Park

のまうまハイランド

This is the place to meet Japan's smallest native ponies, which are called Nomauma. Children aged 3 to 12 weighing up to 35 kg can enjoy horse rides.

☎: 0898-32-8155 Closed: Tue (for public holidays, closed the following day), New Year Open: 10:00 to 18:00



Nibukawa Onsen

鈍川温泉郷

Nibukawa Onsen beside the natural Nibukawa Gorge is famous for its beautifying hot spring water. There's something to enjoy in every season — cherry blossoms in spring, clear streams in summer, red leaves in autumn, and wild boar hotpot in winter.



Hiroshima Prefecture

広島県

Hiroshima Prefecture is located across the Seto Inland Sea from Ehime Prefecture. Access from Matsuyama by boat and overland is convenient.

Miyajima

宮島

This verdant, sacred island features Itsukushima Shrine, a World Heritage Site with a 1,400-year history, an aquarium, and a cable car up Mt. Misen.



Hiroshima Peace Memorial Park

平和記念公園

The Peace Park includes the Atomic Bomb Dome, the Hiroshima Peace Memorial Museum, and various monuments, showing the history of Hiroshima and the devastation caused by the atomic bomb.

☎: 082-241-4004
Closed: Dec 29 to Jan 1 Price: ¥200
Open: 8:30 to 18:00 (varies seasonally)



Yamato Museum

大和ミュージアム

The museum features a detailed 1/10th recreation of the Yamato, the world's biggest battleship built at Kure, a Zero fighter plane, a human torpedo and other large exhibits.

☎: 0823-25-3017 Price: ¥500
Closed: Tue (for public holidays, closed the following day. Open on all holidays)
Open: 9:00 to 18:00 (last entry 17:30)



Onomichi

尾道

Look out over the beautiful town of Onomichi from Senkō-ji Park, or visit the museums of this centre of literature and film. Rich, porky Onomichi ramen is also a favourite. The highway bus from Matsuyama Shieki Station gets to Shin-Onomichi Station in 2 hr 20 min.

Access from Matsuyama 松山からのアクセス情報

- By car 1 hr 10 min on Route 196
- By train 35 min from JR Matsuyama to Imabari Station
- By bus 1 hr 15 min from Matsuyama Shieki Station Stop No.5 to Imabari Station



Access from Matsuyama 松山からのアクセス情報

- By car From Matsuyama IC, take the Shimanami Kaidō and get off at the San'yōdō Hiroshima Higashi IC. From Hiroshima Higashi IC to Hiroshima Station takes 20 min. Time required 2 hr 40 min (For Onomichi, get off at Nishiseto Onomichi IC)
- By ferry Super Jet ferry: From Kankōkō Port to Kure 55 min, to Hiroshima Port 1 hr 8 min
Car ferry: From Kankōkō Port to Kure 1 hr 55 min, to Hiroshima Port 2 hr 40 min





Tobe Zoo



Tobe ceramics

Tobe

砥部町

The home of Tobe ceramics with a history going back over 200 years. There are currently more than 100 active potteries in Tobe, producing both traditional and innovative ceramics. There are many other interesting places to visit including Tobe Zoo, one of the biggest in West Japan, and the Sakamura-Shinmin Museum. In the former village of Hirota, edible wild plants and Japanese yams are grown.

Industry Promotion Division ☎: 089-962-7288
060sangyo@town.tobe.ehime.jp



Shirai Falls



The riverbed of the Shigenobu River

Tōon

東温市

Nestled in the foothills of the Mt. Saragamine and Mt. Ishizuchi ranges, there's much natural beauty to enjoy, including cherry blossoms in spring, and the frozen Shirai Falls in winter. There are hot springs at Sakura no Yu, and entertainment at the Botchan Theatre.

Industrial Creation Division ☎: 089-964-4414
sangyosoyutsu@city.toon.ehime.jp



Uchiko-za Theatre, an important national cultural property



Old Streets of Yōkaichi and Gokoku

Uchiko

内子町

Uchiko grew rich from manufacturing candles. You can enjoy wandering down streets of old buildings in the Yōkaichi and Gokoku districts with their gorgeous tradesmen's houses and the Uchiko-za theatre. You can also pick your own fruit such as grapes, peaches and pears. The gorge and Odamiyama and the terraced rice fields of Izumidani offer a taste of old Japanese scenery.

Uchiko Town Visitors Centre ☎: 0893-44-3790
uchiko-k@lagoon.ocn.ne.jp



Ōzu Castle



Garyū Sansō

Ōzu

大洲市

The old centre of Ōzu is enclosed by a sweeping bend of the Hijikawa River, dominated by the castle, restored using traditional methods, and the fascinating villa, Garyū Sansō. You can take a pleasure boat on the Hijikawa River and watch cormorant fishing. The river offers an abundance of fish such as sweetfish, eel and char.

