



Matsuyama

Photo: Kevin Autret/Shutterstock.com



Cidale Federica/Shutterstock.com



masakichi/Shutterstock.com



torasan/Shutterstock.com

The largest city on the island of Shikoku in Japan, Matsuyama is a vibrant city of living traditions, set against a backdrop of historical buildings, where haiku poetry is still enjoyed as a part of daily life. A full calendar of seasonal festivals means that there's always something eye-catching going on. The city is served by a network of vintage trams and steam trains, so getting about is easy. Matsuyama also has miles of sandy beaches framing the beautiful island-studded Seto Inland Sea.

QUIZ

*What Type of Traveller
Are You Based on
Your Travel IQ?*

TAKE THE QUIZ

Top 5



Matsuyama Castle
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Dogo Onsen Honkan
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THE CITY



Korkusung/Shutterstock.com

Matsuyama is the capital city of Ehime Prefecture and the largest city in Shikoku. Its name means “pine mountain”. The city has some excellent bars and restaurants, offering a choice of regional specialities like sea bream and wild boar, not to mention wonderful sake.

Matsuyama is home to Dogo Onsen, the oldest hot spring bath house in Japan. Dogo Onsen is featured in the Michelin Green Guide, and was the inspiration for the popular animation *Spirited Away*. Another favourite sight is Matsuyama Castle which sits atop a large hill in the middle of the city. Eight of the eighty-eight temples in the Shikoku Pilgrimage are located in Matsuyama, and pilgrims are a common sight. Picturesque Buddhist temples in Matsuyama include Ishiteji, Taisanji, and Jodoji, all dating back to the 8th century. Ishiteji is a particularly fascinating place, which includes an amazing series of tunnels in the hill behind it. Major Shinto shrines include Isaniwa Jinja and Tsubaki Jinja.

The haiku poet Masaoka Shiki lived in Matsuyama. His house (now known as the Shiki-do) and a museum, the Shiki Memorial Museum, are popular attractions, and the reason for the city’s role as the center of the international haiku movement. The novel

Botchan by Natsume Soseki is also set in Matsuyama.

Matsuyama also figures in several works by Shiba Ryotaro, particularly the 1969 novel, *Saka no Ue no Kumo* (Clouds Above the Hill). This was the focus of a major branding exercise undertaken by the previous major, which resulted in long-running NHK drama adaptation of the novel, and a museum designed by the renowned architect Tadao Ando. Another cultural site worthy of note is the Itami Juzo Museum dedicated to the famous film director.

Matsuyama is a compact city. The centre is served by a tram system with beautiful tram cars from the 50s and 60s, as well as a picturesque replica steam train, the *Botchan Ressha*. The city is surrounded by mountains and incorporates a number of hills, giving it a green, rural feeling. Within the city limits are a number of sandy beaches facing the translucent waters of the Seto Inland Sea. The city still has many old buildings dating back to the Meiji Period and earlier. There are several stylish buildings by the architect Shichiro Giko, including the flamboyant *Bansuiso Villa*.

Matsuyama Airport has regular flights to Tokyo, Osaka, and other major Japanese cities, as well as selected Asian destinations, including Shanghai and Seoul. There are regular ferries to Hiroshima, including an express ferry that takes only an hour. Night ferries go to Kobe, Kokura, and Kitakyushu.

TOP 10



mTaira/Shutterstock.com

Matsuyama has so many fascinating buildings, museums, galleries, beaches and things to do, that choosing the top ten isn't easy. When you've done the top ten, be sure to look for some of the hidden gems too.

Matsuyama Castle



Matsuyama Castle stands on a large, wooded hill right in the middle of town, with an extensive moat and earth ramparts that dominate the city centre. Unlike many Japanese castles that were destroyed and rebuilt of concrete, Matsuyama Castle remains in its original state of wood and plaster. The castle offers spectacular views of the city, mountains and sea, particularly from the top of the keep. Matsuyama Castle houses a fascinating collection of samurai weapons and armour, and information about the history and structure of the castle.

Photo: torasun/Shutterstock.com

Address: 1 Marunouchi, Matsuyama, Ehime 790-0008, Japan

Public Transport: Iyotetsu tram Okaido station

Opening hours: 9:00 - 16:30

Internet: www.matsuyamajo.jp

Dogo Onsen Honkan



Dogo Onsen Honkan is said to be the model for the spirit bathhouse in the world-famous animation "Spirited Away". It's also the oldest hot spring in Japan, with a history going back over 3,000 years. A whole section of the main building, the Yushinden, is given over to the imperial family. There are several baths and lounges offering more or less luxurious service. Feel free to walk in off the street and enjoy a dip in Japan's oldest spa.

Photo: Yuka Tokano/Shutterstock.com

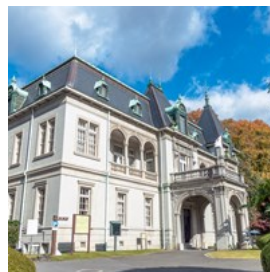
Address: 5-6 Yunomachi, Dogo, Matsuyama, Ehime 790-0842

Public Transport: Dogo Onsen Iyotetsu Tram Station

Opening hours: 6:00 - 23:00

Internet: <https://dogo.jp/en>

Bansuiso Villa



Bansuiso is a large villa, built in the style of a 19th century Gothic French chateau. The Earl Sadakoto Hisamatsu, a descendant of the Matsuyama clan, built it in 1922 as a second home. Having lived in France, Hisamatsu wanted to impress with Western style, and he hired architect Shichirō Giko to achieve it. The villa was a social mecca for the elite of that time, including the Imperial family. Today, exhibitions of the Museum of Art Ehime and concerts are held here.

Photo: mTaira/Shutterstock.com

Address: 3-3-7 Ichibancho, Matsuyama, Ehime, Japan

Public Transport: Iyotetsu tram Okaido station

Opening hours: 9:00 - 18:00

Kashima Island



Kashima Island is a distinctive mountain in the sea just off the shore of Hojo, on the northern boundary of Matsuyama. Kashima means “Deer

Island”, and you can easily spot wild deer in its forest. Just 1.5 kilometres round, it offers a number of good walks around the island and over the top of the mountain. On a clear day, there are spectacular views from the lookout at the top over the Seto Inland Sea. The island is ideal for swimming, fishing and camping.

Photo: photopond jp/Wikimedia Commons (image cropped)
Public Transport: Train to Iyohojō Station on the Yoson Line, then ferry to Kashima

Ishiteji Temple



Ishiteji, as it's known in Japanese, is No. 51 of the 88 temples that form the Shikoku Pilgrimage, and you can usually see a few pilgrims in their white

garb and cone hats. The main hall and pagoda are built in the architectural style of the Kamakura Period (1192-1333). Behind the temple buildings is a doorway to a dark hole in the mountain which forms the backdrop to Ishite. This leads to a series of tunnels filled with peculiar Buddhist statuary, leading out to an inner courtyard area containing a strikingly modern golden dome.

