

Regarding Tourism	
Matsuyama City Tourism and International Exchange Division (4-7-2 Nibancho, Matsuyama City)	☎089-948-6555~8
Matsuyama Convention and Visitors Bureau	☎089-935-7511
Ehime - Matsuyama Tourism Information Center (Matsuyama Mitsukoshi 1F)	☎089-998-2205
Matsuyama City Tourism Information Center (JR Matsuyama Station)	☎089-931-3914
Dogo Tourism Information Center	☎089-921-3708
Matsuyama Tourism Volunteer Guide	☎089-935-5711
Matsuyama Haiku (Tourism Guide)	☎089-945-6445
Ehime Local Promotion Association	☎089-961-4500
Regarding Lodging	
Dogo Onsen Ryokan Association	☎089-943-8342
Japan Ryokan & Hotel Association JR Matsuyama Station Information Center	☎089-931-5512
Other Inquiries	
Matsuyama Tourism Port	☎089-967-6667
Mitsuhamu Port	☎089-951-0121 • ☎089-951-3509
Matsuyama Airport (Matsuyama Airport Building Information Center)	☎089-972-5600
JR Shikoku - Matsuyama Station	☎089-943-5101
Iyo Railway - Matsuyamashi Station	☎089-948-3329
Emergency Contacts	
Emergency hospital telephone service	☎089-925-6633
Matsuyama-higashi Police Station	☎089-943-0110
Matsuyama-nishi Police Station	☎089-952-0110
Matsuyama-minami Police Station	☎089-958-0110

### Recommendations

**Matsuyama Castle Selected as a "Night View Heritage of Japan"**



Renowned for its "Renritsushiki-tenshu" architecture (towers connected by parapets enclosing a courtyard), a rarity in Japan, and the impressive look of its fortifications, the castle was selected as one of Japan's Night View Heritage sites. The Honmaru Plaza is open freely to the public and offers a view of the city's night skyline.