Tourism and Development Division ☎: 0893-24-1717
kankomachidukurika@city.ozu.ehime.jp



Tobeyaki Craft Centre

砥部町陶芸創作館 (MAP) P23

Try your hand at making Tobe ceramics. There are courses using a potter's wheel, for handforming, and painting preformed items. Reservations are required for the potter's wheel and handforming courses.

☎: 089-962-6145 Open: 9:00 to 17:00
Closed: Thu (for public holidays, closed the following day) Price: From ¥500



Botchan Theatre

坊っちゃん劇場 (MAP) P23

The first repertory theatre in west Japan to feature regional culture, in the form of entertaining musicals. The theatre welcomes visitors from overseas.

☎: 089-955-1174
Price: Same day ¥3,910
advance ¥3,600



Japanese Candles

和ろうそく (MAP) P23

Uchiko thrived from the Edo to Meiji period with the manufacture of candle wax and washi paper. At Omori Japanese Candle, candles are still made individually by hand as in the past.

Access from Matsuyama

松山からのアクセス

- Tobe:** By car: 25 min on Route 33
By bus: 45 min from Matsuyama Shieki Station to Tobechō Yakuba Nishi
- Tōon:** By car: 30 min on Route 11
By train: 27 min from Matsuyama Shieki Station to Minara
- Uchiko:** By car: 45 min on Route 56 and Matsuyama Expressway, get off at Uchiko Ikazaki IC
By train: 25 min from JR Matsuyama to Uchiko Station
- Ōzu:** By car: 55 min on Route 56 and Matsuyama Expressway, get off at Ōzu IC
By train: 35 min from JR Matsuyama to Iyo Ōzu Station





Gastronomy 食べ物

Matsuyama's rich farmland and fisheries provide the city with a wide array of fine foods. You're sure to take away happy memories of the many local specialties that you try.



Matsuyamazushi and Five-Coloured Noodles

松山鮓・五色そうめん

Matsuyamazushi is a treat made on festival days. Rice is flavoured with fish stock and vinegar, topped generously with Setouchi fish and eel, and vegetables in season. Five-coloured noodles have been produced continuously from the Edo period. With the yellow of egg, the green of tea, the brown of buckwheat, the red of plum and shiso, and plain white, the noodles are a pretty sight.

Sea Bream Rice

鯛めし

Sea bream, harvested from the Seto Inland Sea, is grilled to perfection then steamed on a bed of rice. The succulent fish meat is then stirred into the rice with root vegetables. The rich fish flavour infuses every grain of rice, producing an elegant and deeply satisfying dish. This cuisine symbolizes the heartfelt hospitality of Matsuyama.

Citrus Fruits and Desserts

柑橘・柑橘のデザート

Matsuyama produces so many citrus fruits that it's known as 'the mandarin kingdom'. There are several types that are unique to Matsuyama such as Miyauchi lyokan, as well as types that were developed here recently like Beni Madonna and Setoka. You can also enjoy many other food products that use citrus, such as gelato, ice cream, jelly and juice. There are numerous juice stands around Matsuyama.



Souvenirs お土産

Iyo Kasuri Fabric

伊予絣

In the late Edo period, Kana Kagiya, a woman from Matsuyama, was inspired by a pattern appearing on old roofs and came up with the design of Iyo Kasuri. Iyo Kasuri is known as one of the three main types of dyed fabric patterns in Japan.



Taruto and Botchan Dango

タルト・坊っちゃん団子

Taruto is a well-known confection of Matsuyama, combining yuzu-flavoured bean paste and sponge cake. Botchan dango is a three-coloured sweet which is served in Dōgo Onsen Honkan.

Bamboo Craft

竹工芸

These bamboo craft items are woven individually by craftsmen using Ehime's high quality bamboo. In 596, when Shōtoku Taishi came to bathe in Dōgo Onsen, he saw the abundant bamboo forests and taught the local people how to weave baskets. This is said to be the origin of the craft.



Hime Daruma Dolls

姫だるま

A long time ago, the Empress Jingū is said to have stayed at Dōgo Onsen where she conceived a child. The Hime Daruma was made to commemorate the pretty child. The dolls are considered to bring good fortune.



Local Sake and Dōgo Beer

松山の地酒・道後ビール

The warm climate and rich soil of the Setouchi region, combined with traditional skill, results in fine sake. Matsuyama's sake made using pure water and high quality brewing rice is highly regarded in Japan and abroad. The sake brewery in Dōgo also makes craft beer.

Useful Information 松山のお役立ち情報

What to wear

服装について

Matsuyama is a comparatively warm part of Japan, with an average annual temperature of 16.5°C. In summer (Jul to Sep), a T-shirt is enough, but in winter (Dec to Feb), you'll need a warm coat. In the other seasons, it's good to have a cardigan or jacket that you can easily take off. In the rainy season around June, it's convenient to carry some light rainwear.

