



Matsuyama

Photo: Rod Walters



Rod Walters

Matsuyama is the biggest city on the island of Shikoku, Japan. It's also the capital of Ehime Prefecture.

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 in this city framing the beautiful, island-studded Seto Inland Sea.



Laura Kawaguchi



Laura Kawaguchi

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Top 5



Matsuyama Castle

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Dogo Onsen Honkan

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Bansuiso Villa

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Botchan Steam Train

A popular attraction found on the route between JR Matsuyama Station and Dog...



THE CITY



Rod Walters

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 favorite 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 weird 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.

Physically, 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.

ISLANDS



Rod Walters

The city boundaries of Matsuyama encompass a chain of islands in the Seto Inland Sea. These beautiful islands are cultural heirs to the Iyo Suigun, the pirate-samurai who dominated the Inland Sea for centuries. You can get to the islands by ferry from Mitsuhamma and Takahama ports.

Gogoshima Island



One of the Kutsuna Islands, Gogoshima lies directly across a narrow channel from Mitsu and Takahama ports. It can be reached in just 13 minutes by ferry. The island is ideal for cycling, hiking up the mountain called "Little Mt. Fuji", and swimming from one of several beaches. It's also great for birdwatching. There are no eateries on the island, so take what you need to eat for the day.

Photo: Rod Walters

Internet: <http://www.shikokutours.com/sightseeing/455.html>

Muzukijima Island



Muzukijima is in the eastern Kutsuna Islands. The port is surrounded by a village of traditional houses with magnificent gated entranceways, linked by narrow alleys. There two mountains on the island, covered with ancient trees and citrus groves. The path around the mountains is an excellent route for walking and cycling. It offers about 15 km of superb sea and mountain views, with opportunities to see a wide variety of birdlife. There are no shops or restaurants on the island, but you can buy what you need on the ferry.

Photo: Rod Walters

Public Transport: Ferry from Mitsuhamma and Takahama Ports

Nogutsunajima Island



Nogutsunajima is located in the eastern Kutsuna Islands. The observation platform on the highest point of this small island, Sarayama, offers a 360 degree panorama of the Seto Inland Sea. Nukaba beach is popular with swimmers who like things simple. The island air and the views of the other Kutsuna Islands is the main charm of Nogutsunajima. There are no shops or restaurants on the island, but you can buy what you need on the ferry.

Photo: Rod Walters

Public Transport: Ferry from Mitsuhamma and Takahama Ports

Nakajima Island



About an hour by ferry from Mitsuhamma and Takahama, this is the heart of the Kutsuna Islands. In the summer the beach is overrun with swimmers, and in late August, more than a thousand athletes and supporters visit Nakajima for the triathlon held on Himegahama beach. Many citrus are grown on the island, and it's the largest producer of fruit among Japan's outlying islands.

Public Transport: Ferry from Mitsuhamma and Takahama Ports

Nuwajima Island



Situated in the western Kutsuna Islands, Nuwajima is said to be one of the best fishing grounds in the Seto Inland Sea, where fishermen come with their rods to catch sea bream. The guesthouse on the island offers a dinner with five courses of fish. The distinctively shaped peninsula on the east side is called Marukobana.

Tsurushima Island



Tsurushima was grazing land for the Matsuyama Domain in the Edo period, but today the main industry apart from citrus is octopus fishing and you can see lots of octopus pots around the island. There's also an attractive lighthouse built in the European style fashionable in the Meiji Period, designed by the Scottish engineer Richard Henry Brunton.

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 see wild deer in the forest. Just 1.5 kilometers 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: Rod Walters

Public Transport: Train to Iyohojo Station on the Yoson Line, then ferry to Kashima

DO & SEE



Rod Walters

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

Fuwari Beach



Fuwari Beach is a beautiful sandy beach on the northern edge of Matsuyama. Formed of two small coves, it has 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 in other seasons too.

Photo: Rod Walters

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 popularize baseball in Japan. He also served as a journalist in China covering the aftermath of the First Sino-Japanese war. This museum covers every aspect of his short but active life.