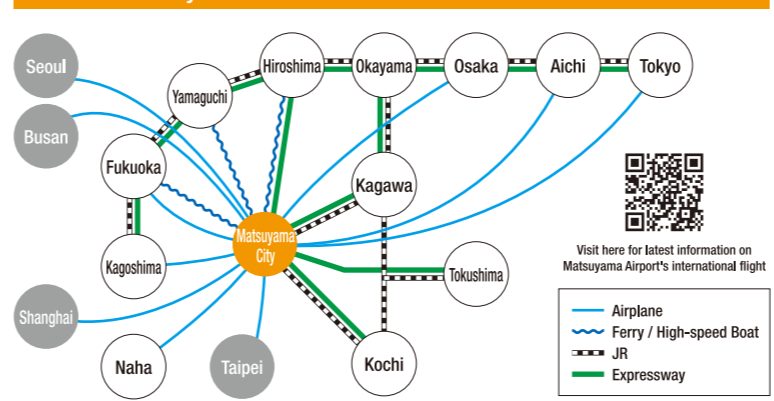
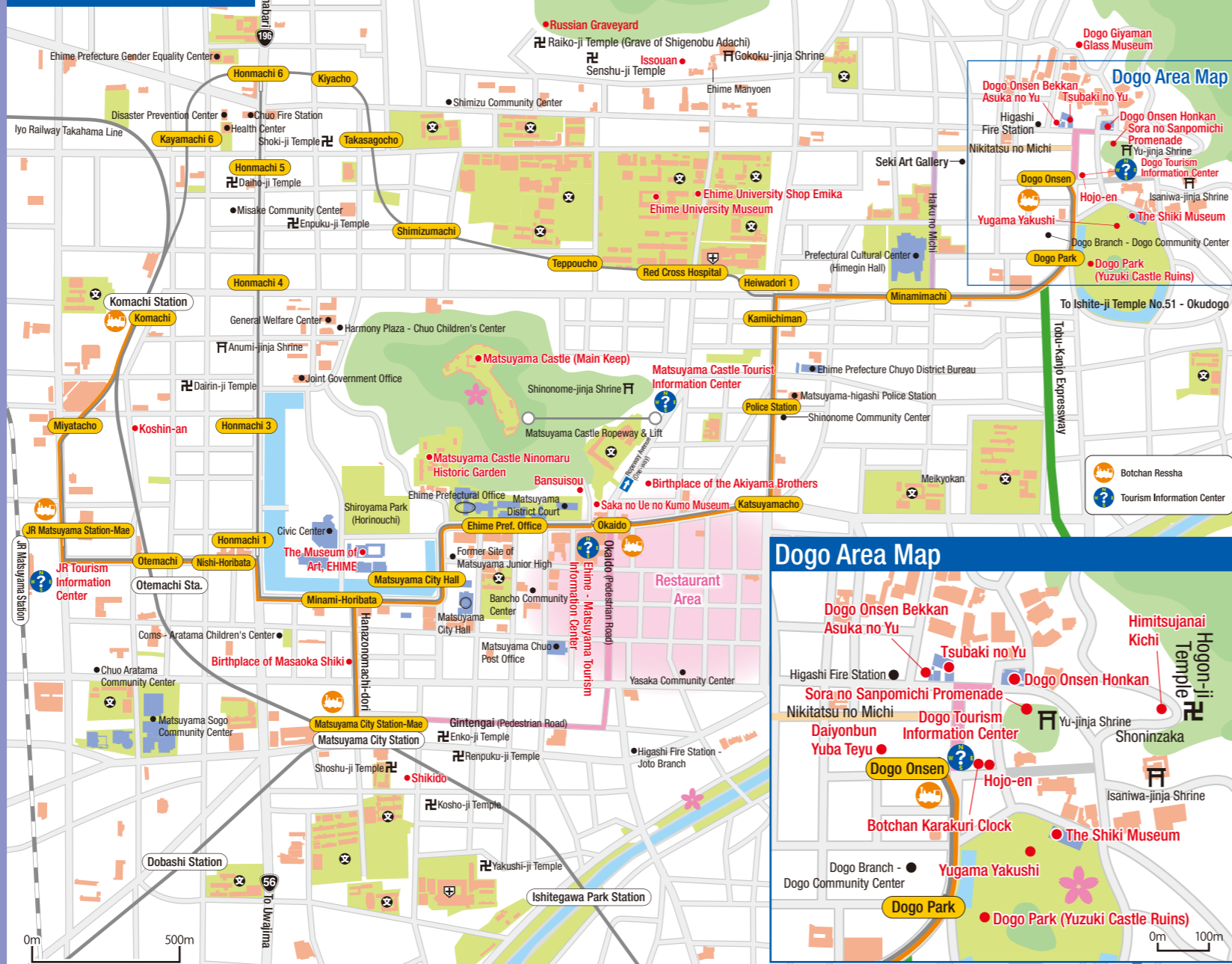
**Location:** Marunouchi, Matsuyama City  
**Hours:** Honmaru Plaza 5 AM - 9 PM (November - March: 5:30 AM - 8:30 PM)  
 Matsuyama Castle Tower 9 AM - 5 PM (hours subject to change by season)  
 ☎ 089-921-4873 (Matsuyama Castle Main Office)  
 HP: <https://www.matsuyamajo.jp/>

**Dogo Onsen Honkan - Fully Re-opened Once More**



Dogo Onsen Honkan is an important cultural property of Japan, and in order to pass on and preserve its historic and cultural value for future generations, the facility has been undergoing restoration and preservation work since January 2019. On July 11th, 2024, the entire facility, rest areas and all, will be fully re-open once again.

**Location:** 5-6 Dogo Yunomachi, Matsuyama City  
 ☎ 089-921-5141  
 HP: <https://dogo.jp>



NOTE: Timetables and routes may differ by season. Some routes may be suspended due to COVID-19.

