



四国



徳島

Tokushima

愛媛

Ehime



Bamboo Craft



Hime Temari



Iya Vine Bridge



Ritsurin Garden



Matsuyama Castle



Ashizuri Cape

香川

Kagawa



Kagawa Lacquer Ware

高知

Kochi



Naruko



Japan. Endless Discovery.



SHIKOKU JAPAN



Sudachi-kun



Ao Oni-kun



Mikyan



Ryoma Sakamoto

Ehime

愛媛



Mikan Juice



Mikan (Mandarin oranges)



Tarte (Japanese roll cake)



Jakoten (fish cakes)

Senzanki Fried Chicken



Ainan Biyabiya Bonito

Only the ultimate bonito fish from Ainan that pass the strict requirements of 1. fishing method, 2. preservation method, 3. length of time preserved, etc. are worthy of the name "Ainan Biyabiya Bonito".

The « tai-meshi » loved by mariners.

Plump and fresh sea bream sashimi is served with a special sauce made with raw egg, soy sauce, sake, sesame seeds, and more, and piled upon steaming hot rice. It's a traditional meal of southern Ehime.

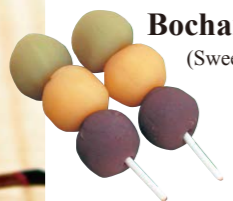


Kiri no Mori Daifuku

A luxurious treat made with fragrant tea from the famous Shingu area of Shikokuchuo City.



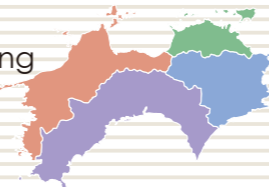
Bochan-dango (Sweet dumpling)



Yawatahama Chanpon



Shikoku's food culture has been preserved through its long history. Now many new items full of Shikoku individuality have been created from this basic food culture.



Local Specialties and Regional Delicacies



Chabatake Pudding

Top quality tea leaves are used to create this aromatic pudding with a refined texture and homemade flavor.



Nabe-yaki Ramen

Imo Kenpi (Fried sweet potato sticks)



Yuzu (Citrus)

Kochi prefecture is the leading production region for yuzu citrus. Yuzu has a fresh and fragrant aroma, and is exported around the world to great popularity.



Incredibly Fresh Katsuo Tataki!

Served with plenty of garnish, this authentic tataki has an outer surface that is smoky and aromatic, while the center is raw and juicy. Try it seasoned with salt for the ultimate delicacy.

Ice Kurin



Gokkun Umajimura (Citrus juice)

高知
Kochi



Shimizu Saba (Premium mackerel)



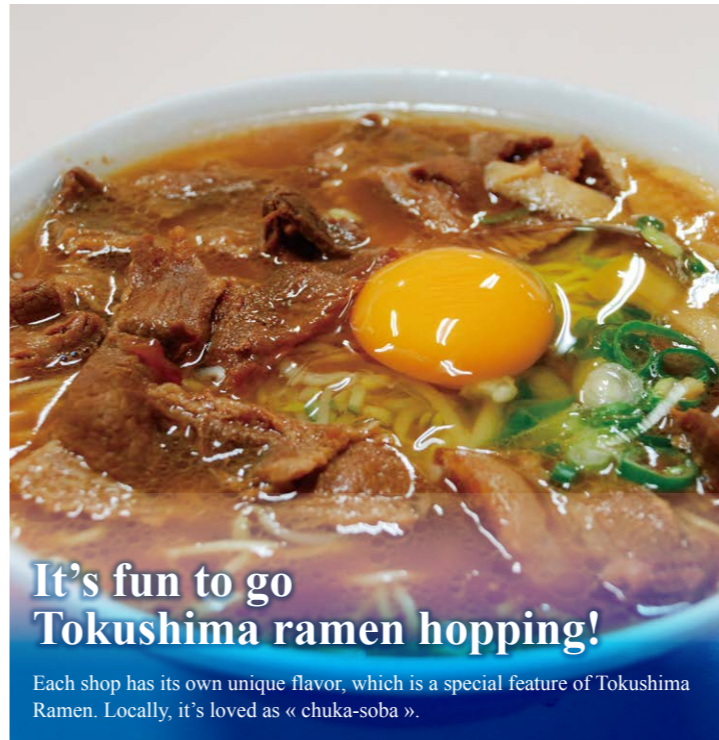
Buntan (Pomelo)



Fruit Tomato



Tosa Aka-ushi (Beef)



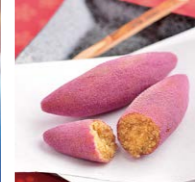
It's fun to go Tokushima ramen hopping!