Photo: Sean Pavone/Shutterstock.com
Public Transport: Iyotetsu bus Ishiteji stop

Tobe Potteries



Tobe was once a separate town to the south of Matsuyama. It's home to many potteries producing ceramics known collectively as Tobe-yaki.

These tend to be white with navy blue decoration, although there are many varieties. You can purchase very serviceable tableware for everyday use at the potteries, and you can also try your hand at making your own ceramics. Tobe is also home to a number of interesting museums and a sake brewery.

Photo: Hachi888/Shutterstock.com
Public Transport: Iyotetsu bus from central Matsuyama

Iyo Kasuri Folk Craft Museum



The Mingei Iyo-Kasuri Kaikan is a museum and shop devoted to the folk craft (mingei) of weaving with dyed yarn (kasuri). The building itself is

attractive with a traditional Japanese-style frontage, resplendent with elaborate plaster and tile work, and a little garden of manicured pines. Behind this frontage is a series of sheds that house the exhibits.

Photo: KPG_Payless/Shutterstock.com
Address: 1200 Kumanodai, Matsuyama, Ehime

DO & SEE



CK Ma/Shutterstock.com

Matsuyama is a compact city with a wide choice of things to do and see, from galleries and museums to beaches, historic buildings and parks. Be sure to allow plenty of time for all.

Matsuyama Castle



Matsuyama Castle stands on a large, wooded hill right in the middle of town, with an extensive moat and earth ramparts that dominate the city

centre. Unlike many Japanese castles that were destroyed and rebuilt of concrete, Matsuyama Castle remains in its original state of wood and plaster. The castle offers spectacular views of the city, mountains and sea, particularly from the top of the keep. Matsuyama Castle houses a fascinating collection of samurai weapons and armour, and information about the history and structure of the castle.

Photo: torasun/Shutterstock.com

Address: 1 Marunouchi, Matsuyama, Ehime 790-0008, Japan

Public Transport: Iyotetsu tram Okaido station

Opening hours: 9:00 - 16:30

Internet: www.matsuyamajo.jp

Fuwari Beach



Fuwari Beach is a beautiful sandy beach on the northern edge of Matsuyama. Formed of two small coves, it offers an expansive view of

Kashima Island and the Seto Inland Sea. Behind the beach are showers, toilets, kiosks, cafés and shops. Popular in summer, it's also a scene of wild beauty during the other seasons.

Photo: imtmphoto/Shutterstock.com

Address: 155 Ōura Matsuyama-shi, Ehime-ken

Shiki Memorial Museum



Masaoka Shiki is revered as the genius behind the revival of haiku and the establishment of its modern form in the Meiji period. As a teenager, he

helped to popularise baseball in Japan. He also served as a journalist in China covering the aftermath of the First Sino-Japanese war. This museum, tucked away next to a cemetery, is a reconstruction of the house where Shiki lived, and covers every aspect of his short but active life.

Photo: Jyo81/Wikimedia Commons (image cropped)

Address: 1-30 Dogo Park, Dogo, Matsuyama, Ehime 790-0857

Opening hours: Closed Tuesdays

Internet: <http://sikihaku.lesp.co.jp>

Email: sikihaku@city.matsuyama.ehime.jp

Dogo Park



Dogo Park is the site of the Yuzuki Castle built by the Kono Clan. Only the moat and earth ramparts remain. This charming park is home to a fascinating museum and a variety of delightful birds and other wildlife. The top of the hill in the middle of the park offers a 380 degree panorama of Matsuyama.

Photo: minianne/Shutterstock.com

Address: Dogokoen, Matsuyama, Ehime Prefecture 790-0857

Sogo Koen Park



Sogo Koen Park is located on one of the big hills in the centre of Matsuyama. On the top of the hill is a folly built to look like a European castle. The views from here over the city and the Inland Sea are breathtaking. The park has some elaborate children's play equipment and various flower gardens. It's home to numerous cats.

Photo: ANURAK PONGPATIMET/Shutterstock.com

Address: 1 Chome-1633-2 Asahigaoka Matsuyama, Ehime Prefecture 791-8024

Dogo Onsen Honkan



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lounges offering more or less luxurious service. Feel free to walk in off the street and enjoy a dip in Japan's oldest spa.

Photo: Yuka Tokano/Shutterstock.com

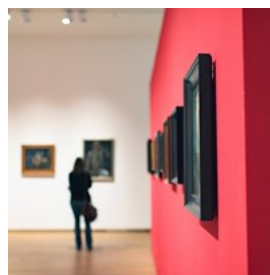
Address: 5-6 Yunomachi, Dogo, Matsuyama, Ehime 790-0842

Public Transport: Dogo Onsen Iyotetsu Tram Station

Opening hours: 6:00 - 23:00

Internet: <https://dogo.jp/en>

The Museum of Art, Ehime



The Museum of Art, Ehime is located in an architecturally significant building within the moat of Matsuyama Castle. It has its own collection of works by Japanese artists and holds frequent special exhibitions covering everything from Japanese animation artwork to classical painters and applied arts. There's always something interesting on.

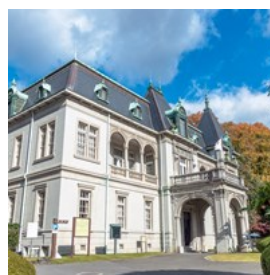
Photo: Ysbrand Cosijn/Shutterstock.com

Address: Horinouchi, Matsuyama, Ehime

Opening hours: 9:40 - 18:00; Closed Monday

Internet: www.ehime-art.jp

Bansuiso Villa



Bansuiso is a large villa, built in the style of a 19th century Gothic French château. The Earl Sadakoto Hisamatsu, a descendant of the Matsuyama clan, built it in 1922 as a second home. Having lived in France, Hisamatsu wanted to impress with Western style, and he hired architect Shichirō Giko to achieve it. The villa was a social mecca for the elite of that time, including the Imperial family. Today, exhibitions of the Museum of Art Ehime and concerts are held here.

Photo: mTaira/Shutterstock.com

Address: 3-3-7 Ichibanchō, Matsuyama, Ehime, Japan

Public Transport: Iyotetsu tram Okaido station

Opening hours: 9:00 - 18:00

Botchan Theater



Botchan Theater presents musicals based on local historical themes. These semi-serious stories involve large doses of romance and comedy, with high quality song and dance interludes.

Shows start at 10:30 and 14:00 (see the schedule for details). A free shuttle bus runs from Matsuyama JR and Shieki stations.