Route	Airline	Travel Time
Narita (Narita International Airport) - Matsuyama	Jetstar	approx. 1 hr 45 min
Tokyo (Haneda Airport) - Matsuyama	JAL ANA	approx. 1 hr 30 min
Nagoya (Chubu Centrair International Airport) - Matsuyama	ANA/BEX	approx. 1 hr 5 min
Osaka (Itami Airport) - Matsuyama	JAL ANA	approx. 50 min
Fukuoka (Fukuoka Airport) - Matsuyama	JAL	approx. 45 min
Kagoshima (Kagoshima Airport) - Matsuyama	JAL	approx. 1 hr
Naha (Naha Airport) - Matsuyama	ANA	approx. 1 hr 45 min
Shanghai (Shanghai Pudong International Airport) - Matsuyama	China Eastern Airlines	approx. 1 hr 40 min
Seoul (Incheon International Airport) - Matsuyama	JEJU air	approx. 1 hr 30 min
Busan (Gimhae International Airport) - Matsuyama	AIR BUSAN	approx. 1 hr
Taipei (Taiwan Taoyuan International Airport) - Matsuyama	EVA AIR	approx. 1 hr 45 min

Route	Rail Company	Inquiries	Travel Time
Tokyo - Matsuyama	JR Shikoku	0570-00-4592	approx. 6 hr 30 min
Nagoya - Matsuyama			approx. 4 hr 40 min
Osaka - Matsuyama			approx. 3 hr 40 min
Okayama - Matsuyama			approx. 2 hr 45 min
Takamatsu - Matsuyama			approx. 2 hr 30 min

NOTE: Timetables and routes may differ by direction or season.

Route	Ferry Company	Inquiries	Travel Time
Hiroshima (Port of Hiroshima) - Matsuyama (Matsuyama Tourism Port)	Ishizaki Kisen, Setonaikaikisen	089-953-1003 082-253-1212	approx. 2 hr 40 min approx. 1 hr 55 min
Kure (Kure Port) - Matsuyama (Matsuyama Tourism Port)	Boyo Ferry	089-951-3509	approx. 2 hr 25 min
Yanai (Yanai Port) - Matsuyama (Mitsuhamu Port)			approx. 1 hr 15 min
Ihota (Ihota Port) - Matsuyama (Mitsuhamu Port)			approx. 7 hr 5 min
Kokura (Asano Port) - Matsuyama (Matsuyama Tourism Port)	Matsuyama - Kokura Ferry	089-967-7180	approx. 7 hr 5 min
Matsuyama (Takahama Port) - Gogo-shima (Tomari Port)	Gogoshima	089-961-2034	approx. 10 min
Matsuyama (Takahama Port) - Gogo-shima (Yura Port)			approx. 13 min
Matsuyama (Takahama Port / Mitsuhamu Port / Matsuyama Tourism Port) - Nakashima (Oura Port)	Nakajima-Kisen	089-997-1221	approx. 1 hr 20 min
Matsuyama (Takahama Port / Mitsuhamu Port) - Tsurushima - Nakashima (Konoura Port)	Nakajima-Kisen Nakajima Branch		approx. 1 hr 10 min


Route	Ferry Company	Inquiries	Travel Time
Matsuyama (Matsuyama Tourism Port) - Hiroshima (Port of Hiroshima)	Ishizaki Kisen, Setonaikaikisen	089-953-1003	approx. 1 hr 20 min
Matsuyama (Matsuyama Tourism Port) - Kure (Kure Port)		082-253-1212	approx. 57 min
Matsuyama (Takahama Port) - Nakashima (Oura Port, Konoura Port)	Nakajima-Kisen Nakajima Branch	089-997-1221	approx. 25 min



**Discount Tram Tickets**

Ticket Type
<b>1 Day Ticket</b> (1 day tram pass)
<b>2 Day Ticket</b> (2 day tram pass)
<b>3 Day Ticket</b> (3 day tram pass)
<b>4 Day Ticket</b> (4 day tram pass)

Visit here for prices and information



Available only as mobile tickets

**Botchan Ressha**

Still used to this day, the train was depicted in Natsume Soseki's novel "Botchan" and traces its current name (literally "Botchan Train") to it.




Visit for latest info

[Inquiries] Iyo Railway Co., Ltd. TEL.089(948)3323

Matsuyama Tourism Pamphlet


City of hot springs, castles, and literature

# MATSUYAMA



Visit Matsuyama City's official tourism website

<https://matsuyama-sightseeing.com>



## Matsuyama Castle Area - Immerse Yourself in the Greatness of the Castle



### Matsuyama Castle

Construction of the castle began in 1602 by the order of Yoshiaki Kato, and continued for more than a quarter century. It is one of the 12 original castle towers built up until the Edo period which still stand today. Towers and portions lost to fire and war have been reconstructed with lumber to recreate the look of the original castle. The castle is dubbed one of the top 100 in Japan.

