

Ehime Prefecture



Matsuyama Station and the surrounding area



Matsuyama

Dogo Onsen



Dogo Onsen is Japan's oldest hot spring, and the elegant main building has been designated an Important Cultural Property. Visitors will enjoy the famous waters of Dogo Onsen, which are said to offer smooth skin.

■ Access: 5 minutes on foot from Dogo Onsen Sta. on Iyo Railway ■ Location: Dogoyuno-machi, Matsuyama, Ehime ■ Contact: Ehime Local Promotion Association, +81-89-961-4500
Website: <http://iyokanet.jp/english/index.htm>

Matsuyama Castle



One of only 12 castles remaining today, Matsuyama Castle is one of Japan's top 100 castles. Built atop Mt. Katsuyama, the castle offers a breathtaking 360-degree view. *Opening hours vary according to season.

■ Admission: Adults 510 yen, Students 150 yen (elementary) ■ Access: 5 minutes on foot from Okaido Sta. on Iyo Railway ■ Location: Marunouchi, Matsuyama, Ehime ■ Contact: Ehime Local Promotion Association, +81-89-961-4500 Website: <http://iyokanet.jp/english/index.htm>

Ishiteji Temple



Ishiteji Temple is popular as a "power spot." The temple includes numerous attractions, including a gate that was designated a national treasure, caves, and a treasury. The temple is also famous as a place for praying for an easy labor.

■ Access: 30 minutes by bus from JR Matsuyama Sta. to "Ishiteji" bus stop ■ Location: 2-9-21 Ishite, Matsuyama, Ehime ■ Contact: Ehime Local Promotion Association, +81-89-961-4500 Website: <http://iyokanet.jp/english/index.htm>

Tobeyaki Traditional Industry Museum



Tobeyaki pottery is known for its high-quality and slightly thick tableware. Visitors can not only watch Tobeyaki pottery being made but also peruse more than 80 finished works of pottery on display and for sale, all in one building.

■ Admission: Adults 300 yen, High school and university students / 65 and older 200 yen, Elementary and junior high students 100 yen ■ Access: 60 minutes by bus from JR Matsuyama Sta. to "Tobeyaki Dentosangyo kaikan-mae" bus stop ■ Location: 335 Ominami, Tobe-cho, Iyo, Ehime ■ Contact: Ehime Local Promotion Association, +81-89-961-4500 Website: <http://iyokanet.jp/english/index.htm>

Iyo-Nada - Sada-Misaki Setokaze Kaido Cycling



Enjoy an especially pleasing ride while admiring the gentle blue waves of the Iyo-Nada Sea and seasonal flowers decorating the roadside. The second half of this cycling course offers a breathtaking view of the Uwa Sea.

■ Access: 20 minutes on foot from JR Mukaibara Sta. ■ Location: Shiosai Park (start point), 91-1 Morikabuto, Iyo, Ehime ■ Contact: Ehime Local Promotion Association, +81-89-961-4500 Website: <http://iyokanet.jp/english/index.htm>

Imabari / Omishima Area



Key: — JR (Shinkansen) — JR (Conventional lines) — Private railway (Non-JR) — Tram Line — Major highway — Toll road

Shimanami Area (South)

Shimanami Kaido Cycling (Ehime Area)



The Shimanami Kaido features the three continuous bridges that make up the Kurushima Kaikyo Bridge, the world's first triple-suspension bridge. This roughly 4-km long bridge provides cyclists with a ride high above the sea.