Photo: KPG_Payless/Shutterstock.com

Address: 1125 Minara, Toon, Ehime 791-0211

Public Transport: A free shuttle bus runs from Matsuyama JR and Shieki stations.

Opening hours: Shows at 10:30 and 14:00. See the schedule

Internet: www.botchan.co.jp/price.html

Ehime Children's Playground



Ehime Children's Playground is a huge fantasy "castle" for children, set in a large hilly park dotted with attractions for the young

and young at heart. There are things to climb, things to ride, and things to slide down from, many of which are totally free of charge. There are also places to eat.

Photo: imtmphoto/Shutterstock.com

Address: 108-1 Nishinomachi, Matsuyama, Ehime

Opening hours: 9:00 - 17:00

Botchan Steam Train

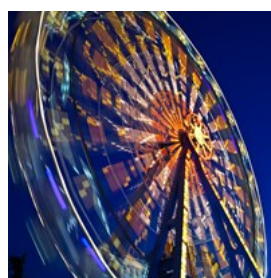


A popular attraction found on the route between JR Matsuyama Station and Dogo is the Botchan Train, a diesel-powered replica of the original Iyotetsu steam locomotive, known from Natsume Soseki's 1906 novel, Botchan. Not to be missed is seeing the Botchan Train engine uncoupled, cranked up on a pivot, and spun around by hand by the drivers.

Photo: lienyuan lee/Wikimedia Commons (image cropped)

Internet: www.iyotetsu.co.jp/bus/global/en

Kururin Ferris Wheel



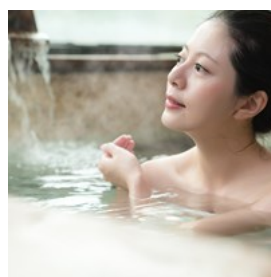
The huge Ferris wheel atop Iyotetsu Takashimaya Department Store goes by the name Kururin. This exciting ride lasts 15 minutes, affording a fantastic view over the whole of Matsuyama including the castle, the mountains and the sea. At dusk, the view is particularly pretty as the city lights come on.

Photo: DeReGe/Shutterstock.com

Address: 5-1-1 Minatomachi, Matsuyama, Ehime

Opening hours: 11:00 - 22:00 (to 19:00 Oct - Mar)

Tsubaki no Yu Onsen



Just down Dogo Arcade from Dogo Onsen Honkan is another hot spring bath, Tsubaki no Yu. The bath here is bigger and the ceiling higher,

creating an altogether different atmosphere.

Photo: PR Image Factory/Shutterstock.com

Address: 19-22 Dogoyunomachi, Matsuyama, Ehime

Opening hours: 6:30 - 23:00

Tobe Potteries



Tobe was once a separate town to the south of Matsuyama. It's home to many potteries producing ceramics known collectively as Tobe-yaki.

These tend to be white with navy blue decoration, although there are many varieties. You can purchase very serviceable tableware for everyday use at the potteries, and you can also try your hand at making your own ceramics. Tobe is also home to a number of interesting museums and a sake brewery.

Photo: Hachi888/Shutterstock.com

Public Transport: Iyotetsu bus from central Matsuyama

Mitsuhamama



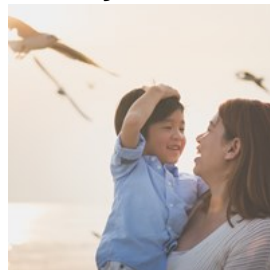
Mitsuhamama is the old port area of Matsuyama, facing the island studded Seto Inland Sea. It's an active fishing port and the morning fish market

is an event worth seeing. The dockside is full of boats and cranes, some of which are elegant vintage models. Mitsuhamama is one of the few places in Japan where you can still see buildings dating from the Edo, Meiji, Taisho and Showa periods in a single area, and most of these buildings are also still in use, as homes or shops and restaurants.

Photo: DVMG/Wikimedia Commons (image cropped)

Public Transport: Mitsu Station on the Iyotetsu Takahama Line, Mitsuhamama Station on the JR Yoson Line

Baishinji Beach



Baishinji sits in a little bay on the Matsuyama coastline, for all the world like a seaside village all of its own. The sandy beach looks across

a narrow channel to the dramatic peak of Gogoshima Island. Pretty ferries pass by the beach at frequent intervals presenting a scene of pleasant activity.

Photo: ANURAK PONGPATIMET/Shutterstock.com

Address: Baishinjimachi Matsuyama, Ehime

Iyonada Monogatori Train



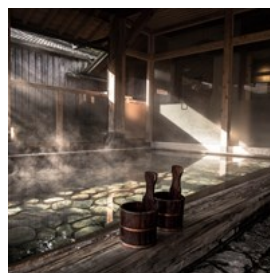
The Iyonada Monogatori Tourist Train departs from JR Matsuyama Station on weekends and holidays. This stylishly retro train travels

through the beautiful scenery of southwestern Ehime, stopping at scenic towns on the way. Enjoy carefully prepared meals using local ingredients while admiring stunning views of the Seto Inland Sea.

Photo: ICKEDA/Shutterstock.com

Opening hours: Weekends and holidays

Sora to Mori Spa



Sora to Mori is a large spa complex housed in a beautiful modern building. There's an extensive selection of indoor and outdoor baths,

as well as popular stone sauna baths. The mineral-rich water of the spa feels slippery like lotion, leaving your skin smooth and refreshed.

Photo: dryadphotos/Shutterstock.com

Address: 3-1 Minamikume, Matsuyama, Ehime

Mt. Kyogamori



Matsuyama has many small mountains within its boundaries. Mt.

Kyogamori is accessed by a trail that goes from behind Taisanji Temple to nearby Takahama. It's an easy walk to the top, passing Buddhist statuary along the way. The peak affords views to the high mountains in the south, to the beaches in north Matsuyama, and the myriad islands of the Inland Sea.

Photo: YukoF/Shutterstock.com

TEMPLES & SHRINES



IZZARD/Shutterstock.com

Matsuyama is home to eight of the 88 Buddhist temples of the Shikoku Pilgrimage, as well as to many dramatic Shinto shrines. You can see pilgrims dressed in white making their way between the temples, while the shrines are the focus of exciting and varied seasonal festivals.

Joruri-ji Temple



Joruri-ji is temple No. 46 of the Shikoku 88 temple pilgrimage. The temple building is largely hidden from view by the tall, ancient juniper trees that surround it. The grounds are a beautiful, well-tended garden. Next to the main hall is a bower of wisteria, and beyond it are ponds of lotus. The wood at Joruri-ji is beautifully carved and weathered, with sinuous grain that forms abstract patterns.