Each shop has its own unique flavor, which is a special feature of Tokushima Ramen. Locally, it's loved as « chuka-soba ».



Sobagome-zōsui (buckwheat soup)

Wasanbon Cookie



Narutokko



Awa O-dori

Firm and juicy local brand chicken. Eat it and experience the difference.



Migi Agari Don

A dish only available in south Tokushima, topped with a generous helping of local ingredients.



Awa Uiro

徳島
Tokushima



Sudachi (Small citrus fruit)



Naruto Wakame (seaweed)



Momo-ichigo Daifuku



An-mochi Zōni (New year's cuisine)

Kagawa

香川



Rare Sugar



Shoyu-mame (Broad beans)



Wasanbon (Premium candy)



Olive Beef

Top-class kuroge wagyu beef fed with Shodoshima olive pulp.



Olive Hamachi (Young yellowtail)

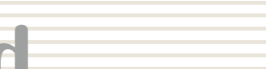
Grilled Chicken on the Bone

A whole chicken leg is grilled with special aromatic spices until the skin is crispy. An excellent accompaniment to a cold beer.



Shōdoshima Sōmen

Oiri Soft Serve Ice Cream



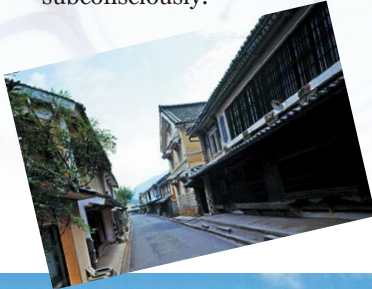
Ehime

愛媛

Experience the Nostalgia and Relax in Ehime Prefecture.

Dogo Onsen hot spring Main Building is a prototypical modern Japanese-style building, said to be the inspiration for an element in a Hayao Miyazaki film.

Walk along streets lined with old traditional houses. Gaze at the sea where pearls are cultured. Or look up at the spiritual mountain peaks and follow the ocean road. Wherever you look, heartwarming scenery is spread before you. Let the smooth touch of Tobe-yaki Pottery calm your heart and bring you back to the past. It is no wonder that this is the kingdom of haiku poems where Shiki Masaoka, a master of modern haiku was born. Ehime will have you composing a poem subconsciously.



Uchiko Antique Street
MAP C-5

Tobe-yaki Pottery ▲
MAP C-4



Dogo Onsen hot spring Main Building MAP C-4



Kirosan Observatory Park MAP D-3

Shimanami Cycling Course MAP D-3



A refreshing dive into a waterfall basin

Let yourself get washed down the Nametoko Gorge in this new river sport invented in France.

The thrill of riding above the sea

"Shimanami Kaido" is the name of the highway, but a bicycle lane has been built on each of the nine bridges. Cycling is a great way to see the islands and there are many bicycle rental shops along the way.



Nametoko Gorge Canyoning
MAP B-6



Yusu Mizugaura Terraced Fields MAP B-6



Murakami Suigun Museum MAP D-3



Shikoku Karst MAP C-5



Mt. Ishizuchi MAP D-4



Shonai Peninsula **MAP E-3**

Nakano Udon School **MAP F-3**



Learn the basics from an expert

Bamboo emanates tradition and craftsmanship in this beautiful and intricate craft. Make your own fan for a special memento.

The trick is to stomp on the dough with vigor !

Let a professional show you how to make real handmade Sanuki udon. Udon made yourself always tastes special!



Marugame Paper Fan Museum **MAP E-3**



Kagawa

香川

The Seto Inland Sea is a gathering place for contemporary artists, who incorporate the traditional culture and beautiful natural scenery of the islands into their art.

Beneath the serene sky lies a sparkling sea dotted with tiny green islands, fields with reservoirs glistening against a hilly backdrop. Yes, this is the land of Sanuki (the old name of Kagawa). The place where Kukai, also known as Kobo Daishi, was born. A land filled with kindness.