- Access: Accessible by bike from JR Imabari Sta.
- Location: Oshima / Hakatajima / Omishima Islands, Imabari, Ehime
- Contact: Ehime Local Promotion Association, +81-89-961-4500
- Website: <http://iyokanet.jp/english/index.htm>

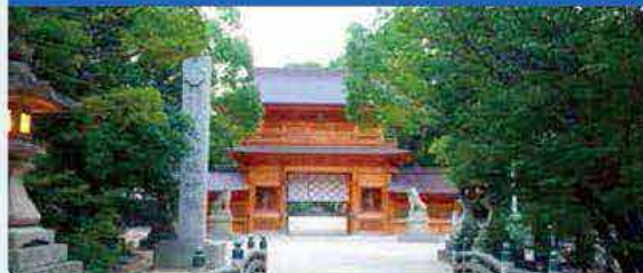
Kirosan Observatory Park



The Kirosan Observatory Park offers the best view of the Shimanami Kaido. The 360-degree view includes such magnificent sights as the sun setting in the sea and the illuminated Kurushima Kaikyo Bridge.

- Access: 25 minutes by bus from JR Imabari Sta. to "Kameyama" bus stop, then 10 minutes by taxi
- Location: 487-4 Minamiura, Yoshiumi-cho, Imabari, Ehime
- Contact: Ehime Local Promotion Association, +81-89-961-4500
- Website: <http://iyokanet.jp/english/index.htm>

Oyamazumi Shrine



Oyamazumi Shrine's Treasure Hall features numerous national treasures and important cultural properties. The many displays of traditional armor and helmets account for 80% of all artefacts in Japan and include the only Japanese armor designed for women in existence. The shrine is a must-see location for fans of samurai.

- Admission (Treasure Hall): Adults 1,000 yen, Students 800 yen (senior high and university) / 400 yen (elementary and junior high)
- Access: 1 hour by bus from JR Imabari Sta. to "Oyamazumijinja-mae" bus stop
- Location: 3327 Miyaura, Omishima-cho, Imabari, Ehime
- Contact: Ehime Local Promotion Association, +81-89-961-4500
- Website: <http://iyokanet.jp/english/index.htm>

Imabari Castle



Known as the castle that utilizes the sea to the fullest, Imabari Castle is one of Japan's three main Mizujiro (water castles) as well as one of Japan's top 100 castles. Visitors can enjoy a variety of exhibits inside the castle, including traditional armor.

- Admission: General 500 yen, Students 250 yen (university)
- Access: 10 minutes by bus from JR Imabari Sta. to "Imabari-jo" bus stop
- Location: 3-1-3 Tori-cho, Imabari, Ehime
- Contact: Ehime Local Promotion Association, +81-89-961-4500
- Website: <http://iyokanet.jp/english/index.htm>

Towel Museum ICHIHIRO



Combining towels and art, the Towel Museum ICHIHIRO is the world's first towel museum. Make sure to stop by the gift shop for meticulously produced towels that can only be found here, in Japan's top towel production area. *Opening hours vary according to season.

- Admission: Adults 800 yen, Students 600 yen (junior and senior high) / 400 yen (elementary)
- Access: 25 minutes by taxi from JR Imabari Sta.
- Location: 2930 Asakura Kamiko, Imabari, Ehime
- Contact: +81-898-56-1515
- Website: <http://www.towelmuseum.com/>

Garyusanso Mountain Villa



This wealthy merchant's villa was constructed over a period of more than 10 years. Designed with a heavy emphasis on luxury, Garyusanso is famous for its rare architectural style blending both the beauty and character of Japan.

- Admission: Adults 500 yen, Junior high and younger 200 yen
- Access: 10 minutes by taxi from JR Iyo-Ozu Sta.
- Location: 411-2 Ozu, Ehime
- Contact: Ehime Local Promotion Association, +81-89-961-4500
- Website: <http://iyokanet.jp/english/index.htm>

Uchiko Historic Townscape



Once a flourishing hotspot of Japanese wax production, the Uchiko Preservation District covers some 600 m and includes several respectable merchant residences. Visitors are also encouraged to visit the "Uchiko-za" theater house.

- Access: 20 minutes on foot from JR Uchiko Sta.
- Location: Uchiko-cho, Kita, Ehime
- Contact: Ehime Local Promotion Association, +81-89-961-4500
- Website: <http://iyokanet.jp/english/index.htm>