



Matsuyama

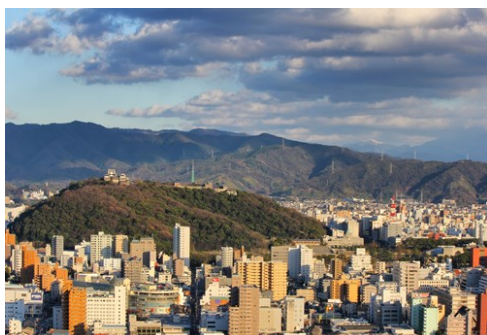
Photo: Kevin Autret/Shutterstock.com



torasan/Shutterstock.com



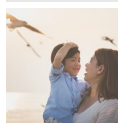
Cidale Federica/Shutterstock.com



Rod Walters/Visit Ehime

Set against a backdrop of historical buildings, Matsuyama is a vibrant city of living traditions. Here, haiku poetry still holds a significant place in daily life. With a jam-packed calendar of seasonal festivals, visitors are guaranteed to find something captivating to experience all year round. Getting around the city is easy with a network of vintage trams and steam trains at your service. In addition, Matsuyama boasts miles of sandy beaches, which provide a scenic view of the Seto Inland Sea, filled with beautiful islands.

Featured



Baishinji Beach

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Matsuyama Castle

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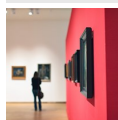
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Fuwari Beach

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Ishiteji Temple

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THE CITY



Korkusung/Shutterstock.com

Matsuyama, the capital of Ehime Prefecture and the largest city on Shikoku Island is a destination that beautifully blends history, culture, and natural beauty. Its name, meaning 'pine mountain', hints at the serene landscapes that surround the city.

Matsuyama is also renowned for its vibrant culinary scene, where visitors can savour regional specialities such as sea bream, wild boar, and exquisite sake.

One of the city's most iconic landmarks is Dogo Onsen, Japan's oldest hot spring bathhouse. Featured in the Michelin Green Guide and famed as the inspiration for the beloved animation 'Spirited Away', Dogo Onsen offers a timeless experience. Equally captivating is Matsuyama Castle, perched atop a hill in the city's heart, offering stunning panoramic views.

The city is also a spiritual hub, with eight of the eighty-eight temples of the Shikoku Pilgrimage located here. Among these, Ishiteji stands out with its intriguing network of tunnels hidden in the hillside, while Taisanji and Jodoji provide glimpses into the city's 8th-century Buddhist heritage. Major Shinto shrines such as Isaniwa Jinja and Tsubaki Jinja further enrich the city's spiritual landscape.

Matsuyama's cultural significance is also profound. The city was once home to the revered haiku poet Masaoka Shiki, whose former residence, the Shiki-do, along with the Shiki Memorial Museum, attracts literature enthusiasts from around the world. Matsuyama's literary connections extend to Natsume Soseki's novel *Botchan* and several works by Shiba Ryotaro, including the acclaimed *Saka no Ue no Kumo* (Clouds Above the Hill). This novel became the centrepiece of a significant cultural initiative, leading to a popular NHK drama adaptation and the creation of a museum designed by the esteemed architect Tadao Ando. Another cultural gem is the Itami Juzo Museum, dedicated to the celebrated film director.

Despite its rich history and cultural offerings, Matsuyama retains a charming, compact feel. The city's centre is served by a nostalgic tram system, featuring vintage cars from the 1950s and 60s, alongside a replica steam train, the *Botchan Ressha*. Encircled by mountains and dotted with hills, Matsuyama exudes a green, rural charm. The city's proximity to the pristine beaches of the Seto Inland Sea further enhances its appeal. Amidst the modern developments, Matsuyama preserves its architectural heritage, with numerous buildings from the Meiji Period and earlier, including the opulent *Bansuiso Villa*, designed by Shichiro Giko.

TOP 7



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 sights, 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.