A visit to remains of a historic battlefield of the Taira-Minamoto War (A.D.1185) and to see works of art by such famous artists as Isamu Noguchi and Higashiyama Kaiti can heal the heart. Take a trip to Kagawa, where time flows gently.

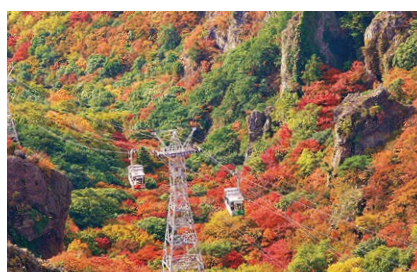


"Red Pumpkin"
© Yayoi Kusama, 2006
Naoshima Miyaura Port Square
MAP F-2 (Naoshima)

▲Takamatsu History Museum
"Genpei War figure folding screen"
MAP F-3



Kotohiragu Shrine **MAP F-3**



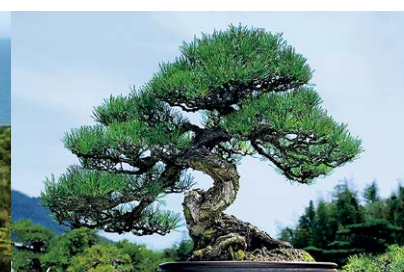
Kankakei Gorge **MAP G-2**



Zentsuji Temple **MAP E-3**



Kotohiki Park (sand coin) **MAP E-3**



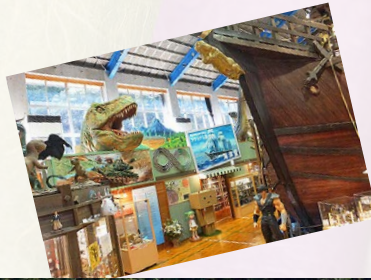
Bonsai

Kochi

高知

Experience the Dynamic Nature; Meet the Energetic People of Kochi Prefecture

Overlooking the Pacific Ocean, Kochi is blessed with southern sunlight. This is the land of many great persons on Japanese history. Perhaps grand scenery fosters big dreams. Kochi is full of unique historical scenic and culinary appeal. With Kochi castle at the center, there is the Yosakoi Festival; Sunday markets; the everflowing, sparkling Shimanto River (known the last clean river in Japan); traditional Sawachi cuisine; and lightly-roasted bonito. Get energized by the people, the nature and the food of Kochi Prefecture.



Kaiyōdō Hobby Museum
Shimanto
MAP C-6

Tosa Washi ▲
(Japanese Paper)
MAP D-5



Kochi Castle MAP E-5



Shimanto River MAP C-6-7

Tataki Cooking Experience MAP D-6



There's a reason why Tosa's tataki is so good

The best tataki is prepared over a hot straw fire. Experience the ultimate in rustic and fresh local cuisine.

Shopping with the locals

Kochi's Sunday market is a symbol of Kochi's culture. It's number one in the country for both size and history.



Sunday Market MAP E-5



Ryoma Sakamoto Statue MAP E-5



Makino Botanical Garden MAP E-5



Monet's Garden Marmottan MAP F-5



Muroto Global Geo-park MAP F-6



Naruto Whirlpools **MAP H-3**



Tokushima 徳島

Dyed in the wool passion and energy, Tokushima's Japan blue.

The exciting, intense swirling of Naruto Whirlpools. The whirlpool of excitement of Awa Odori (Dance) Festival. The vine suspension bridges of Iya that takes you on a journey back to the Heian era. The rows of traditional houses in Udatsu that will remind you of the glory of the rich who made their fortune by indigo dyeing. Your trip to Awa (the old name of Tokushima) may be passionate, it may be tasteful and attractive.

The mountains and the seas of Tokushima

Prefecture, where the pilgrimage of the 88 sacred temples of Shikoku begins, will purify your soul.



OTSUKA MUSEUM OF ART
MAP H-3

Picture was taken the exhibited works of OTSUKA MUSEUM OF ART.

▲ Awa Indigo Dye Museum
MAP G-3

Awa Odori Festival **MAP G-3**



Original Water Slider

An adventure experience with rushing water and 2m high waves that offers thrills and spills.

The dancing fools and the watching fools...

People of all ages get caught up in the rhythm and dance to the « zomeki » music at this exciting summer festival.