Emergency contacts

緊急連絡先

If you're involved in a traffic accident or crime, or you lose some belongings, call the police.
Police: 110

If you need an ambulance or a fire breaks out, call the rescue service.
Rescue: 119

*Ehime police provide a free card with information for emergencies in English, Chinese, Korean, and Portuguese.

Foreign exchange

両替について

You can withdraw cash using a foreign credit card at Japan Post Bank (Yūcho) ATMs and Seven Bank ATMs located in Matsuyama Airport and 7-11 convenience stores (excludes some types of credit card). Foreign exchange services are available at Matsuyama Central Post Office and some branches of Iyo Bank and Ehime Bank.

Tax free shopping

免税について

Overseas visitors who are staying temporarily are eligible for tax-free purchasing of souvenirs, cosmetics and so on. Please show your passport to the shop staff. You can shop duty-free at central department stores, in Dōgo Arcade and other locations.

*For details of the purchasing conditions, see the JNTO website.

Ehime Free Wi-Fi

えひめFree Wi-Fi

Ehime Free Wi-Fi is available at Matsuyama Castle, Dōgo Onsen Honkan and other tourist spots, in the central shopping districts and the airport. Look for the Ehime_Free_Wi-Fi network ID on your PC or smartphone. The service is free of charge.

Matsuyama Event Calendar 松山のイベントカレンダー

January	Matsuyama Castle New Year events (1, 2, 3)
February	Tsubaki Festival (3 days. May also be held in Jan) Ehime Marathon
March	Dōgo Onsen Festival (Late Mar)
April	Matsuyama Spring Festival (Oshiro Festival) (First Fri, Sat, Sun)
May	Hōjō Kashima Festival (3, 4)
July	Kazahaya Umi Festival (Sat in late Jul)
August	Mitsuhamama Fireworks (First Sun) Matsuyama Festival (Fri, Sat, Sun including second Sun) Matsuyama "Castle of Light" (four days in mid Aug) Nakajima Triathlon (Sun in late Aug)
September	Ōmikoshi Sōneri (Ehime Festivals Show)
October	Gogoshima Funaodori dance (First Sat) Matsuyama Regional Festivals (5, 6, 7) Ittai Bashiri (7) Hōjō Autumn Festivals (Mid Oct) Wonderland Kōno Clan Festival (Late Oct)
November	Ehime & Matsuyama Festival of Industry (Late Nov)

Annual Events

松山の歳時記

Matsuyama Spring Festival (Oshiro Festival)

松山春まつり(お城まつり)

When the cherry blossoms bloom at Matsuyama Castle, the citizens gather in the city centre and parade dressed as lords, ladies, samurai and other historical personages. There are also many other events such as an all-Japan scissors-paper-stone tournament, parades, and tea ceremonies.



Dōgo Onsen Festival

道後温泉まつり

This lively festival announces the start of spring in Dōgo. There are many events including the Dōgo Onsen dance and throwing rice cakes. Not to be missed is the parade of women in festival attire carrying holy palanquins up the arcade to Dōgo Onsen Honkan.



Matsuyama Festival

松山まつり

This festival began in 1966 as one of Shikoku's four biggest festivals. As the home of baseball in Japan, teams of dancers perform charming and acrobatic baseball-themed dances in a parade through the centre of the city.



Hōjō Kashima Festival

北条鹿島まつり

This is a traditional spring festival. Designated an intangible folk-cultural property of Ehime, young men perform dances on boats in celebration of the sea battles fought here in ancient times. The huge straw rope between the husband and wife rocks is also replaced once a year during the festival.



Regional Festivals

松山地方祭

Various festivals are held in each part of Matsuyama to celebrate the fertility of the seasons. One of these is the awesome spectacle of "Hachiwase" in Dōgo, where battles between sacred palanquins take place after the bearers issue provocative calls to "Bring it on!"



Mitsuhamama Fireworks

松山港まつり三津浜花火大会

This is one of Shikoku's biggest firework festivals. In this display lasting 80 minutes, many fireworks are launched from piers and on the surface of the sea. Enjoy this fantastic display with food and drinks from the many stalls lining the streets of the port.