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

Opening hours: Closed Mondays

Email: sikhaku@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

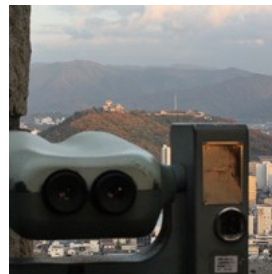
fascinating museum and a variety of delightful birds and other wildlife. The top of the hill in the

middle of the park offers a 380 degree panorama of Matsuyama.

Photo: Rod Walters

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: Rod Walters

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

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: Rod Walters

Address: Horinouchi, Matsuyama, Ehime

Opening hours: 9:40 to 18:00 Closed Monday

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: Joy-Art

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: <http://www.botchan.co.jp/price.html>

More Info: <http://www.shikokutours.com/culture/406.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 on, things to ride, and things to slide down, many of which are totally free of charge. There are also places to eat.

Photo: Rod Walters

Address: 108-1 Nishinomachi, Matsuyama, Ehime

Opening hours: 9:00 to 17:00

Kururin Ferris Wheel



The huge Ferris wheel atop Iyotetsu Takashimaya Department Store goes by the name Kururin. This exciting ride lasts 15 minutes,

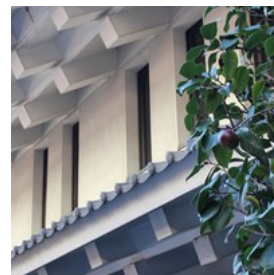
affording a fantastic view over the whole of Matsuyama including the castle, the mountains and the sea. At dusk, the view is particularly pretty as the city lights come on.

Photo: Rod Walters

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

Opening hours: 11:00 to 22:00 (to 19:00 from Oct to 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.

Why not visit both baths for comparison?

Address: 19-22 Dogoyunomachi, Matsuyama, Ehime

Opening hours: 6:30 to 23:00

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: Rod Walters

Address: Baishinjimachi Matsuyama, Ehime

Iyonada Monogatori Train

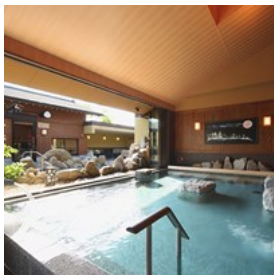


The Iyonada Monogatori Tourist Train departs from JR Matsuyama Station on weekends and holidays. This stylishly retro train travels

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.

Opening hours: Weekends and holidays

Sora to Mori Spa

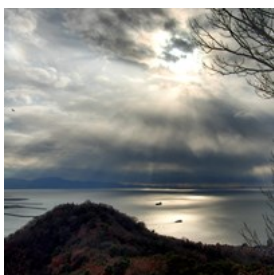


Sora to Mori is a large spa complex housed in a beautiful modern building. There's an extensive selection of indoor and outdoor baths, as well as popular stone sauna baths. The mineral-rich water of the spa feels slippery like lotion, leaving your skin smooth and refreshed.

Address: 3-1 Minamikume, Matsuyama, Ehime

Opening hours: 10:00 to 24:00 weekdays, 10:00 to 02:00 Fri, Sat

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: Rod Walters

TEMPLES & SHRINES



Rod Walters

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 around it. The grounds are in fact 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.

Address: 282 Jōrurimachi, Matsuyama, Ehime

Yasaka-ji Temple



Yasaka-ji is temple No. 47 of the Shikoku 88 temple pilgrimage. With its gaily painted gateway, the temple has a festive air, despite the huge

graveyard behind it. In the cool, dark basement of the temple 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: Rod Walters

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.

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: Rod Walters

Address: 32 Hatadera-cho, Matsuyama, Ehime

Opening hours: Open round the clock

Sairin-ji Temple



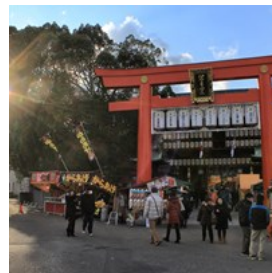
Sairin-ji is temple No.49 of the Shikoku 88 temple pilgrimage. Sairin-ji is located in an area where clear spring water wells up, and the pond in the

grounds is home to the most beautifully coloured carp. The surrounding mountains provide a dramatic backdrop to the temple compound with its elegant gate and buildings.