Rafting in Yoshino River **MAP E-4**



Oboke and Koboke Gorges **MAP E-4**



Mt. Tsurugi **MAP F-4**



Wakimachi's Udatsu Townscape **MAP F-3**



Awa Jurobei Yashiki Puppet Theater & Museum **MAP G-3**



Sea Turtle Museum "Caretta" **MAP G-4**

Events of Shikoku in Four Seasons

春 Spring

3 March
 Early to middle in March Tosa no Okyaku Festival Kochi, etc (Kochi Pref.)
 Early in March Sawachi Festival Kochi (Kochi Pref.)
 Late in March Dogo Hot Spring Festival Matsuyama (Ehime Pref.)

4 April
 Early in April Matsuyama Castle Festival Matsuyama (Ehime Pref.)
 Early to middle in April Shikoku Kompira Kabuki Kotohira (Kagawa Pref.)
 3rd Sat.Sunday Tobe Yaki Pottery Festival Tobe (Ehime Pref.)
 Sunday late in April Dorome Festival Konan (Kochi Pref.)
 Late in April Ihana (Flower) & Iharu (Spring) Festa Tokushima (Tokushima Pref.)
 Late to early in May Close with the Ryoma Statue Kochi (Kochi Pref.)

5 May
 Early in May T-shirt Exhibition Kuroshio (Kochi Pref.)
 Early in May Asutamu Festival Inano (Tokushima Pref.)
 3rd, 4th Marugame Castle Festival Marugame (Kagawa Pref.)
 5th Ikazaki Kite Festival Uchiko (Ehime Pref.)
 3rd Sunday Bonito Festival Nakatosa (Kochi Pref.)

夏 Summer

6 June
 1st to September 20 Cormorant fishing Ozu (Ehime Pref.)
 Early 2weeks Misato Firefly Festival Yoshingawa (Tokushima Pref.)
 Middle in June Draining of Manno Pond Manno (Kagawa Pref.)
 Late to late in July Sea turtles Lay eggs Minami (Tokushima Pref.)

7 July
 1st to 10th Mt. Ishizuchi Festival Saijo (Ehime Pref.)
 Middle in July Draining of Hounen Pond Kanonji (Kagawa Pref.)
 22th to 24th Uwajima Ushioni Festival Uwajima (Ehime Pref.)
 3rd Sat.Sunday Ekin Festival Konan (Kochi Pref.)
 Late in July Luminous Town Project Anan (Tokushima Pref.)

8 August
 9th to 11th Awa Odori Festival Naruto (Tokushima Pref.)
 9th to 12th Yosakoi Matsuri Festival Kochi (Kochi Pref.)
 11th to 13th Matsuyama Summer Festival Matsuyama (Ehime Pref.)
 12th to 14th Sanuki Takamatsu Festival Takamatsu (Kagawa Pref.)
 12th to 15th Awa Odori Festival Tokushima (Tokushima Pref.)

秋 Autumn

9 September
 Late in August Imo-taki Feast Ozu (Ehime Pref.)
 Late to October
 Late to late in October Tosa Harvest Festival Kochi etc (Kochi Pref.)

10 October
 1st All Japan Hashiken Championship Kochi (Kochi Pref.)
 (a traditional Tosa drinking game played with chopsticks)
 2nd Fri, Sat, and Sunday Sanuki Toyohama Chosa Festival Kanonji (Kagawa Pref.)
 9th to 11th Kotohira Shrine Festival Kotohira (Kagawa Pref.)
 14th to 17th and other days Saijo Festival Saijo (Ehime Pref.)
 Niihama Drum Festival Niihama (Ehime Pref.)
 16th to 18th Olive Harvest Festival Shodoshima (Kagawa Pref.)
 Middle in October Spiny Lobster Festival Minami (Tokushima Pref.)
 Late in October Otomouma-no-Hashirikomi Imabari (Ehime Pref.)
 3rd Sunday (A Ritual Horse Race)

11 November
 Early in November Hometown Carnival Tokushima (Tokushima Pref.)
 Awa Racoon Dog Festival
 Middle in November Ryoma Festival Kochi (Kochi Pref.)
 Late in November Autumn Light Up in Ritsurin Garden Takamatsu (Kagawa Pref.)

冬 Winter

12 December
 Early in December Winter Object d'art Miyoshi (Tokushima Pref.)
 to early in January
 Late in December Takamatsu Winter Festival Takamatsu (Kagawa Pref.)

