



EHIME TOURIST GUIDE MAP

Ishte-ji Temple

石手寺
This temple is number 51 on the Shikoku 88 Temple Pilgrimage. The Niō-mon gate is a national treasure and the three-tiered tower is a national important cultural property. Other interesting features include a cave and a treasure museum.
☎089-977-0870
MAP E-4
http://mehanet

Emifut MASAKI

エミフツMASAKI
One of the largest shopping malls in Shikoku, located 25 minutes by car from Matsuyama city center and 20 minutes from Matsuyama Airport. There are about 190 shops and restaurants, so enjoy shopping to your hearts' delight.
☎089-984-2111
13:00-21:00 (Varies by shop)
☎Open 365 days
5,000 http://emifut.jp

Shirai Waterfalls

白猪の滝
Enjoy the change of the seasons in this natural park on the outskirts of Matsuyama. During the coldest days of winter, the waterfalls freeze, transforming into a wondrous ice sculpture.
☎089-984-4414 (Toon City Industrial Creation Section)
20 free spaces
*Paid-parking available.

Omogo Gorge

面河溪
This 10 km gorge is located at the foot of Mt. Ishizuchi along the upper Omogo River. The gorge shows its beauty like unusual rock formations, clear water, and thick forest. It is particularly popular during autumn leaf-viewing season.
☎0892-21-1111 (Kumakogen Town Planning Tourism Section)
70 (Goishi Kawaranae)

Shikoku Karst Plateau

四国カルスト
This karst plateau is the largest in Japan, located 1,000 to 1,500 m above sea level, and stretching 25 km east to west. Walking among white limestone boulders dotting green pastures feels like being in heaven.
☎0892-21-1111 (Kumakogen Town Planning Tourism Section)
50 (Mezudaira)

Garyu Sanso (mountain retreat)

臥龍山荘
This mountain retreat, built in the most scenic spot overlooking the Hiji River, is known for its unique architecture and beautiful garden that grows in harmony with nature. It is also popular for viewing autumn leaves.
☎0892-24-3759
9:00-17:00 ☎Open 365 days
¥500 (Set Ticket with Ozu Castle ¥600)
43 (Ozu Machinoki Asamoya)

Ozu Antique Street

大洲の町並み
Developed as a castle town, the old kura storehouses and samurai residences still stand in Ozu, making a streetscape called "Little Kyoto". Many sightseeing spots such as the Ozu Castle and Akasaka Kari (Ozu red brick building) are nearby.
☎0895-24-2854
(Ozu City Tourism Association)
43 (Ozu Machinoki Asamoya)

Ozu Cormorant Fishing

大洲のうかい
Sail down the Hiji River while experiencing the summer tradition of using cormorants to catch river fish. Enjoy the natural scenery during the day, and enjoy a magical atmosphere at night.
☎0895-57-6665
(Ozu City Tourism Association)
Event: Jun. 1 - Sep. 20
May not be held due to inclement weather and swollen river
Days: 14,000, Night ¥6,000 ☎43 (Ozu Machinoki Asamoya)

Unomachi Antique Street

卯之町の町並み
Unomachi once boomed as a post town, and many old buildings, including the Suemitsu Residence built in 1770, remain today. Don't miss the Rice Museum and the Kamei School.
☎0894-62-6408 (Saw City Economic Promotion Division)
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*Suemitsu Residence is open on the 1st Sun. 14:00 to 15:00

Cape Sada

佐田岬
Cape Sada is the westernmost point of Shikoku, and Japan's narrowest peninsula. Walk 20 minutes from the parking to the lighthouse in the very tip of the peninsula. On clear days, it's possible to see across the channel to Kyushu.
☎0894-38-2657 (Ikata Town Industrial Division)
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Uwajima Castle

宇和島城
Reconstructed in 1666, this castle is called "bull sumo wrestling" by the locals. Two one-ton bulls butt horns in a powerful battle. Regular tournaments are held five times per year.
☎0895-22-2832
9:00-17:00
(Until 16:00 from Nov to Feb.)
☎Open 365 days ☎Castle tower ¥200 (Free for Folk Museum)
45 (Municipal parking)

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http://www.tougyu.com/

Terraced fields of Yusu Mizugaura

遊子水荷浦の段畑
Terraced fields cultivated from a steep slope near the ocean surrounded by mountains. The sight of stone terraced field stretching to the ocean is a spectacular view. A nationally designated important cultural landscape.
☎0895-62-0091
(Dainaba Momori-Kai Association)
☎Restaurant (Dainaba Chaya)
Business Days: Sat., Sun., Holiday
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Nametoko Gorge

沼床谷
This gorge stretches over a 12 km section of the upper Shimanto River. Japan's last clear stream. Enjoy viewing autumn leaves or just breathe the clean forest air in the ocean in a spectacular view. A nationally designated important cultural landscape.
☎0895-42-1116 (Matsuno Town Rural Development Division)
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Nanraku-en Garden

南楽園
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☎0895-22-3344
9:00-17:00
☎Dec. 29 to Jan. 1
¥10
550

Uwa Sea Marine Park

宇和海海域公園
Ride an underwater-viewing boat and enjoy the beautiful coral reefs and tropical fish in comfort. This area is also a popular diving spot.
☎0895-62-0280 (Underwater-viewing boat)
9:00-16:00
Will not run during inclement weather and bad underwater visibility
Boarding ¥2,000 or ¥2,200 (Varies by boat)
200

Towel Museum

タオル美術館
The theme of this art gallery is the towel. Come see not only displays relating to towel manufacturing, but also an entire world of towel art. There are also a restaurant and gift shops.
☎0898-56-515
9:30-18:00
☎Open 365 days (Temporary closing during winter holidays)
Gallery ¥600 ☎250
http://www.ichihiro.co.jp/art

Imabari Castle

今治城
This castle began construction in 1602. It is a seaside castle with an unusual three-layered moat which takes water from the sea. The castle tower, which was rebuilt in 1980, houses a collection of armor and weapons.
☎0898-31-9233
9:00-17:00
☎Dec. 29 to Dec. 31
¥500
41

Asahi Beer Shikoku Factory

アサヒビール四国工場
The only large-scale beer brewery in Shikoku. After watching how quality beer is made, sample fresh beer right there.
☎0897-53-7770
9:00-16:00 (Phone reception 9:00-17:00)
☎Open 365 days (except specified holidays, end-of-year and New Year holidays)
Free admission (By reservation only)
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Mine Topia Besshi

マイントピア別子
Experience the history of Besshi Ozan, one of Japan's three largest copper mines, in this theme park. Explore the old mine, pan for gold, and soak in a hot spring.
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