



### Mitsuhamayaki

By Foot

Dining

This familiar everyday fare from the Mitsu area of Matsuyama City traces its roots back to "issen-yoshoku" (a dish similar to okonomiyaki) from before the war. It features soba or udon noodles, plenty of cabbage and other ingredients on top of a crepe and covered in a fragrant sauce that stimulates the appetite. Beef fat and pink fish sausage are other popular toppings in Mitsuhamama. The locals also order soba or udon as a base for the crepe.

Location/View	
Access	25 min. walk from port(2km)
Season	Year-round
Related links	



**Contact Us** 【Matsuyama City Urban Planning Promotion Division】

TEL:089-948-6942 | E-MAIL:[sakanoue@city.matsuyama.ehime.jp](mailto:sakanoue@city.matsuyama.ehime.jp)

Website: <https://www.mitsuhamaru.com/mitsuhamayaki/index2.html>

### Umigohan

By Public Transport

Dining

Matsuyama is on the Seto Inland Sea and home to fresh seafood, particularly sea bream, octopus and conger eel. The taimeshi (sea bream cooked with rice), takomeshi (octopus cooked with rice) and anagomeshi (conger eel cooked on rice) are exceptional, and rice dishes of this kind are called "Umigohan" (seafood plus rice).

Location/View	
Access	Please follow the link provided below.
Season	Year-round
Related links	<a href="https://www.mcvb.jp/umigohan/">https://www.mcvb.jp/umigohan/</a>



**Contact Us** 【Matsuyama Convention and Visitors Bureau】

TEL:089-935-7511 | Website:<http://www.mcvb.jp>

### Tobe-yaki

By Public Transport

Shopping

The town of Tobe in the district of Iyo is located to the south of Matsuyama City. Tobe-yaki ware has been designated a traditional handicraft of Japan and a traditional specialty of the prefecture and features indigo blue "gosu" (cobalt ore containing traces of manganese) patterns on a white surface. It is thicker than ordinary porcelain and is marked by simplicity. As such, it has long been used not just as works of art but also as daily use serving dishes.

Location/View	1392,Miyauchi,Iyoguntobecho,Ehime,7912195,Japan ,791-2195 <a href="#">MAP</a>		
Access	Individual travel:40 min. via car from port(20km)		
Season	Year-round	Parking for tour buses	4 buses
Related links			



**Contact Us** 【Tobe Town Commerce and Tourism Division】

TEL:089-962-7288 | Website:<http://www.town.tobe.ehime.jp>



## Iyokasuri

By Public Transport

Shopping

Iyo, Kurume and Bingo are Japan's three major areas of production for Kasuri fabrics. Iyokasuri has long been treasured for its simple texture, robust cotton, beautiful indigo color and carefully produced design. Thanks to the beauty of the indigo, iyokasuri products come in a wide variety, from kimono to interior accessories and miscellaneous goods.

Location/View	
Access	
Season	Year-round
Related links	<a href="https://en.matsuyama-sightseeing.com/spot/38-2">https://en.matsuyama-sightseeing.com/spot/38-2</a>

**Contact Us** 【Matsuyama City Tourism and International Exchange Division】TEL:089-948-6556 | E-MAIL:[kanko@city.matsuyama.ehime.jp](mailto:kanko@city.matsuyama.ehime.jp)Website:<https://www.city.matsuyama.ehime.jp>

## Matsuyama ropeway shopping street

By Public Transport

Shopping

The Matsuyama Ropeway Shopping Street is located at the foot of Matsuyama Castle in central Matsuyama City. There are restaurants and shops carrying Ehime and Matsuyama specialties along a 500-m stretch on a street that connects to the ropeway boarding area at the Shinonome starting point at Matsuyama Castle.

Location/View	790-0004 <a href="#">MAP</a>		
Access	Individual travel:25 min. via car from port(8km)		
Season	Year-round	Parking for tour buses	8 buses
Related links			

**Contact Us** 【Matsuyama City Enterprises Location and Industrial Promotion Development Division】TEL:089-948-6710 | E-MAIL: [sangyou@city.matsuyama.ehime.jp](mailto:sangyou@city.matsuyama.ehime.jp)Website:<https://www.city.matsuyama.ehime.jp>

## Dogo Onsen

By Public Transport

Main Attractions

The Dogo Onsen are the oldest in Japan. Many people from all over the country have visited since the main building was reconstructed in 1894. In 1994, it was the first public bathhouse to be designated as an important cultural property. We have carried out the construction from January 2019 to December 2024 in order to preserve and maintain the value of our cultural property for generations to come 100 to 200 years from now. Along with the reopening of the building, lounge rooms may be rented out for private occasions, and new tea cakes are available for guest enjoyment.