Ehime Marathon

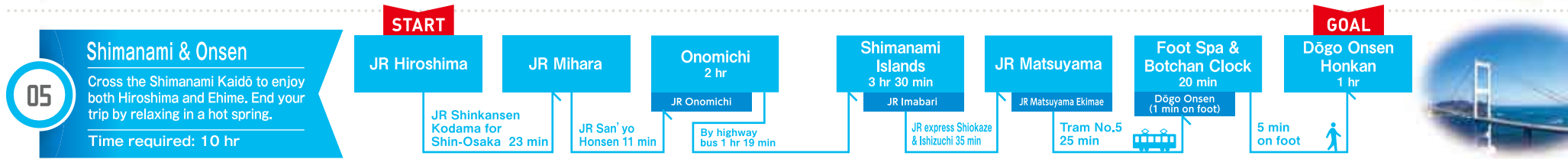
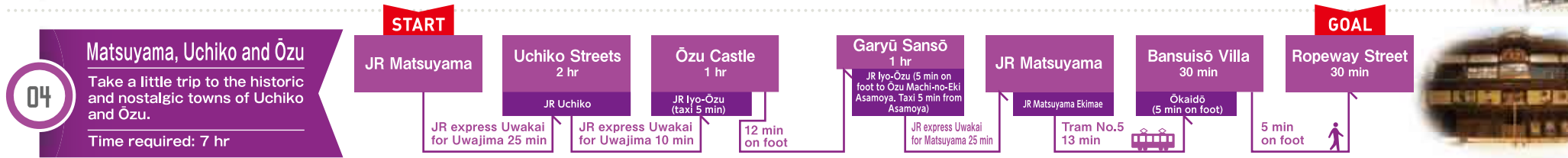
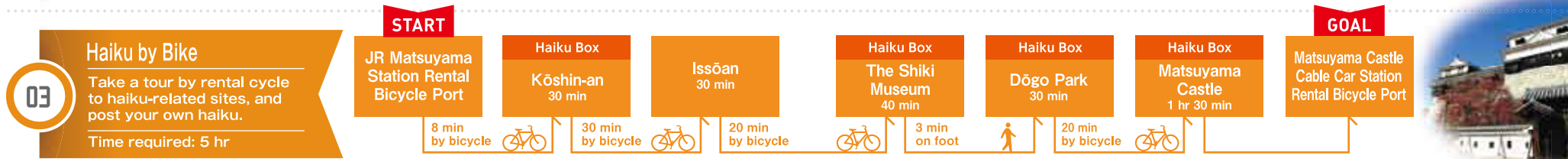
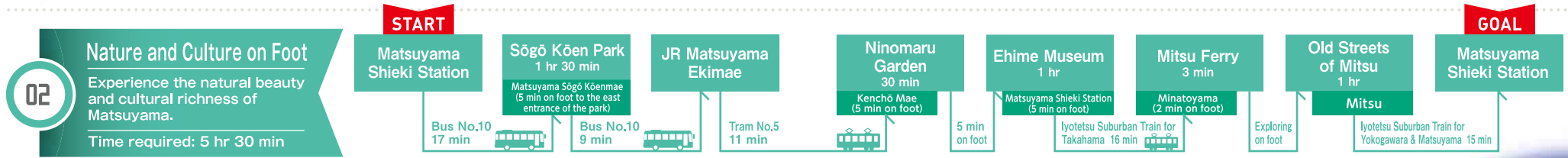
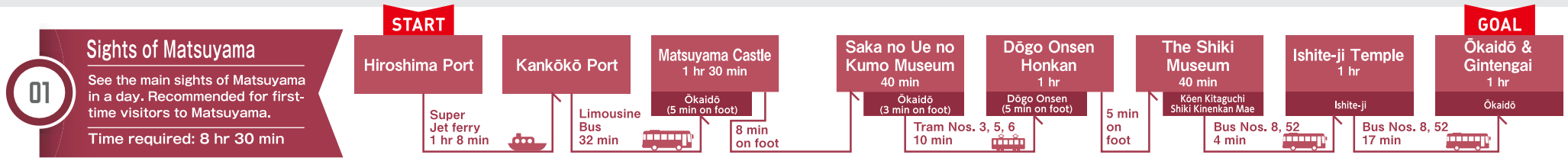
愛媛マラソン

This takes place every February. This full marathon starts in front of the Ehime Prefectural Office and ends in Shiroyama Park. Lots of local people line the streets to cheer on the citizen runners giving their all. Runners from overseas are welcome.

Recommended Courses

モデルコース

These Recommended Courses use the fastest available means of public transport.



Rental Cycle

松山市観光レンタサイクル

You can rent and return bicycles at several places in Matsuyama as a convenient way to get about.

Locations for renting and returning bicycles

Dōgo Onsen Rental Bicycle Port
Dōgo Tourist Office

Matsuyama Castle Rental Bicycle Port
Castle Cable Car Station

Ōkaidō Rental Bicycle Port
Ōkaidō Shopping Arcade bicycle parking

JR Matsuyama Rental Bicycle Port
JR Matsuyama bicycle parking

Rental bicycles are for people who can use them safely.

Availability

8:30 to 17:00 (Must be returned on time)

Rental

Fill in the form at the rental bicycle port. Photo ID is required. You can return the bicycle to any rental bicycle port.