Photo: Rod Walters

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: Rod Walters

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 towards 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.

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: Laura Kawaguchi

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: Rod Walters

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: Rod Walters

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: Rod Walters

Address: 1-476 Miyuki, Matsuyama, Ehime

Opening hours: Open round the clock

TOP 10



Laura Kawaguchi

Matsuyama has so many fascinating buildings, museums, galleries, beaches and things to do, 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: Rod Walters

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

Public Transport: Iyotetsu tram Okaido station

Opening hours: 9:00 to 16:30

Dogo Onsen Honkan



Dogo Onsen Honkan is said to be the model for the spirit bathhouse in the 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: Rod Walters

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

Public Transport: Dogo Onsen Iyotetsu Tram Station

Opening hours: 6:00 to 23:00 every day

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: Rod Walters

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

Public Transport: Iyotetsu tram Okaido station

Opening hours: 9:00 to 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 see wild deer in the forest. Just 1.5 kilometers 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: Rod Walters

Public Transport: Train to Iyohojō Station on the Yosano Line, then ferry to Kashima

Botchan Steam Train



A popular attraction found on the route between JR Matsuyama Station and Dogo is the Botchan Train, diesel-powered replicas

of the original Iyotetsu steam locomotives, 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: Rod Walters

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

Ishiteji Temple



Ishite Temple is a weird place. 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 strange statuary. Your visit to Ishiteji will be memorable!

Photo: Rod Walters

Public Transport: Iyotetsu bus Ishiteji stop

Opening hours: Open round the clock

Tobe Potteries



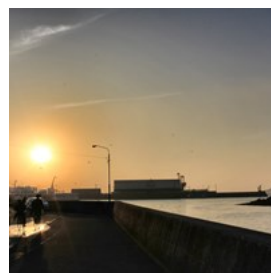
Tobe was once a separate town to the south of Matsuyama. It's home to many potteries producing ceramics known collectively as Tobe-yaki.

This tends to be white with navy blue decoration, although there are many variants, as well as many exceptions. 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: Laura Kawaguchi

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: Rod Walters

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

Mingei Iyo-Kasuri Kaikan



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: Rod Walters

Address: 1200 Kumanodai, Matsuyama, Ehime

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: Rod Walters

Address: 1-476 Miyuki, Matsuyama, Ehime

Opening hours: Open round the clock

DINING



Rod Walters

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.

Yumenoya Hanare



Yumenoya 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: Rod Walters

Address: 3 Chome-1-14 Sanbancho, Matsuyama, Ehime

Prefecture 790-0003

Opening hours: 18:00 to 24:00

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: Rod Walters

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

Internet: <http://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: Rod Walters

Address: 6-9-5 Honmachi, Matsuyama

Opening hours: 11:00 to 22:00

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 in the hotel café. For 2,500 yen, you can spend a relaxing time in Dogokan's comfortable facilities.

Photo: Rod Walters

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.

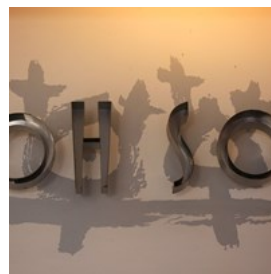
Photo: Rod Walters

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.

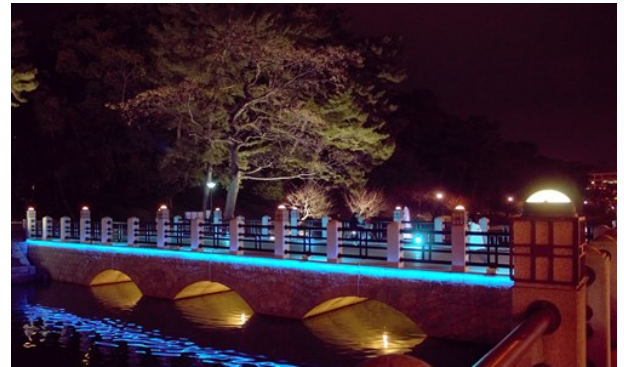
Photo: Rod Walters

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



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.

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.