Location/View	790-0842 <a href="#">MAP</a>		
Access	Individual travel:25 min. via car from port(8km)		
Season	Year-round	Parking for tour buses	Only Middle 100 buses
Related links			

**Contact Us** 【Dogo Onsen Consortium】TEL:089-921-5141 | E-MAIL: [asukanoyu@lesp.co.jp](mailto:asukanoyu@lesp.co.jp)



## Matsuyama Castle

By Public Transport

Main Attractions

Matsuyama Castle is a famous castle built by Kato Yoshiaki, the first castle lord, who spent more than a quarter of a century from 1602 on its construction. The keep stands atop the 132-meter tall Mt. Katsu. There are several important cultural properties at the castle, including the gate and turret. It has one of the 12 remaining keeps and has been named one of the 100 Fine Castles of Japan.

Location/View	790-0008		
Access	Individual travel:25 min. via car from port(8km)		
Season	Year-round	Parking for tour buses	8 buses
Related links			



**Contact Us** 【Matsuyama City Tourism and International Exchange Division】

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Website:<https://www.city.matsuyama.ehime.jp>

## Mitsu no Watashi

By Foot

Main Attractions

Mitsu no Watashi is a ferry that connects Mitsu and Minatoyama in the Matsuyama port district. It crosses over an 80-m stretch of water and is part of the Takahama municipal highway Route 2 (about three minutes one-way). It was first used 500 years ago in the Muromachi period (1337-1573) to transport supplies and food and has been essential to the lives of local residents. It provides year-round service free of charge to around 40,000 people annually.

Location/View			
Access	25 min. walk from port(2km)		
Season	Year-round		
Related links			



**Contact Us** 【Matsuyama City The urban development,Division harbor airport】

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Website:<https://www.city.matsuyama.ehime.jp>

## MATSUYAMA BASEBALL-DANCE FESTIVAL

By Public Transport

Topics

The MATSUYAMA BASEBALL-DANCE FESTIVAL was started in 1966 and it is one of the four big festivals of Shikoku. The castle town comes alive in August with the "yakyukenodori" (MATSUYAMA BASEBALL-DANCE) . The dancers give passionate performances for three nights.

Location/View			
Access	Individual travel:25 min. via car from port(8km)		
Season	August	Parking for tour buses	8 buses
Related links			



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Website:<https://www.city.matsuyama.ehime.jp>



## Triathlon Nakajima Tournament

By Public Transport

Topics

Around 300 iron men compete in a triathlon consisting of a 1.5-km swim, 40-km bicycle ride and 10-km run on Nakajima, a minor island of Matsuyama City. Island residents cheer the competitors on loudly from the roadside. Both competitors and spectators can enjoy the natural beauty of Nakajima.

Location/View	MAP
Access	Individual :Ship(Nakajima Kisen,Nakajima-bound,Oura Port) 5 min. via car from port(2.5km)
Season	August,fourth Sunday
Related links	<a href="https://www.city.matsuyama.ehime.jp/shisei/shiminkatsudo/sports/toraiasurontaikai/index.html">https://www.city.matsuyama.ehime.jp/shisei/shiminkatsudo/sports/toraiasurontaikai/index.html</a>



**Contact Us 【Matsuyama City Sporting City Promotion Division】**

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## Mitsuhama Firework Festival

By Public Transport

Topics

The main event of the Matsuyama Port Festival is the largest fireworks display in Shikoku. Around 10,000 fireworks light up the summer evening sky, including No.15 ball shells that cover a large area over the water, ones that are set off from barges, new star mines and submerged fireworks.

Location/View	MAP Mitsui wharf
Access	15 min. walk from port(1.5km)
Season	August,first Saturday
Related links	



**Contact Us 【Matsuyama City Tourism and International Exchange Division】**

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