Price

¥300 a day, per rental, per person




















Getting to Matsuyama

松山までのアクセス

-  Aeroplane
-  Ferry
-  Highway bus
-  Train (JR)



Access information and times from other major cities to Matsuyama

From	Transportation	Time required
1. Fukuoka	 Fukuoka Airport to Matsuyama Airport	45 min
	 Kokura Harbour to Kankōkō Port	7 hr 5 min
	 Nishitetsu Tenjin Bus Centre to Matsuyama Shieki Bus Station (Iyotetsu bus and Iyotetsu Nanyo bus)	9 hr 45 min
2. Okayama	 JR Okayama Station to JR Matsuyama Station *You can get to Matsuyama by changing at Okayama Station from Japan's major cities.	2 hr 45 min
	 Okayama Station Nishiguchi to Matsuyama Shieki Bus Station (JR Shikoku bus, Iyotetsu bus, Ryōbi bus, Shimoden bus)	2 hr 50 to 55 min
3. Kōbe	 Kōbe Port (Rokkō Island) to Niihama Higashi Harbour → TAXI Niihama Higashi Harbour to JR Niihama Station →  JR Niihama Station to JR Matsuyama Station	7 hr by ferry 10 min by taxi 1 hr 10 min by train (JR)
	 Kōbe Sannomiya Bus Station to Matsuyama Shieki Bus Station (Iyotetsu bus and Shinki bus)	4 hr
	 Sannomiya Bus Terminal to JR Matsuyama Bus Station	4 hr 30 min
	 Kansai International Airport to Matsuyama Airport	1 hr
4. Ōsaka	 Itami Airport to Matsuyama Airport	50 min
	 Ōsaka Nankō Ferry Terminal to Tōyo Harbour → CONNECTING BUS Tōyo Harbour to Matsuyama Shieki Bus Station	8 hr by ferry 1 hr 20 min by connecting bus
	 Ōsaka Umeda Bus Station to Matsuyama Shieki Bus Station (Iyotetsu bus and Hankyū bus)	5 hr 5 to 25 min (Daytime) 7 hr 15 to 35 min (Nighttime)
	 JR Ōsaka Station Expressway Bus Terminal to JR Matsuyama Bus Station (JR Shikoku bus)	5 hr 30 min (Daytime) 7 hr 10 min (Nighttime)
	 JR Kyōto Bus Station (Hachijōguchi) to Matsuyama Shieki Bus Station (Iyotetsu bus and Keihan bus)	5 hr 30 min (Daytime)
5. Kyōto	 JR Kyōto Station (Karasumaguchi) to JR Matsuyama Bus Station (JR Shikoku bus)	8 hr 30 min (Nighttime)
	 Chūbu Centrair International Airport to Matsuyama Airport	1 hr 5 min
6. Nagoya	 Meitetsu Bus Centre to Matsuyama Shieki Bus Station (Iyotetsu bus and Meitetsu bus)	8 hr
	 Nagoya Bus Station to JR Matsuyama Bus Station (JR Shikoku bus)	10 hr 20 min

International Routes to Matsuyama 国際線から松山へのアクセス情報

There are direct flights to Matsuyama Airport from Seoul (Asiana Airlines) and Shanghai (China Eastern Airlines).
From Seoul 3 flights a week on Sun, Tue, Fri 1 hr 40 min / From Shanghai 2 flights a week on Mon, Fri 1 hr 40 min