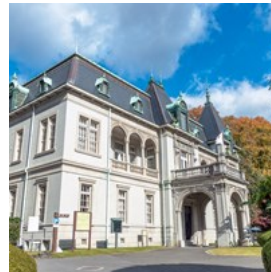
Photo: Yuka Tokano/Shutterstock.com

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

Public Transport: Dogo Onsen Iyotetsu Tram Station

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

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 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: Rod Walters/Visit Ehime

Public Transport: Train to Iyohojō Station on the Yosano 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



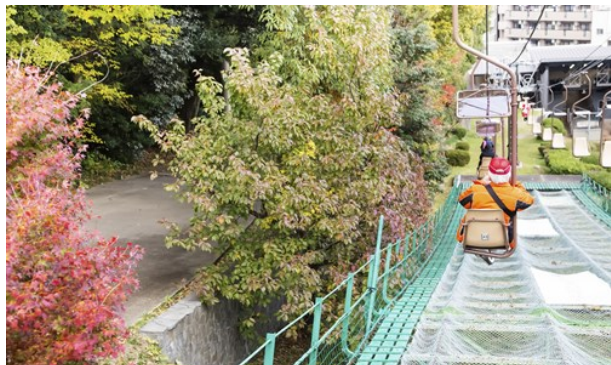
The Mingei Iyo-Kasuri Kaikan is a museum and shop devoted to the folk craft (mingei) of weaving with dyed yarn (kasuri). The building itself is

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

Internet: www.matsuyamajo.jp

Fuwari Beach



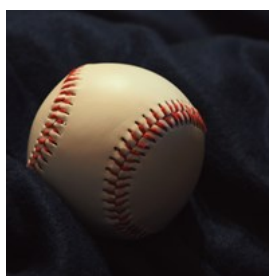
Fuwari Beach is a beautiful sandy beach on the northern edge of Matsuyama. Formed of two small coves, it offers an expansive view of

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

The Shiki 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: disguise-truth/Pixabay

Address: 1-30 Dogokoen, Matsuyama

Opening hours: Wed-Mon 9am-6pm, Tue closed

Internet: <https://shiki-museum.com>

Email: sikihaku@lesp.co.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



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

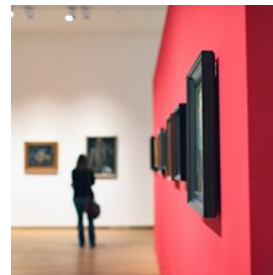
Address: 5-6 Yunomachi, Dogo, Matsuyama, Ehime 790-0842

Public Transport: Dogo Onsen Iyotetsu Tram Station

Opening hours: 6:00 - 23:00

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

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.

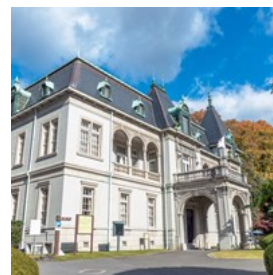
Photo: Ysbrand Cosijn/Shutterstock.com

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

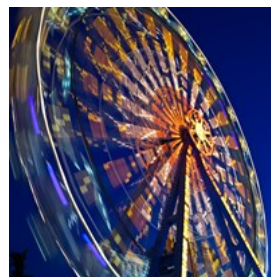


A popular attraction found on the route between JR Matsuyama Station and Dogo is the Botchan Train, a diesel-powered replica of the original Iyotetsu steam locomotive, known from Natsume Soseki's 1906 novel, Botchan. Not to be missed is seeing the Botchan Train engine uncoupled, cranked up on a pivot,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

Photo: Önder Örtel/Unsplash

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

Kururin Ferris Wheel



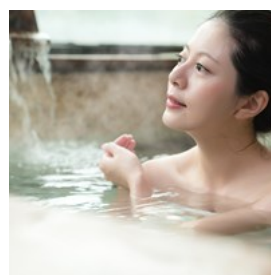
The huge Ferris wheel atop the Iyotetsu Takashimaya Department Store goes by the name Kururin. This exciting ride lasts 15 minutes, affording a fantastic view over the whole of Matsuyama including the castle, the mountains and the sea. At dusk, the view is particularly pretty as the city lights come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

Photo: PR Image Factory/Shutterstock.com

Address: 19-22 Dogoyunomachi, Matsuyama, Ehime

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

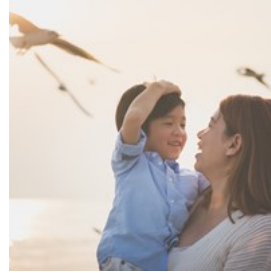
is an event worth seeing. The dockside is full of boats and cranes, some of which are elegant vintage models.