\*Michelin Green Guide Japan 2-star tourist destination ★★

**Location:** 1 Marunouchi, Matsuyama City  
**Price:** Ropeway & Lift Adults 520 yen (Children 260 yen) / Castle Tower Adults 520 yen (Children 160 yen)  
**Hours:** Matsuyama Castle Tower 9 AM - 5 PM (August: until 5:30 PM January/December: until 4:30 PM)  
Ropeway 8:30 AM - 5:30 PM (August: until 6 PM January/December: until 5 PM)  
Lift 8:30 AM - 5 PM (Year-round) \*Entry to castle tower ends 30 minutes before closing

**Closed:** 3rd Wednesday of December (Castle tower only) ☎089-921-4873 (Matsuyama Castle Main Office)

### Key Locations

#### 1 Tonashimon Gate - Important Cultural Property

An important cultural property of Japan, this gate's name means "gate without a door" because it has never had one. It is located right inside the main entrance of the castle once you get off the ropeway/lift, and around a 180 degree turn to the right from the walking path.



#### 2 Tsutsuimon Gate

Matsuyama Castle's largest gate. As the main gate along the approach to the castle, it is sturdy, heavily fortified, and played a key role in the castle's defenses. Built with a tower on top, it is clear this gate was meant to wear down any enemy invaders trying to break through.

#### 3 Kakuremon Gate - Important Cultural Property

If enemies made it past Tonashimon Gate, they would first lay eyes upon Matsuyama Castle's largest gate, Tsutsuimon Gate, and not the Kakuremon Gate beyond it. While the enemy forces were busy desperately trying to break through the sturdy Tsutsuimon Gate, soldiers defending the castle were said to slip out through this gate to ambush them from behind.



### Matsuyama Castle Ninomaru Historic Garden



A garden restored in the remains of the estate of the feudal lord of Matsuyama. Flowers, trees, grass, and water are used to recreate the layout of the front palace with the "Kankitsu/Souka Garden" and the private quarters with the Ryusui-en." Performances of the lord's beloved Takigi Noh theater are performed here. The NPO Regional Revitalization Support Center also recognized this spot as a "Lover's Sanctuary" on October 1st, 2013.

**Location:** 5 Marunouchi, Matsuyama City **Price:** Adults 200 yen (Children 100 yen)  
**Closed:** 3rd Wednesday of December ☎089-921-2000  
**Hours:** 9 AM - 5 PM (August: until 5:30 PM January/December: until 4:30 PM)  
(Entry to garden stops 30 minutes before close)

### Saka no Ue no Kumo Museum

A central hub of Matsuyama's "Saka no Ue no Kumo Field Museum Initiative," a project which aims to turn the entire city into one large open museum. Its name comes from a novel by Ryotaro Shiba about the lives of Yoshifuru Akiyama, his brother Saneyuki, and Shiki Masaoka, all of whom were from Matsuyama. It depicts Japan during the Meiji period as it emerges as a modern nation. The museum features the three figures who appear in the novel and historical background on the Meiji period. It hosts various events themed to the novel's characters, and offers a place for visitors to glimpse and reflect on the passage of time. The museum itself was designed by architect Tadao Ando.



**Location:** 3-20 Ichibancho, Matsuyama City  
**Price:** 400 yen (Seniors 65+ years 200 yen / High School Students 200 yen / Junior High and younger Free)  
**Hours:** 9 AM - 6:30 PM (Entry ends at 6 PM)  
**Closed:** Mondays (Open on holidays and some other occasions)  
\*Exhibits may be closed for a period between February-March each year while the contents of the exhibits are rotated.  
☎089-915-2600

## Dogo Area - Bask in the Sites and Smells of the Historic Onsen Area



### Dogo Onsen Honkan Fully open for business!

The symbol of Dogo Onsen, the oldest hot springs in Japan. The wooden 3-story Honkan was built in 1894, and has been visited by countless guests over the years. In 1994 it became the first public bathhouse to be designated an important cultural property of Japan. Enjoy bath houses steeped in history and the unique freshly flowing "bijin no yu" hot spring water with beautifying qualities. The clock drum in the Shinrokaku drum tower has also been designated as one of the 100 Soundscapes of Japan.