Photo: Reggaeman/Wikimedia Commons (image cropped)

Address: 282 Jōrurimachi, Matsuyama, Ehime

Yasaka-ji Temple



Yasaka-ji is temple No. 47 of the Shikoku 88 temple pilgrimage. With its painted gateway, the temple has a festive air, despite the huge graveyard behind it. In the cool, dark basement of the temple there are 8,000 ceramic Amida Buddha statuettes purchased by devotees from around the country, each with the person's name on it. Another unusual feature of this temple is the two little tunnels representing the Buddhist heaven and hell.

Photo: Reggaeman/Wikimedia Commons (image cropped)

Address: 773 Jorurimachi Matsuyama, Ehime Prefecture 791-1133

Enmyo-ji Temple



Enmyo-ji is temple No. 53 of the Shikoku 88 temple pilgrimage. It's tucked away in the old part of town, surrounded by a rough old grey wall, with a number of buildings in different styles clustered inside the compound. Many temples have elaborate tile roofs, but the tile work at Enmyo-ji is especially elaborate and magnificent. Enmyo-ji is also home to a rare Christian "Maria Kannon" statue.

Photo: 663highland/Wikimedia Commons
Address: 1-182 Wake-cho, Matsuyama, Ehime

Hanta-ji Temple



Hanta-ji Temple is No. 50 of the Shikoku 88 temple pilgrimage. It was established in the middle of the 8th century. Hanta-ji has an elegant, well-kept sophisticated air about it, with its graveled precincts, marble stepping stones and wisteria bower.

Photo: Reggaeman/Wikimedia Commons (image cropped)
Address: 32 Hatadera-cho, Matsuyama, Ehime
Opening hours: Open round the clock

Sairin-ji Temple



Sairin-ji is temple No.49 of the Shikoku 88 temple pilgrimage. Sairin-ji is located in an area where clear spring water wells up, and the pond on its grounds is home to the most beautifully coloured carp (koi). The surrounding mountains provide a dramatic backdrop to the temple compound with

its elegant gate and buildings.

Photo: Manuel Velasquez Figueroa/Shutterstock.com
Address: 1007 Takai-cho, Matsuyama, Ehime

Tsubaki Shrine



Tsubaki-jinja is one of Matsuyama's most popular shrines. Local people visit this large, attractive complex to celebrate the new year, weddings, and the various other Shinto observances throughout the year.

Photo: fermatastock/Shutterstock.com

Jodo-ji Temple



Jodo-ji is temple No. 49 of the Shikoku 88 temple pilgrimage. It's set against a row of low hills that face the south of Matsuyama. The temple, while generally impressive, is one of the more architecturally subdued of the temples in Matsuyama with a rustic and weathered air. The graveyard behind the temple has a mysterious atmosphere.

Photo: Reggaeman/Wikimedia Commons (image cropped)
Phone: 1198 Takanoko-cho, Matsuyama, Ehime

Taisan-ji Temple



Taisan-ji is temple No. 52 of the Shikoku 88 temple pilgrimage. It's close to the port of Takahama and is said to have been founded by a wealthy merchant from Kyushu in the sixth century, after he was washed up at Takahama in a storm. The

bell tower has fantastic depictions of heaven and hell.

Photo: Reggaeman/Wikimedia Commons (image cropped)

Matsuyama Shrine



Matsuyama Shrine is found on a hill on the outskirts of Dogo. It's dedicated to the Tokugawa family, and their heraldic device of three hollyhock leaves inside a circle is prominent. The trees around the shrine reflect the changing seasons, and there's a fine view of Matsuyama castle and the sea from here.

Photo: WorldStock/Shutterstock.com

Ishite-ji Temple



Ishite-ji is temple No. 51 of the Shikoku 88 temple pilgrimage. It's a weird place. The main hall and pagoda are built in the architectural style of the Kamakura Period (1192-1333). Behind the temple buildings is a doorway to a dark hole in the mountain which forms the backdrop to Ishite. This leads to a series of tunnels filled with strange statuary. Your visit to Ishite-ji will be memorable!

Photo: Sean Pavone/Shutterstock.com

Public Transport: Iyotetsu bus Ishiteji stop

Opening hours: Open round the clock

Gokoku Shrine



Gokoku Shrine is a Shinto shrine dedicated to people who died in war. It's filled with memorials to the dead, mostly from WWII. These include a bent propeller from a Zero fighter, a statue of a Kamikaze pilot, and a stone sentry box. Gokoku Shrine is not all about war however. As an attractive large shrine located in a convenient place, it's visited by families all year round seeking blessings for newborns and children. Behind Gokoku Shrine is the peak of Miyukiji-san. This mountain is easy to climb and offers spectacular views over Matsuyama.

Photo: calmmindphoto/Shutterstock.com

Address: 1-476 Miyuki, Matsuyama, Ehime

Opening hours: Open round the clock

UNIQUE SPOTS



torasun/Shutterstock.com

Matsuyama has been home to artists, soldiers and thinkers who have achieved international influence. Their birthplaces and homes are now fascinating museums. Several of the temples on the Shikoku Pilgrimage are also found in Matsuyama, but you don't have to be a pilgrim to enjoy their calm beauty.

Hatsuyuki Sake Brewery



This brewery is housed in a building dating back several centuries.

Located in Tobe, a center for ceramics, the brewery has been renovated to

welcome guests in the attractive second floor café. You can be sure of a warm welcome if you drop in for a tasting of the wonderful sake produced here.

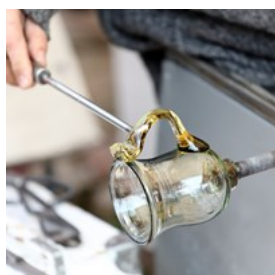
Photo: acticraz/Shutterstock.com

Address: 400 Ōminami Tobe, Iyo-gun, Ehime 791-2132

Phone: +81 89 962 2717

Internet: www.hatsuyukihai.jp/cafe

Giyaman Glass Museum



The Giyaman Glass Museum in Dogo has an exquisite collection that includes glass tobacco pipes and smoking paraphernalia, a bird

cage with tiny glass bars, insect cages for keeping chirping insects in summer, and pillows of blue glass. There are also more typical glass products such as glasses for sake, bowls, and plates.

Photo: PAKULA PIOTR/Shutterstock.com

Address: 459-1 Sagitanicho, Dogo, Matsuyama, Ehime

Opening hours: 9:00 - 22:00, Wed closed

Internet: www.dogo-yamanote.com/gardenplace/museum

Dogo Sake & Beer Brewery



This sake and beer brewery is located in Dogo, not far from the Honkan. In the attractive brewery shop, you can taste a variety of sake

and shochu, and browse a selection of beautiful

ceramics and glass. The buildings of the brewery itself are interesting, and there are displays of brewing paraphernalia from past times.