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: Rafael Hoyos Weht/Unsplash

Public Transport: Mitsu Station on the Iyotetsu Takahama Line, Mitsuhamama Station on the JR Yosano 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 Monogatari Train



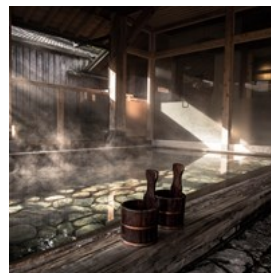
The Iyonada Monogatari Tourist Train departs from JR Matsuyama Station on weekends and holidays. This stylish retro train travels

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 of the high mountains in the south, 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.

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.

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.

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 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.

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.

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.

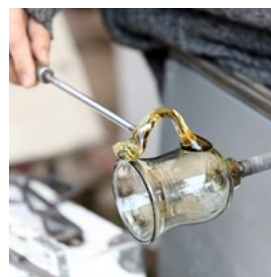
Hatsuyuki Sake Brewery



This brewery is housed in a building dating back several centuries. Located in Tobe, a centre 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: Jeremy Yap/Unsplash

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.

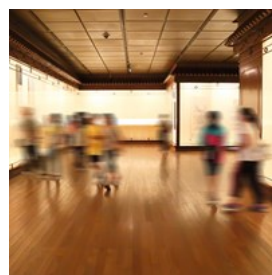
Photo: jazz3311/Shutterstock.com

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, 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: woaiiss/Shutterstock.com

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

Internet: www.seki.co.jp/mus

Hamada Old Clinic



Mitsuhamama is the old port of Matsuyama, and its streets are a fascinating mixture of new houses and buildings dating from 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 each time of year, with flowers year-round, and fruit and red leaves in autumn.

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.

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/en/

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

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/Visit Ehime

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

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

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/Visit Ehime

Address: 14-26 Yunomachi, Dogo, Matsuyama, Ehime
790-0842

Opening hours: 11:00 to 18:00

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/Visit Ehime

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

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

Phone: +81 89 907 0402

BARS & NIGHTLIFE



takedahrs/Pixabay

Nightlife in Matsuyama is primarily centred around Dogo and the Bancho streets—Ichi-, Ni-, and San-Bancho—in the city centre. These areas offer a vibrant mix of bars, izakayas, and entertainment venues. Dogo is especially popular for its evening activities, often paired with visits to its famous onsen.

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: Michael Discenza/Unsplash

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

Marinecco



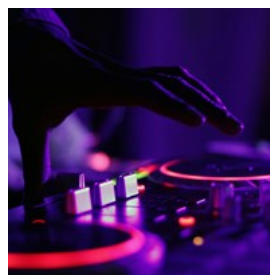
Marinecco is a chic café bar on chic Ropeway Street. Besides Guinness and Kilkenny, it serves a range of wines and sake, accompanied by a range of very scrumptious pizzas, salads and pasta.

Photo: gfs_mizuta/Pixabay

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

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: Marcela Laskoski/Unsplash

Piano Bar Moon Glow



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: Ahtziri Lagarde/Unsplash

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

Opening hours: 8:00 to late Closed Sunday

Phone: +81 89 931 3296

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.

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.

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 centre 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.

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.

Opening hours: The shops open at various times.

Gintengai Arcade

Gintengai Arcade is a covered shopping street that runs through the centre 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.

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.

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 restaurants and ice cream stands. There's a very pleasant beach just across the road.

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

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.