Access from Hiroshima and Ehime Prefectures

広島県・愛媛県内からのアクセス

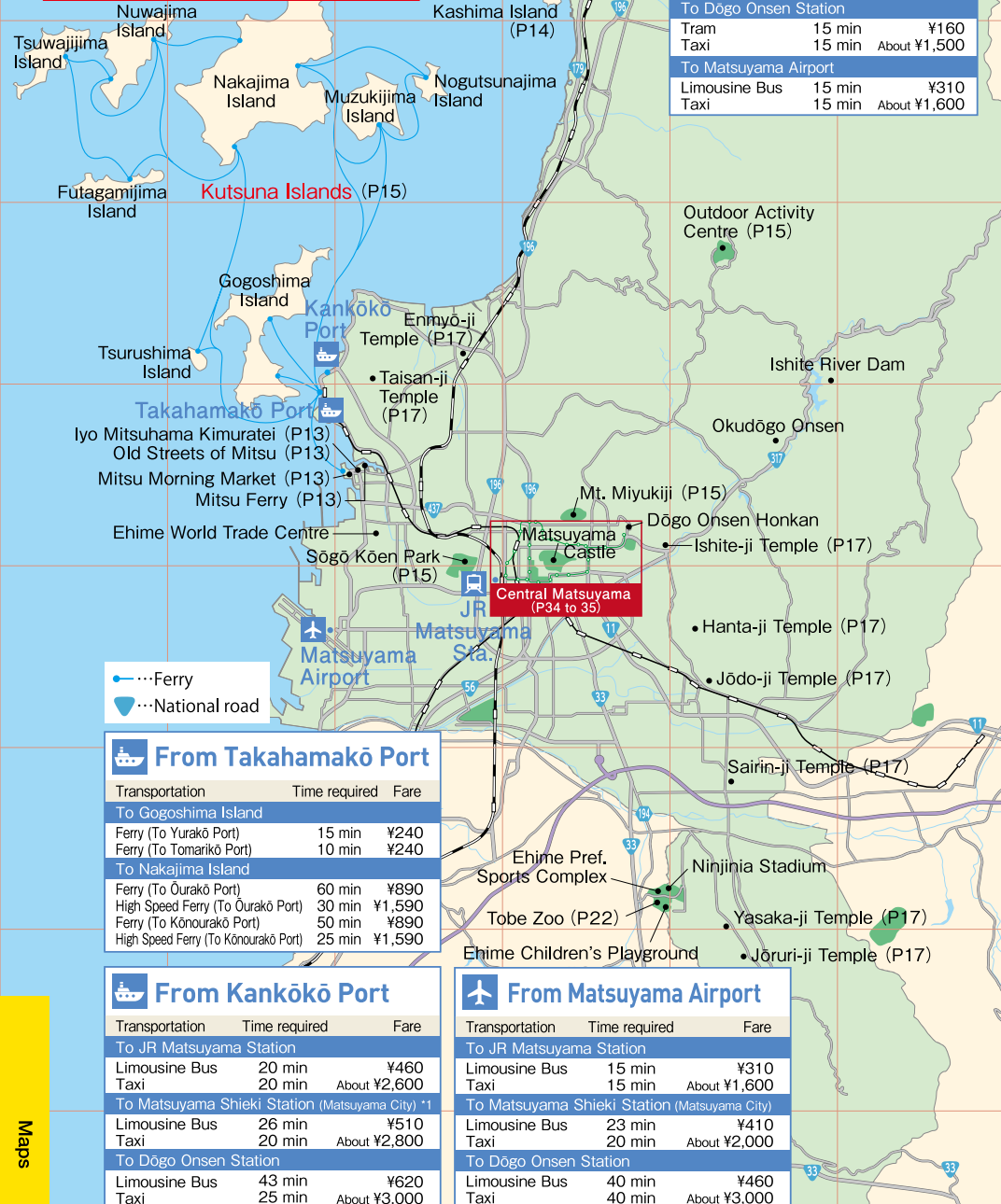


-  Ferry
-  Expressway
-  Train (JR)

Imabari ▶ Matsuyama	Train (JR) 35 min
	Bus 1 hr 15 min
	Car 1 hr 10 min
Uwajima ▶ Matsuyama	Train (JR) 1 hr 20 min
	Bus 2 hr
	Car 1 hr 30 min
Ōzu ▶ Matsuyama	Train (JR) 35 min
	Bus (JR) 1 hr
	Car 55 min
Uchiko ▶ Matsuyama	Train (JR) 25 min
	Car 45 min
Hiroshima ▶ Matsuyama	Ferry 1 hr 8 min (high-speed) 2 hr 40 min (regular)
Kure ▶ Matsuyama	Ferry 55 min (high-speed) 1 hr 55 min (regular)

General Map of Matsuyama

松山の広域図



From JR Matsuyama Station

Transportation	Time required	Fare
To Matsuyama Shieki Mae Station		
Tram	7 min	¥160
Taxi	10 min	About ¥700
To Dōgo Onsen Station		
Tram	15 min	¥160
Taxi	15 min	About ¥1,500
To Matsuyama Airport		
Limousine Bus	15 min	¥310
Taxi	15 min	About ¥1,600