Photo: pio3/Shutterstock.com

Address: 3-23 Dogokitamachi, Matsuyama, Ehime 790-0848

Phone: +81 89 924 6617

Internet: www.dogobeer.co.jp

Itami Juzo Museum



Itami Juzo is known for his comic films including "Tampopo" and "A Taxing Woman". Itami spent his school years in Matsuyama, and this

museum is a tribute to his work as an essayist, actor, artist and filmmaker. If you've ever seen one of his films, this fascinating museum will be one stop you won't want to miss.

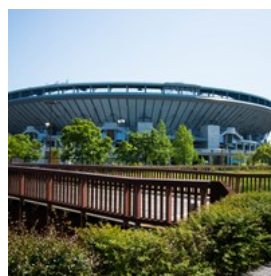
Photo: Jyo81/Wikimedia Commons (image cropped)

Address: 1-6-10 Higashi-Ishii, Matsuyama, Ehime 790-0932

Phone: +81 89 969 1313

Internet: <http://itami-kinenkan.jp>

Matsuyama Central Park



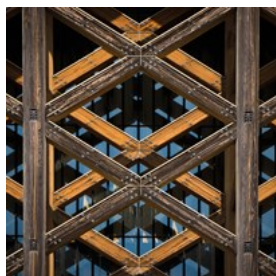
Matsuyama Central Park is home to some impressive sports infrastructure including the Botchan Stadium, the Ehime Prefectural

Budokan, and the Aqua Palette swimming complex. There's also a very interesting museum detailing Matsuyama's contribution to baseball, the No-Ball Museum.

Photo: fumoto_s/Shutterstock.com

Address: 625-1 Ichitsubo Nishimachi, Matsuyama, Ehime 790-0948

Ehime Prefecture Budokan



Ehime Prefectural Budokan is a massive public martial arts hall, featuring dramatic architecture of stone ramparts, soaring wooden pillars and grey tile. Feel free to wander inside and watch the citizens of Matsuyama practising kendo, judo, karate and other fighting disciplines.

Photo: fumoto_s/Shutterstock.com

Address: 551 Ichitsubonishi, Matsuyama, Ehime 790-0948

Phone: +81 89 965 3111

Internet: www.ehimekenbudoukan.or.jp

Kachizuru Sake Brewery



Kachizuru is located in Tobe, an area which is home to a thriving ceramic craft industry. The brewery itself is an attractive, traditional building, and the sake produced here is likely to appeal to foreign tastes. The brewery offers several varieties of aged sake at very reasonable prices, and you're welcome to ask for a tasting.

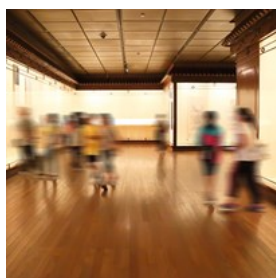
Photo: jazz3311/Shutterstock.com

Address: 542 Miyauchi Tobe, Iyo-gun, Ehime 791-2120

Phone: +81 89 962 2017

Internet: www.kachizuru.com

Seki Art Gallery



The gallery features works by representative modern Japanese painters including Taikan Yokoyama, Kaiti Higashiyama, Ryōhei Koiso, Ikuo Hirayama, and Seiki Kuroda. On the second floor in the Rodin Room, there's a marble

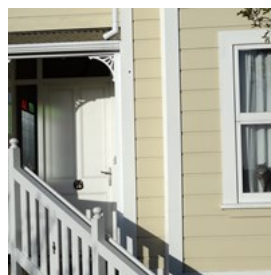
sculpture of a faun, and various lithographs by Rodin.

Photo: woaiss/Shutterstock.com

Opening hours: Wed - Sun 10:00 - 17:00

Internet: www.seki.co.jp/mus

Hamada Old Clinic



Mitsuhamma is the old port of Matsuyama, and its streets are a fascinating mixture of new houses and buildings dating from the Edo to the current period.

The Hamada Clinic was built in the Taisho period in a thoroughly western style, although the living quarters are Japanese. Allowed to lapse into disrepair until recently, the building is now being restored. One of the front rooms is used as a shop for some very attractive ceramics, children's clothes and accessories.

The building has a rather haunted air about it, but there are no credible reports of supernatural activity.

Photo: Alan Benge/Shutterstock.com

Internet: <http://mitsu-hamada.com>

Ninomaru Garden



The Ninomaru Garden at Matsuyama Castle is the site of the feudal lord's residence. The residence is gone, but the floor plan of the building is preserved as a garden with water features. Couples take wedding photos at this romantic spot, and you can usually see a couple or two in their wedding finery. The garden has a different

face at each time of year, with flowers year-round, and fruit and red leaves in autumn.

Photo: Mnd/Wikimedia Commons (image cropped)

DINING



Rod Walters/Visit Ehime

With its mild climate and proximity to the sea, Matsuyama produces a wide range of high quality vegetables, fruit, seafood and meats. This is reflected in the menus of the city's restaurants and hotels. Besides traditional dishes such as taimeshi — rice cooked with sea bream — Matsuyama is enjoying a pâtisserie boom, making the most of the wonderful citrus and other fruits produced locally.

Yume no Ya Hanare



Yume no Ya Hanare is an izakaya serving a Japanese-Western fusion using high-quality, locally sourced ingredients. The colourfully dressed staff

speak some English and create a joyous, welcoming atmosphere.

Photo: 7grwb/Shutterstock.com

Address: 3 Chome-1-14 Sanbancho, Matsuyama, Ehime Prefecture 790-0003

Opening hours: 18:00 to 24:00

Phone: +81 89 932 3939

Sendan Ryokan and Restaurant



Tucked away in Ishite, Matsuyama, this ryokan and restaurant offers warm, attentive service in a beautiful architectural space. The carefully prepared food is both delicious and healthy. There are rooms suitable for couples and groups of up to thirty.

Photo: Piyato/Shutterstock.com

Address: 1-3-28 Ishite, Matsuyama, Ehime

Internet: www.sendan-dougo.com

Daikokuya



Daikokuya is a popular chain of restaurants serving udon and kamameshi. They offer a menu with a focus on seasonal ingredients.

Daikokuya's noodles are always just the right firmness. The staff are friendly and show guests how to eat the noodles correctly with the sauce provided.

Photo: 809xia/Shutterstock.com

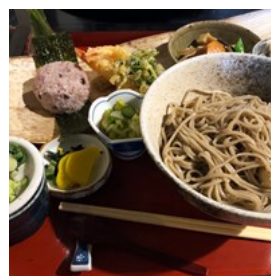
Address: 6-9-5 Honmachi, Matsuyama

Opening hours: 11:00 to 22:00

Phone: +81 89 924 0557

Internet: www.daikokuya-udon.co.jp

Dogokan Hotel



Dogokan Hotel in Dogo offers a course lunch, which includes a free ticket to the hotel's luxurious onsen and rotenburo, and a 50% discount at the hotel café.