1 January
 Early in January Stepping sand in Shikoku 88 sacred places Zentsuji (Kagawa Pref.)

2 February
 1st to 28th Ashizuri Camellia Festival Tosa-shimizu (Kochi Pref.)
 11th Akiba Matsuri Festival Niyodogawa (Kochi Pref.)
 22nd Shikoku Sake Festival Miyoshi (Tokushima Pref.)
 January 7 to 9 Tsubaki Shrine's Camellia Festival Matsuyama (Ehime Pref.)
 (Japanese traditional calendar)
 Late to March 3 Hiketa Doll Festival Higashi-kagawa (Kagawa Pref.)
 Late in February Swirling Current Opening Ceremony Naruto (Tokushima Pref.)
 Late in February Nanaore Plum Festival Tobe (Ehime Pref.)
 to middle in March Aki and others (Kochi Pref.)
 Late in February Sakamoto Dolls' Street Katsura (Tokushima Pref.)
 to late in March
 Early in February Big Doll Festival Katsura (Tokushima Pref.)
 to early in April



Shikoku Kompira Kabuki MAP F-3 (Early to middle in April)



Awa Odori Festival MAP G-3 (August)



Autumn Light Up in Ritsurin Garden MAP F-3 (Late November)



Sakamoto Dolls' Street MAP G-4 (Late in February to late in March)



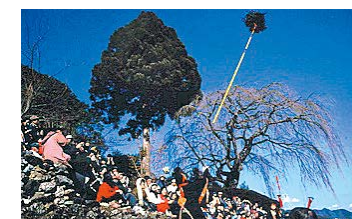
Tobe yaki Pottery Festival MAP C-4 (April)



Yosakoi Matsuri Festival MAP E-5 (August)



Niihama Drum Festival MAP D-4 (October)



Akiba Matsuri Festival MAP D-5 (February)

Tokushima Prefecture
 ●Contact info for sightseeing inquiries
 Tourism Planning Division ☎ 81-88-621-2335
 1-1 Bantai-cho, Tokushima 770-8570
 Tokushima Prefecture Tourist Association ☎ 81-88-652-8777
 1 Hoji, Higashihama, Yamashiro-cho, Tokushima 770-8055
 Tokushima Tourist Information Center ☎ 81-88-622-8556
 1 Terashima-honmachi-nishi, Tokushima 770-0831
 (in front of JR Tokushima Station)

Kagawa Prefecture
 Tourism Promotion Division ☎ 81-87-832-3363
 4-1-10 Ban-cho, Takamatsu 760-8570
 Kagawa Prefecture Tourism Association ☎ 81-87-832-3377
 4-1-10 Bancho, Takamatsu 760-8570
 Takamatsu City Information Plaza ☎ 81-87-851-2009
 1-53 Hamano-cho, Takamatsu 760-0011

Ehime Prefecture
 Tourism Promotion Division ☎ 81-89-912-2490
 4-4-2 Ichiban-cho Matsuyama 790-8570
 Ehime Prefecture Tourism Association ☎ 81-89-961-4500
 3-6-1 Okaido, Matsuyama 790-0004
 Matsuyama City Tourist Information ☎ 81-89-931-3914
 1-14-1 Minamiedo, Matsuyama 790-0062 (JR Matsuyama Station)
 Dogo Tourist Information ☎ 81-89-921-3708
 6-8 Dogo-Yunomachi, Matsuyama 790-0842

Kochi Prefecture
 Tourism Promotion Division ☎ 81-88-823-9606
 1-2-20 Marunouchi, Kochi 780-8570
 Kochi Visitors & Convention Association ☎ 81-88-823-1434
 1-2-20 Marunouchi, Kochi 780-8570
 "i" information Center ☎ 81-88-826-3337
 2-10-17, Kitahonmachi, Kochi 780-0061
 (in front of JR Kochi Station)

●Contact info for railway inquiries
JR Shikoku Telephone Information Center
 (0570)00-4592 Inquiry reading train timetable, fares and the planned services
 ● Open Hours (open 365 Days) 8:00am - 8:00pm ● Charge

*Please contact the station for lost property or train service situation.
 *You might not be able to call on the type of your phone.

SHIKOKU ACCESS MAP