From Takahamakō Port

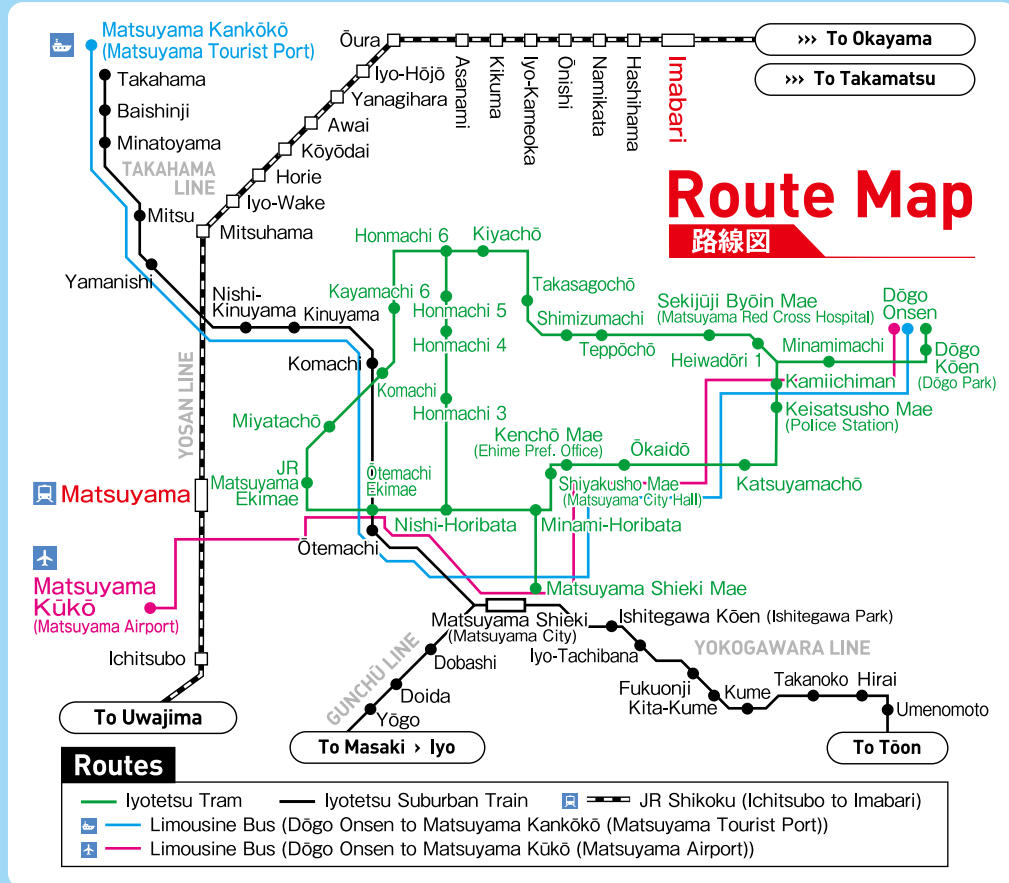
Transportation	Time required	Fare
To Gogoshima Island		
Ferry (To Yurakō Port)	15 min	¥240
Ferry (To Tomariko Port)	10 min	¥240
To Nakajima Island		
Ferry (To Ōurakō Port)	60 min	¥890
High Speed Ferry (To Ōurakō Port)	30 min	¥1,590
Ferry (To Kōnourakō Port)	50 min	¥890
High Speed Ferry (To Kōnourakō Port)	25 min	¥1,590

From Kankōkō Port

Transportation	Time required	Fare
To JR Matsuyama Station		
Limousine Bus	20 min	¥460
Taxi	20 min	About ¥2,600
To Matsuyama Shieki Station (Matsuyama City) *1		
Limousine Bus	26 min	¥510
Taxi	20 min	About ¥2,800
To Dōgo Onsen Station		
Limousine Bus	43 min	¥620
Taxi	25 min	About ¥3,000

From Matsuyama Airport

Transportation	Time required	Fare
To JR Matsuyama Station		
Limousine Bus	15 min	¥310
Taxi	15 min	About ¥1,600
To Matsuyama Shieki Station (Matsuyama City)		
Limousine Bus	23 min	¥410
Taxi	20 min	About ¥2,000
To Dōgo Onsen Station		
Limousine Bus	40 min	¥460
Taxi	40 min	About ¥3,000



Routes

- Iyotetsu Tram
- Iyotetsu Suburban Train
- JR Shikoku (Ichitsubo to Imabari)
- Limousine Bus (Dōgo Onsen to Matsuyama Kankōkō (Matsuyama Tourist Port))
- Limousine Bus (Dōgo Onsen to Matsuyama Kūkō (Matsuyama Airport))