Photo: VNOB/Shutterstock.com

Address: 7-26 Dogotakocho, Matsuyama, Ehime Prefecture
Phone: +81 89 941 7777
Internet: www.dogokan.co.jp

Nikitatsu-An



Nikitatsu-An is the restaurant arm of a brewery. In this stylish old villa in Dogo, you can enjoy carefully prepared traditional Japanese food served with sake or beer brewed next door. There's a limited choice of reasonably-priced set meals, so ordering is easy.

Photo: Rod Walters
Address: 3-18 Kitamachi, Dogo, Matsuyama, Ehime 790-0848
Opening hours: 11:00 to 21:30 Closed Monday
Phone: +89 89 924 6617

Kushihide



Kushihide specializes in organic, free-range chicken served in a wide variety of styles including Japanese favourites yakitori and kara-age. Choose from an English menu of set meals and à la carte selections.

Photo: Rod Walters
Address: 3-2-8 Nibancho, Matsuyama, Ehime
Opening hours: 17:00 to 22:45 Closed Sunday
Phone: +81 89 921 1587

Soh Soh



Soh Soh serves healthy, well-balanced but elegant and innovative food in a relaxed, sophisticated atmosphere. This is Japanese-style nouvelle cuisine.

Photo: Rod Walters
Address: 3-2-10 Okaido, Matsuyama, Ehime 790-0004
Opening hours: 10:30 to 0:00
Phone: +81 89 998 7373

Kazeyanagi



Kazeyanagi is a little restaurant in a beautiful traditional town building. It offers carefully prepared Japanese-style food, including exquisite grilled eel.

Photo: Rod Walters
Address: 5-5-1 Chifunemachi, Matsuyama
Opening hours: 11:30 to 14:00 and 17:30 to 24:00
Phone: +81 89 947 0134

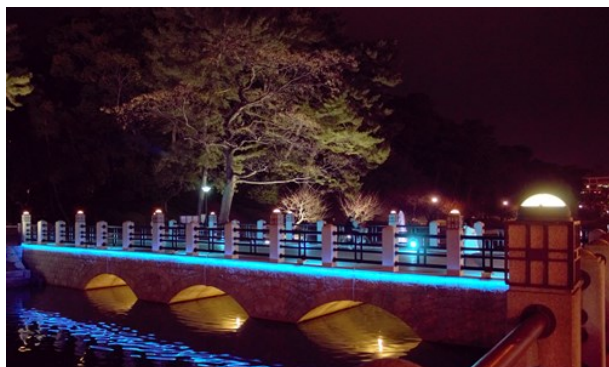
Taiya



Taiya is a restaurant in Mitsuhamma specializing in tai-meshi — delicious sea bream fish cooked with rice. The restaurant is housed in a fascinating building dating back to the early 20th century, with many artifacts from the 19th century on display. This is truly a unique place to eat.

Photo: Rod Walters
Address: 1-3-21 Mitsu, Matsuyama, Ehime
Opening hours: 11:00 to 15:00 Closed Tuesday and Wednesday
Phone: +81 89 951 1061

BARS & NIGHTLIFE



Visit Ehime

Nightlife in Matsuyama is concentrated around Dogo and the Banchos, the three streets in the centre of town called Ichi-, Ni- and San-Bancho. Explore after dark and you're sure to find something that suits you.

Kuramotoya



Kuramotoya is a stand-up bar that serves only sake, specifically, sake from every brewer in Ehime Prefecture. The sake on offer changes with the season. You can order sets of three glasses for comparison, and various cooked snacks are also served.

Photo: Tsutomu Takahashi

Address: 1-11-7 Ichibancho, Matsuyama, Ehime

Opening hours: 12:00 to 22:00

Phone: +81 89 934 5701

Flankey Kobayashi



Flankey Kobayashi is a minimal bar with minimal seating, but the widest international clientele in Matsuyama. You're sure to meet someone to talk to here. Flankey's offers a range of economically-priced drinks and freshly cooked

food.

Photo: Flankey Kobayashi

Address: 2-3-4 Ichibancho, Matsuyama, Ehime

Opening hours: 17:00 to 03:00

Phone: +81 89-965 2900

Blue Belton

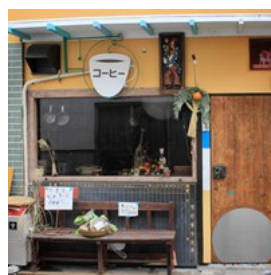


Located up a flight of stairs in the centre of town, the Blue Belton is Matsuyama's best-known disco. It serves up a popular stream of highly danceable 80's music. It attracts a regular and friendly clientele.

Photo: Rod Walters

Address: 1-5-14-104 Nibancho, Matsuyama, Ehime

Wani to Sai



Wani to Sai located in Dogo is a unique, "circus-themed" bar. The owner, who is fluent in several languages is a puppet master who entertains his customers with virtuous displays. Drop by in the evening for a drink or a full meal as the mood takes you. Wani to Sai is full of surprises!

Photo: Rod Walters

Address: 1-39, Dogo Yunomachi, Matsuyama, Ehime

Opening hours: Evening

Marinecco



Marinecco is a chic café bar on chic Ropeway Street. Besides Guinness and Kilkenny, it serves a range of wines and sake, accompanied by a range

of very scrumptious pizzas, salads and pasta.

Photo: Rod Walters

Address: 3-1-3 Okaido, Matsuyama, Ehime

Opening hours: 17:00 to 02:00

Phone: +81 89 935 5896

Club Bibros



This dance club in the centre of town has regular guest DJs and parties to suit every taste.

Photo: Matsuyama

Moon Glow Piano Bar



Music, martinis and memories is the motto of Moon Glow Piano Bar, a friendly haven for jazz and other music in the centre of Matsuyama.

Enjoy a wide range of cocktails with live music and the company of the city's ex-pat community.

Photo: Matsuyama

Address: 3-2-15 Sanbancho, Matsuyama, Ehime 790-0003

Opening hours: 8:00 to late Closed Sunday

Phone: +81 89 931 3296

Latin Bar Ashes



Latin Bar Ashes is dedicated to Latin music and dance. Its large dance floor is usually populated with couples doing the tango or rumba. Ashes plays host to frequent latin-themed events that are popular with Matsuyama's Japanese and expat residents. New guests are always made welcome.

Photo: Matsuyama

Address: 2-10-11 Sanbancho, Matsuyama

Opening hours: 20:00 to 03:00

Phone: +81 89 932- 511

CAFÉS



Rod Walters/Visit Ehime

Matsuyama is something of a café city, with everything from large Japanese and foreign chains, to stylish and friendly owner-run cafés featuring distinctive beverages and food.