Address: 850 Tsutsui, Masaki, Iyo-gun Ehime

Opening hours: 9:00 to 22:00

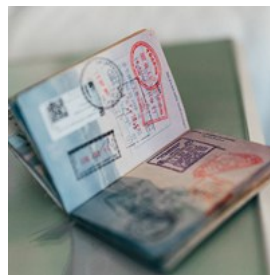
Phone: +81 89 984 2111

TOURIST INFORMATION



Thea/Unsplash

Passport/Visa

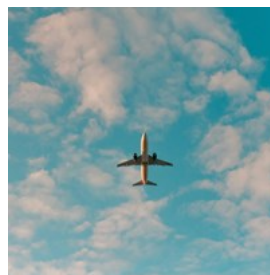


Nationals from countries such as the United States, Canada, Australia, Brazil, and many European countries can enter Japan visa-free for short-term stays (usually up to 90 days) for tourism, business, or visiting friends and relatives. However, visitors from countries not on the visa-exempt list must apply for a visa at a Japanese embassy or consulate before travelling. Always check the latest entry requirements as they can change.

Photo: ConvertKit/Unsplash

Internet: www.mofa.go.jp/j_info/visit/visa/short/novisa.html

Matsuyama Airport (MYJ)



Matsuyama Airport is located approximately 8 kilometres from the city centre, making it a quick 20-30 minute journey by car or bus. Travellers can easily reach the city via the Iyotetsu limousine bus service, which connects the airport to major destinations like JR Matsuyama Station and Dogo

Onsen. Taxis are also available and provide a convenient, although more expensive, alternative.

Photo: Philip Myrtoorp/Unsplash
Address: Matsuyama Airport, Matsuyama
Phone: +81 89 972 5600

Public Transport



Public transport in Matsuyama is reliable, frequent, and reasonably priced, making it an excellent way for visitors to explore the city's attractions. Matsuyama primarily relies on a tram system and buses, with no subway network. The tram system, operated by Iyotetsu, is particularly charming, featuring vintage cars and the iconic Botchan Ressha, a replica steam train. The buses complement the trams, covering areas not accessible by tram. For information on fares and timetables, visit Iyotetsu's website.

Photo: rabeca/Pixabay
Internet: www.iyotetsu.co.jp/bus/global/en

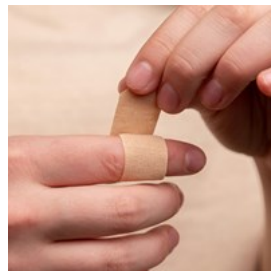
Taxi



In Matsuyama, taxis are easily identified by the light on the roof and the licensing information shown on the windows. Finding one is generally easy, especially around major transport hubs, hotels, and popular tourist spots. Taxis are metered and the drivers are known for their courteous and professional service. Although ride-sharing apps like Uber are not common in Matsuyama, the city's reliable taxis and well-connected public transport make it convenient for visitors to get around.

Photo: Gustavo/Unsplash

Pharmacy



In central Matsuyama, the Ōkaido and Gintengai arcades host several large drugstores, which are convenient for both locals and tourists.

Photo: Diana Polekhina/Unsplash

Electricity



Japan operates on a 100V supply voltage and 50/60Hz. The country uses Type-A plugs, which have two flat-sided prongs.

Photo: Rod Walters/Visit Ehime

Post



Post offices in Matsuyama typically operate from 9am to 5pm on weekdays, with some offering reduced hours on Saturdays and closing on Sundays and public holidays. They provide a range of services, including domestic and international mail, parcel delivery, and the sale of stamps and postcards. Many post offices also offer banking services, currency exchange, and ATM facilities.

Photo: Ali Bakhtiari/Unsplash
Address: 3 Chome-5-2 Sanbancho, Matsuyama
Opening hours: Mon-Fri 9am-7pm, Sat 9am-5pm, Sun 9am-12:30pm
Phone: +81 570 004 613

Phone



Country code: +81 Area
code: 89

Photo: Miryam León/Unsplash

Population

Metro area: 503,659 (2024)

Currency

Japanese Yen (JPY, ¥)

Opening hours

Standard opening hours for public buildings and services are 9am to 5pm. Supermarkets are generally open from 9am to 7pm or later.

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

Newspapers

The Japan Times: www.japantimes.co.jp

Emergency numbers

Ambulance, fire and rescue: 119

Police: 110