How to pay your fare

Trams

Board from the back of the tram and pay at the front before getting off

- Put ¥160 in the box
- Coin changer
- Note changer

Suburban trains

Buy a ticket at the vending machine before boarding

- Check the price
- Press the destination station button
- Ticket and change

Buses

Board from the back of the bus and pay at the front before getting off

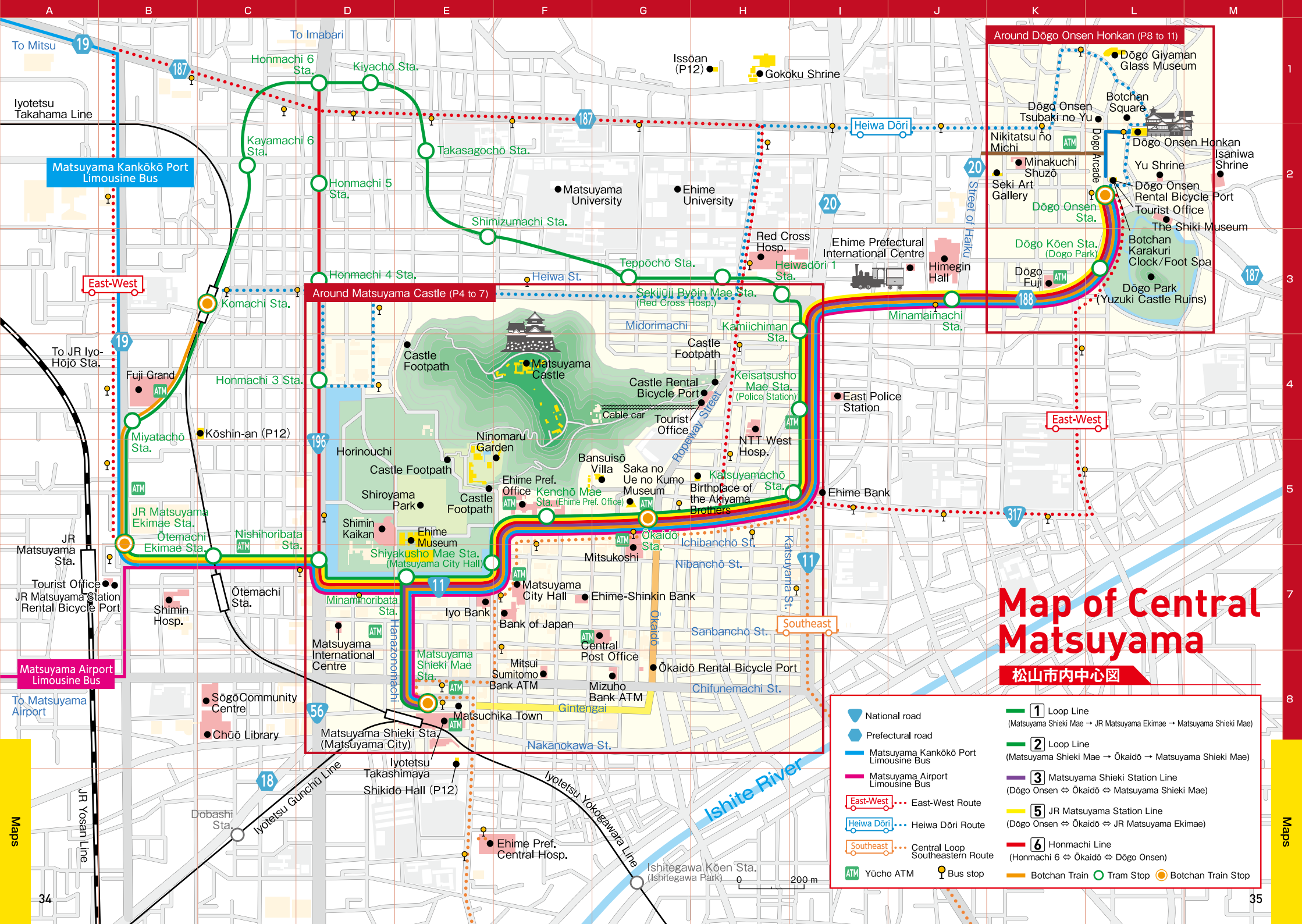
- Take a boarding ticket
- Check the fare by the number shown on the fare board
- Coin changer
- Note changer
- Put the correct fare in the box

One-day tram ticket

Ride the trams all day for just ¥500

- Area:** All tram routes
- Price:** Adults ¥500, children ¥250
- Availability:**
 - For an extra ¥300, you can ride the Botchan Train once.
 - You can ride the Iyotetsu Takashimaya Ferris wheel, Kururin, once free of charge.

Iyotetsu Ticket Centre, Iyotetsu Travel, Dōgo Onsen Station Shop, and trams (ask the driver), at Iyotetsu stations



Map of Central Matsuyama

松山市内中心図

- | | |
|--------------------------------------|---|
| National road | 1 Loop Line
(Matsuyama Shieki Mae → JR Matsuyama Ekimae → Matsuyama Shieki Mae) |
| Prefectural road | 2 Loop Line
(Matsuyama Shieki Mae → Ōkaidō → Matsuyama Shieki Mae) |
| Matsuyama Kankōkō Port Limousine Bus | 3 Matsuyama Shieki Station Line
(Dōgo Onsen ⇄ Ōkaidō ⇄ Matsuyama Shieki Mae) |
| Matsuyama Airport Limousine Bus | 5 JR Matsuyama Station Line
(Dōgo Onsen ⇄ Ōkaidō ⇄ JR Matsuyama Ekimae) |
| East-West Route | 6 Honmachi Line
(Honmachi 6 ⇄ Ōkaidō ⇄ Dōgo Onsen) |
| Heiwa Dōri Route | Botchan Train |
| Central Loop Southeastern Route | Tram Stop |
| Yūcho ATM | Bus stop |
| Bus stop | Botchan Train Stop |