\*Michelin Green Guide Japan 3-star tourist destination ★★★

**Location:** 5-6 Dogo Yunomachi, Matsuyama City **Price:** Adults 460 yen (Children 160 yen) \*As of January 2024  
**Hours:** 6 AM - 11 PM (Entry ends at 10:30 PM) ☎089-921-5141 (Dogo Onsen Office)  
\*Views may differ due to ongoing restoration work.

### Dogo Onsen Bekkan Asuka no Yu



This facility is meant to recreate the scene from the time Prince Shotoku visited Dogo onsen in 596, during the Asuka period. It is constructed in the architectural style of that time, featuring a large, tiled roof topped with shibi ornamental tiles and a tower that stands a symbol of Dogo Onsen Honkan.

\*As of January 2024

Inside it is decorated in the style of ancient Dogo, and features traditional Ehime crafts alongside modern art. It features large baths, open air baths, and a replica of the special bathing room reserved solely for the Imperial Family "Yushinden," along with a 60 tatami mat sized rest area and 5 private rooms to enjoy the specialty tea and snacks of Dogo Onsen.

**Location:** 19-22 Dogo Yunomachi, Matsuyama City  
**Price:** Adults 610 yen (Children 300 yen) \*Differs by selected course  
**Hours:** 6 AM - 11 PM (Entry ends at 10:30) \*Differs by selected course  
☎089-932-1126 (Dogo Onsen Consortium)

### Tsubaki no Yu

Built as a sister bath facility to Dogo Onsen Honkan in 1953. Renovated in 1984, it underwent a renewal opening again in December of 2017. Connected via the courtyard to Asuka no Yu, the facilities come together as one whole. The name "tsubaki" comes from classical works attributed to Prince Shotoku. (Direct-source hot spring)



**Location:** 19-22 Dogo Yunomachi, Matsuyama City **Price:** Adults 450 yen (Children 150 yen)  
**Hours:** 6:30 AM - 11 PM (Entry ends at 10:30 PM) ☎089-935-6586

### Botchan Karakuri Clock

The Karakuri Clock at Hojo-en in front of Dogo Onsen Station was built in 1994 in celebration of the 100th anniversary of the construction of Dogo Onsen Honkan. Between 8 AM and 10 PM it rises up once per hour and displays characters from the novel "Botchan." \*Activates once every half-hour during certain times of the year.



### The Shiki Museum



A museum dedicated to the life of Matsuyama native poet Masaoka Shiki and the history and culture of Matsuyama. The permanent exhibits feature letters and manuscripts by Shiki as well as a restoration of Gudabutsuan (1st floor only) where he spent time with his close friend Natsume Soseki. There is also an area where visitors can write their own original haiku slips and immerse themselves in the world of Shiki and his haiku.

**Location:** 1-30 Dogo Koen, Matsuyama City  
**Price:** 400 yen (free for high school students and under)  
**Closed:** Tuesdays (or the following day if a holiday)  
☎089-931-5566

**Hours:** May - October: 9 AM - 6 PM (entry ends at 5:30 PM) / November - April: 9 AM - 5 PM (entry ends at 4:30 PM)

## 8 Temple Area Walk the path of Kobo Daishi, visiting the temples of Matsuyama

### 石手寺へまはれば春の日暮れたり 正岡子規



**Temple No. 46 Joruri-ji Temple**  
Founded in 708 when Gyoki carved Yakushi Nyorai and it was enshrined here. Ichiganbenten is revered as the guardian Buddha of wisdom and art.  
**Location:** 282 Jorurimachi, Matsuyama City ☎089-963-0279



**Temple No. 47 Yasaka-ji Temple**  
An ancient temple built in 701 by Ochi Tamaoki on orders from Emperor Monmu. The Amida Nyorai sculpture enshrined here is said to have been made by the famous monk Genshin from Mount Hiei.  
**Location:** 773 Yasaka, Jorurimachi, Matsuyama City ☎089-963-0271