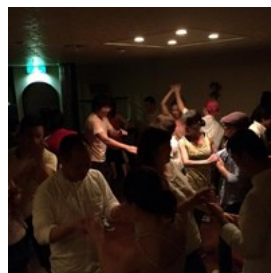
Enjoy a wide range of cocktails with live music and the company of the city's ex-pat community.

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.

Address: 2-10-11 Sanbancho, Matsuyama

Opening hours: 20:00 to 03:00

Phone: +81 89 932- 511

CAFÉS



Rod Walters

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 Ôkaidō, 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

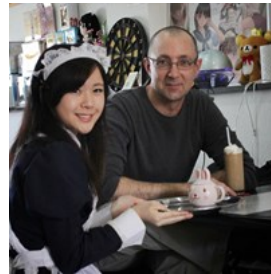
reasonably-priced meal while exploring the world of Cool Japan through this highly diverse library of comic art.

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.

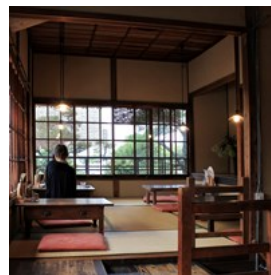
Photo: Laura Kawaguchi

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

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

FESTIVALS & EVENTS



Rod Walters

Matsuyama has a full calendar of festivals and events throughout the year, from festivals dating back hundreds of years, to exciting modern sports and cultural events. There's something happening every week!

Matsuyama Dogo Autumn Festival



Over the course of this raucous three-day festival, groups of men from several areas do battle in the streets of Matsuyama by ramming their ornate, portable god-boxes into each other at various locations in the city. The best known

battle takes place in front of Dogo Station in the early hours of the last day.

Opening hours: October 5, 6, 7

Matsuyama Spring Festival



The Matsuyama Spring Festival is held during the first weekend in April when the weather is just starting to get warm and the cherry blossoms are in full bloom. The highlight is the Daimyo Gyoretsu, a parade of the feudal lord and his attendants. Meanwhile in the castle park, stalls serve a range of tasty local snacks.

Photo: Laura Kawaguchi

Funaodori



Funaodori means "dance on a boat". In fact the dance takes place on a stage floating in the harbour of Gogoshima Island, a few minutes by ferry from Matsuyama. The fantastic costumed dance recalls the many battles fought by the Suigun, the pirate-government of the region.

Photo: Rod Walters

Address: Gogoshima, Funakoshi

Opening hours: Oct 6

Kashima Festival



The Kashima Festival is a two-day event. On the first day, holy palanquins are taken from the Shinto shrine onto boats, where dances are performed. Sometimes the boats capsize. On the second day,

the massive rope between the twin rocks in the sea is replaced. Spectators are given free rides on fishing boats to see the action close up.

Photo: Rod Walters

Address: 1596-4 Hojotsuji, Matsuyama, Ehime

Opening hours: First Saturday and Sunday in May

Mitsuhamma Firework Festival



The Mitsuhamma Firework Festival is held on the first Sunday of August. Here some of the biggest fireworks in Japan are launched from the port in an awesome display. Local people turn out in their summer kimono to enjoy the fireworks and stalls along the quayside.

Photo: Evol

Address: Mitsu Quay, Matsuyama, Ehime

Opening hours: The first Sunday of August

Kazahaya Fireworks



The Kazahaya Fireworks are launched from the breakwater of Kashima Island, a short distance from Hojo Port where hundreds of people gather wearing summer kimono. The fireworks reflecting off the sea are a fine sight. Tables are provided so that you can relax with food and beer from the stalls.

Photo: Rod Walters

Address: Hojotsuji, Matsuyama, Ehime

Opening hours: The last Saturday of July

Matsuyama Summer Festival



The Matsuyama Summer Festival is a massive community event which happens over the second weekend of August, beginning on Friday evening. Groups of dancers in costume or fancy dress dance through the centre of town in a huge parade. This is a very lively and exciting event.

Photo: Laura Kawaguchi

Address: Chifune Machi, Matsuyama

Opening hours: The second weekend of August

Hojo Autumn Festival



During the three days of the Hojo Autumn Festival, each village parades its festival juggernaut and holy palanquin around the district. Everybody is dressed in colourful festival pajamas and much drinking is done. The massed ranks of juggernauts are very photogenic. On the last day, the palanquins are thrown down the shrine steps or into the sea.