R. Greasers



R. Greasers is that rare thing - a café and barber. The café is a meticulously recreated 50's-style rock 'n roll diner with red vinyl chairs and vintage cars

and bikes parked outside. Although a big sign in front of the store proclaims 'Daily Junkfood', their hamburgers are meticulously prepared, and offer healthy and tasty options like avocado.

Photo: Rod Walters

Address: ☐ 799-2661 Ehime-ken, Matsuyama-shi, Katsuokachō, 31

Opening hours: 10:00 to 17:00 Open on Sundays

The Blue Marble



Located in a quiet street near Matsuyama's central Shieki Station, the Blue Marble café was inspired by the café culture of Sydney. The owner,

Fujiyama-san, is pleased to offer the finest coffees and freshly baked bread and cakes. Beer, wines and other drinks are also available. The spacious, airy and modern interior feels like home from home. Free WiFi is served up with your coffee.

Photo: Fujiyama Takeshi

Address: 5-3-8 Sanban-cho, Matsuyama, Ehime, 790-0003

Public Transport: Near Shieki Station

Opening hours: 11:00 to 22:00 Closed Monday

Phone: +81 89 945 3550

Dogo no Machiya



Dogo no Machiya is a beautiful café with courtyard gardens and stylish Japanese décor. It's ideal for a late

breakfast, lunch, or a relaxing sit. The café also has its own bakery for takeaway bread and pastries.

Photo: Rod Walters

Address: 14-26 Yunomachi, Dogo, Matsuyama, Ehime

790-0842

Opening hours: 11:00 to 18:00

Umi to Cafe



"Sea and café" is what you get on Kashima Island. This very relaxing place looks out over the sea and mountains of Hojo. Umi to Cafe serves

good coffee, beer and light meals — just what

you need on this little island paradise.

Photo: Rod Walters

Address: 1596-4 Hojotsuji, Matsuyama, Ehime

Opening hours: 11:00 to no specific time

Café Bleu



Café Bleu is a sophisticated space that captures the spirit of the café cultures of Paris, London, the Beat generation, and

late-seventies New York. This loft café has an extensive collection of art, photography, and music books (many in English), with a record and CD collection to match.

Photo: Rod Walters

Address: 2-2-8 Ōkaidō, Matsuyama, Ehime

Opening hours: 11:30 to 15:00 Closed Sunday

Phone: +81 89 907 0402

Buena Vista Café and Restaurant



Buena vista means 'a good view', and that's what you get from the window seats of this café on stilts by the sea. You can look down onto the

beach and across the Seto Inland Sea to Gogoshima Island with its dramatic mountain. The café serves a variety of food and beverages that are perfectly suited to its laid-back location.

Photo: Rod Walters

Address: 1329 Baishinjicho, Matsuyama, Ehime

Opening hours: 11:00 to 22:30

Chomie's Manga Shokudo



Chomie's Manga Shokudo in the university district of Matsuyama boasts over 1,000 titles of manga, Japanese comic books. Enjoy a coffee or

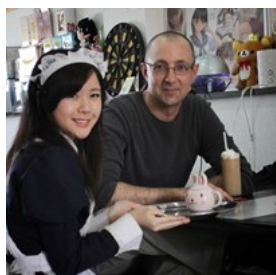
reasonably-priced meal while exploring the world of Cool Japan through this highly diverse library of comic art.

Photo: Rod Walters

Address: 2-16 Dogohimata, Matsuyama, Ehime

Opening hours: 11:00 to 22:00

Merry Maid Café



At the Merry Maid Café in central Matsuyama guests are served coffee, simple pasta, curry and rice and so by charming young women dressed as

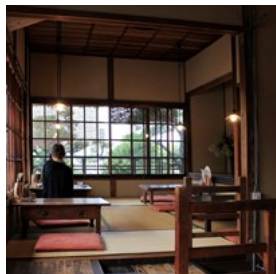
maids. Despite this unusual and luxurious service, the prices are very reasonable.

Photo: Laura Kawaguchi

Address: 5-5 Chifunemachi, Matsuyama, Ehime

Opening hours: Mon to Sat 15:00 to 23:00, Sun 12:00 to 20:00 Closed Wed

L'Aigrette



L'Aigrette is a café in a beautiful old building close to Dogo Station. Narrow wooden stairs lead up to a wonderful space of tatami mats, low

tables and large antique windows with views over Dogo. Here you can experience the quiet and elegant charm of old Japan.

Photo: Rod Walters

Address: 3-16 Yunomachi, Dogo, Matsuyama, Ehime

Opening hours: 11:00 to 19:00

SHOPPING



Rod Walters/Visit Ehime

Matsuyama has a wide range of shopping areas including covered arcades, malls, and department stores. The two arcades in central Matsuyama and in Dogo serve as the arteries to a much larger area of shops and restaurants.

Takashimaya Department Store



Iyotetsu Takashimaya Department Store occupies one side of Matsuyama Shieki station. It's a massive emporium of luxury

goods, from fashion to food. On the roof of Takashimaya stands the Kururin Ferris wheel, a major landmark of Matsuyama.

Photo: Rod Walters

Address: 5-1-1 Minatocho, Matsuyama, Ehime

Opening hours: 10:00 to 19:00

Phone: +81 89 948 2111

Mitsukoshi Department Store



Mitsukoshi Department Store is a vast emporium of luxury goods from fashion to food, displayed with the care and style demanded by Japanese

consumers. The domed atrium facing the Ōkaido Arcade is a spectacular architectural space. It has a futsal court on the roof.

Photo: Rod Walters

Address: 3-1-1 Ichibancho, Matsuyama, Ehime 790-8532

Phone: +81 89 945 3111

Ōkaido Arcade



Ōkaido Arcade is a broad, covered shopping street that runs through the center of Matsuyama. It's home to an interesting variety of modern and

traditional shops, large stores and tiny boutiques. There are also restaurants and cafés at regular intervals.

Photo: Rod Walters

Opening hours: The shops open at various times.

Dogo Arcade



Dogo Arcade starts in front of Dogo Onsen Honkan, running past Tsubaki no Yu Onsen, down to Dogo Station.

The arcade has many souvenir shops, cafés and restaurants. Here you can find a wonderful shop devoted to goods from Studio Ghibli featuring the fantastic creations of Hayao Miyazaki.

Photo: Rod Walters

Opening hours: The shops open at various times.

Gintengai Arcade



Gintengai Arcade is a covered shopping street that runs through the center of Matsuyama with a rather 1970s look and feel. It's home to a variety

of modern and traditional shops, and tiny boutiques with a focus on fashion. There are also a number of coffee shops, and restaurants off side streets.