**Temple No. 48 Sairin-ji Temple**  
The Juichimen Kannon enshrined here is said to have been made by Kobo Daishi and the Bishamon ten and Fudo Myoo by Gyoki. Water began to spring when Kobo Daishi thrust his cane into the ground at Jonofuchi and has never stopped since.  
**Location:** 1007 Takaimachi, Matsuyama City ☎089-975-0319



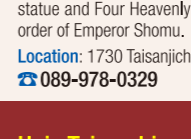
**Temple No. 49 Jodo-ji Temple**  
Founded by Keimei at the decree of Empress Koken during the Tenpyo period. The Shaka Nyorai enshrined here was created by Gyoki, while the Shonin statue was carved by Kuya.  
**Location:** 1198 Takanokomachi, Matsuyama City ☎089-975-1730



**Temple No. 51 Ishite-ji Temple**  
Founded in 728 by the provincial official Ochi Tamasumi by order of Emperor Shomu. The Kongorikishi statue in the tower gate is believed to have been made by Unkei, while the Yakushi Nyorai statue is said to have been made by Gyoki. The temple is home to numerous national treasures and important cultural properties.  
**Location:** 2-9-21 Ishite, Matsuyama City ☎089-977-0870



**Temple No. 52 Taisan-ji Temple**  
Gyoki is said to have enshrined the Juichimen Kannon statue and Four Heavenly King statues here in 739 by order of Emperor Shomu.  
**Location:** 1730 Taisanjicho, Matsuyama City ☎089-978-0329



**Temple No. 53 Enmyo-ji Temple**  
An ancient temple founded by Gyoki in the Tenpyo period by order of Emperor Shomu. In 1633 the hall that had fallen into disrepair was rebuilt by Shigeihsa Suga.  
**Location:** 1-182 Wakemachi, Matsuyama City ☎089-978-1129

### Hojo Taimeshi - Traditional Dish of Matsuyama's Hojo Region

Since long ago this dish has been part of the local cuisine of the Hojo region of northern Matsuyama. It consists of one entire sea bream cooked together with rice. It doesn't include burdock, carrots, fried tofu, or anything else you might expect. Instead, it is made solely with sea bream, kelp stock, and rice. This simplicity brings out the full flavor of the ingredients. Cooked slowly in a pot or earthenware, the fish is broken up and mixed into the rice before eating. The rice turns plump and rich with the flavor from the sea bream and kelp, providing mouthfuls of flavor.



## Hojo Area - Encounter the History of Kazahaya

### ここにまた住まばやと思ふ春の暮 高浜 虚子



Only 3 minutes by boat from the ferry waiting area, the name of this island comes from the deer that are protected on it. The island offers swimming, fishing, and a chance to learn about the history of the Hojo region at the Kashima-ru Museum. The island has also been designated a Lover's Sanctuary satellite spot, and there is a "bell of happiness" located on the observation deck at the top of the mountain.

**Location:** Hojotsuji, Matsuyama City ☎089-948-6558 (Tourism and International Exchange Division)  
Access: 10 min walk from JR Yosan Line Iyo-Hojo Station to the ferry waiting area, and a 3 min boat ride to Kashima (ferry runs at 20-30 minute intervals)



## Nakajima Area - Nature-rich Islands in the Seto Inland Sea

### 伊予の海のゆたのたゆたにたたよひて われやこよひを大浦に来ぬ 吉井 勇



**Himegahama Beach**  
Located within the Setonaikai National Park, the dazzling white sands of this beach run 500m. The beach is used during the Nakajima Triathlon.



**Nakajima Area Map**  
Seto Inland Sea  
Offers experiences focused on nature, culture, and food that you might expect from an insular area (island tours).  
☎089-997-0149

**Location:** 68-1 Nagashi, Matsuyama City ☎089-997-0149  
Access: From Takamatsu Port via Nakajima-Kisen ferry (approx. 1 hour) OR high-speed boat (approx. 30 min) to Nakajima, 5 min walk from Nagashi bus stop on the Nakajima-Kisen bus line