Photo: Rod Walters

Address: Various places in Hojo

Opening hours: The second weekend of October

Tobe Autumn Festival



During the Tobe Autumn Festival held on the first weekend of November, the various potteries based in Tobe sell their wares at discount prices in stalls throughout the town. Local produce such as sake and fruit is also sold. Traditional arts are performed in the town square.

Photo: Rod Walters

Address: Tobe-cho, Iyo-gun, Ehime 791-2132

Opening hours: The first weekend of November

Omikoshi Sōneri Festival



On the last Sunday of September, a general exhibition of Ehime's various festivals is held in the grounds of Matsuyama Castle. It features Ushioni from Uwajima and fighting shrines from Matsuyama, which are smashed violently into each other. There are also massive juggernauts from Saijo and Niihama.

Photo: Rod Walters

Address: 5 Horinouchi, Matsuyama

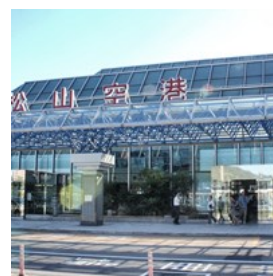
Opening hours: 10:00 to 17:00

ESSENTIAL INFORMATION



Rod Walters

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.

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 to the airport and ferry port.

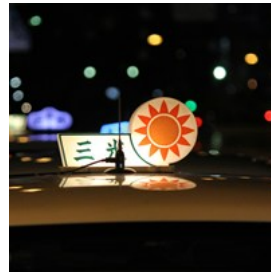
Central Matsuyama is served by trams and buses. There are train lines to the suburbs run by JR and Iyotetsu.

Shuttle buses run from

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.

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

Photo: Rod Walters

Drug Stores



"Cosmos" and "Lady Drug".

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

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.

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 Yosan 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.

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

UNIQUE SPOTS



Laura Kawaguchi

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.

Hatsukayukihai 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

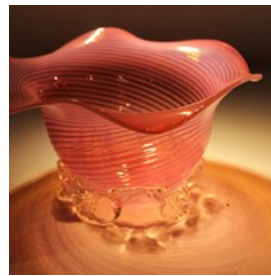
welcome guests in the attractive second floor café. You can be sure of a warm welcome if you

drop in for a tasting of the wonderful sake produced here.

Photo: Rod Walters

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

Giyaman Glass Museum



The Giyaman Glass Museum in 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: Rod Walters

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

Opening hours: 9:00 to 22:00

Nikitatsu Sake Brewery



Nikitatsu 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: Rod Walters

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

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.

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

Chuo Park



Chuo 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.

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

Shikido Museum



Masaoka Shiki is revered as the genius behind the revival of haiku and the establishment of its modern form. He lived a short but active life

between 1867 and 1902. Besides his haiku, he also established baseball in Japan. The Shikido, tucked away next to a cemetery, is a reconstruction of the house where Shiki lived. It's full of interesting memorabilia.

Address: 16-3 Suehiro-cho, Matsuyama-shi, Ehime 790-0023

Opening hours: 8:30 to 17:00

Ehime Prefectural 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: Rod Walters

Address: 551 Ichitsubonishi, Matsuyama, Ehime 790-0948

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.

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

Seki Art Gallery



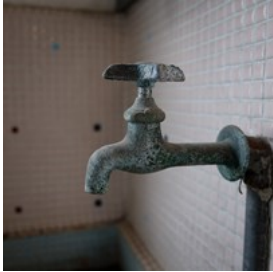
The gallery features works by representative modern Japanese painters including Taikan Yokoyama, Kaii Higashiyama, Ryōhei

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: Rod Walters

Opening hours: 10:00 to 17:00

Hamada Clinic



the current period.

Mitsuhamama is the old port of Matsuyama, and its streets are a fascinating mixture of hideous new houses and buildings dating from the Edo to

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.

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: Rod Walters

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.

Internet

<http://enjoymatsuyama.com/>

Newspapers

Matsuyama has no English language newspaper

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.