Photo: Rod Walters

Opening hours: Each shop has its own hours

Ropeway Dori



Ropeway Dori is an uncovered continuation of Ōkaido Arcade. It's a rather chic street with many attractive old buildings housing many

boutiques and reasonably-priced antique shops. It's a good place to look for souvenirs. There are also plenty of cafés and restaurants to choose from.

Photo: Rod Walters

Opening hours: The shops open at various times.

Fuwari Road Station



Road Stations are rest areas found along roads and highways in Japan. They sell local produce, snacks, souvenirs, sake and other goods. Fuwari

Road Station has reasonably-priced restaurant, snack and ice cream stands. There's a very pleasant beach just across the road.

Photo: Rod Walters

Address: 119 Oura, Matsuyama, Ehime, 799-2408

Opening hours: 8:00 to 18:00

Emifull Masaki



Emifull Masaki is Ehime's biggest shopping mall. Here you can browse popular Japanese brands such as Uniqlo and Muji under one roof. The interior is an interesting architectural space in itself. There's an attractive food court, and a wide range of restaurants here too.

Photo: Rod Walters

Address: 850 Tsutsui, Masaki, Iyo-gun Ehime

Opening hours: 9:00 to 22:00

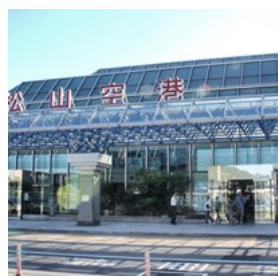
Phone: +81 89 984 2111

TOURIST INFORMATION



Takuji Oishi/Shutterstock.com

Matsuyama Airport



Matsuyama Airport (MYJ) is located about 5 km from central Matsuyama. There are regular domestic flights to Naha, Osaka-Itami, Osaka-Kansai, Tokyo-Haneda, Tokyo-Narita, Nagoya-Centrair, Osaka-Itami, Fukuoka, Kagoshima. International flights go to

Seoul-Incheon and Shanghai-Pudong. Regular buses leave for the centre of Matsuyama and to Matsuyama Ferry Port.

Photo: Rod Walters

Address: 2731 Minamiyoshidamachi, Matsuyama, Ehime 791-8042

Opening hours: 7:30 to 21:30

Phone: +81 89 972 5600

Internet: <http://www.iyotetsu.co.jp/bus/busmap/english/>

More Info:

<http://www.shikokutours.com/sightseeing/435.html>

WiFi



**Ehime Free
Wi-Fi**

Ehime_Free_Wi-Fi

Ehime Free Wi-Fi is available at Matsuyama Castle, Dogo 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.

Photo: Matsuyama

Matsuyama Ferry Port



Matsuyama Ferry Port is located at Takahama on the Iyotetsu Suburban Line from Matsuyama City Station. The port has hourly ferry links to Kure and Hiroshima on Honshu, and a daily link to Kokura on Kyushu.

Photo: Rod Walters

Address: 5-2259-1 Takahamamachi, Matsuyama, Ehime

Opening hours: 6:00 to 2:00

Phone: +81 089 967 6667

Public Transport

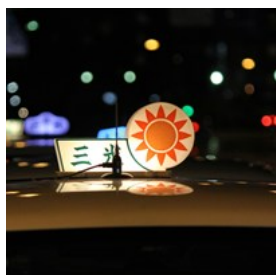


Central Matsuyama is served by trams and buses. There are train lines to the suburbs run by JR and Iyotetsu. Shuttle buses run from central Matsuyama to the airport and ferry port.

Photo: Rod Walters

Internet: <http://enjoymatsuyama.com/access/>

Taxis



Taxis in Matsuyama are easily identified by the light on the roof and the licensing information shown on the windows.

When the taxi stops, the rear passenger door opens automatically, so you don't need to touch it. Taxis can be hailed on most main roads of the city until late.

Photo: Rod Walters

Drug Stores



In central Matsuyama, you can find several large drug stores in the Ōkaido and Gintengai arcades. In other areas, there are large drug stores called

"Cosmos" and "Lady Drug".

Photo: Matsuyama

Opening hours: 9:00 to 21:00

Electricity



The voltage in Japan is 100 volts. Japanese electrical plugs have two, non-polarized pins which fit into North American outlets. Some North

American equipment works fine in Japan without an adapter but equipment involving heating (e.g. hair dryers), may not work properly.

The frequency of electric current is 60 Hertz in Western Japan including Matsuyama. Most equipment is not affected by differences in frequency.

Photo: Rod Walters

Post Office



The Central Post Office is located on Sanbancho Street in central Matsuyama. The symbol for post offices and post boxes is a T with an extra line above it.

Photo: Rod Walters

Address: 3-5-2 Sanbancho, Matsuyama, Ehime 790-8799

Opening hours: 9:00 to 19:00

Shieki City Station



Matsuyama Shieki City Station is a hub for the Iyotetsu bus, rail and tram network. The Iyotetsu Department Store takes up one side of the plaza, and there are shops and restaurants on the other side.

Photo: Rod Walters

Address: 5 Chome Minatomachi, Matsuyama, Ehime
790-0012

Phone



The national code for Japan is +81. The code for Matsuyama is 089.

Photo: Matsuyama

Bicycle Rental



Simple shopping bicycles with baskets can be hired from four locations in central Matsuyama between 8:30 and 17:00, with a flat fee of 300 yen.

The rentacycles can be returned to any of the four locations.

If you're unable to return the bicycle on time, please call the relevant number.

Dogo Station Tourist Information

Address: Dogo Yunomachi 6-8 Phone:
089-921-3708

Matsuyama Castle Ropeway Station

Address: Okaido 3-2-46 Phone: 089-935-7511

Okaido Shopping Arcade

Address: Okaido 1-4-9 Phone: 089-941-6530

Matsuyama JR Station

Address: Sanbancho 8-364-6 Phone:
089-943-9511

Photo: Rod Walters

JR Matsuyama Station



JR (Japan Railways) Matsuyama Station is on the Yoson Line. Express and local trains all stop here. It is also the departure point for the Iyonada Monogatari Tourist Train. The station has restaurants and a café, a souvenir shop and tourist office, and free WiFi.

Photo: Matsuyama

Address: Minamiedo 1-14-1, Matsuyama, Ehime 790-0062

Population

517,000

Currency

1,000 yen = 10 x 100 yen Coins

Opening hours

Standard opening hours for public buildings and services are 9 am to 5 pm.

Supermarkets are generally open from 9 am to 7 pm or later. Retail outlets are generally open from 9 am or 10 am to 7 pm or later.

Emergency numbers

Ambulance, fire and rescue: 119

Police: 110

Tourist information

Pamphlets are available at the tourist information booth at Matsuyama Station and the tourist information office near Dogo Station.