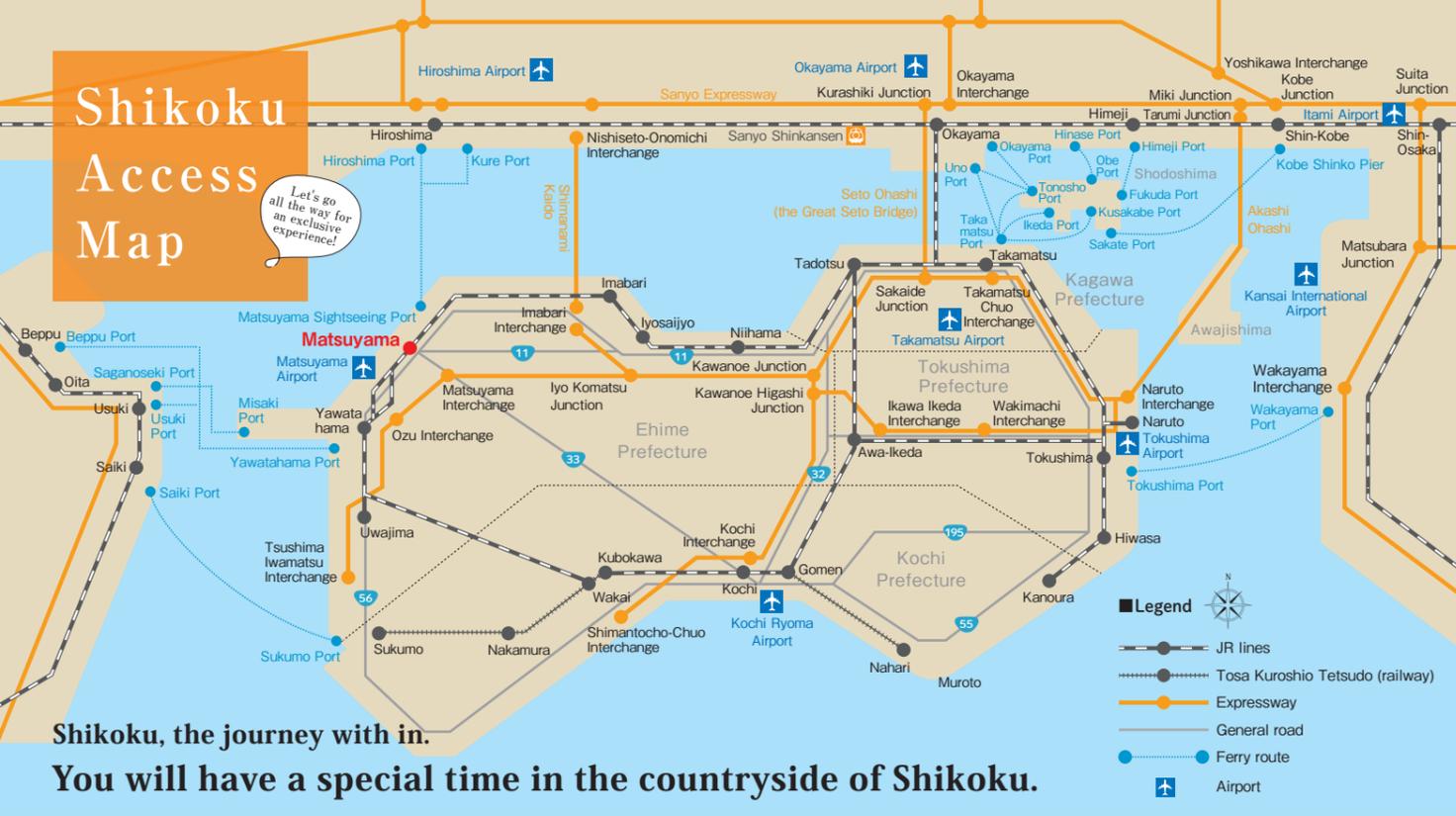


Shikoku Access Map

Let's go all the way for an exclusive experience!

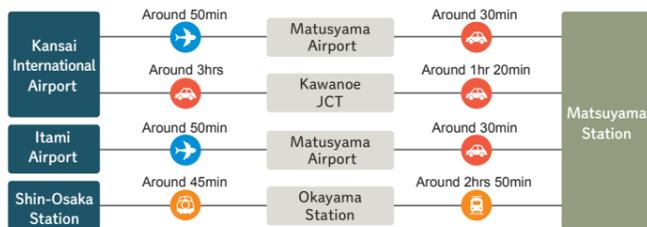


Shikoku, the journey with in.
You will have a special time in the countryside of Shikoku.

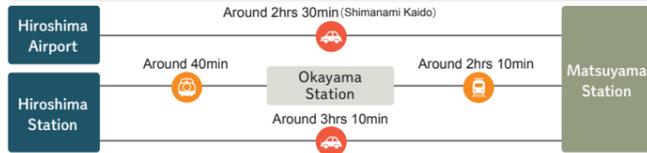
Access to Matsuyama

Shinkansen bullet train Train Bus or rent-a-car Ferry () means high-speed ferry Airline

from Osaka



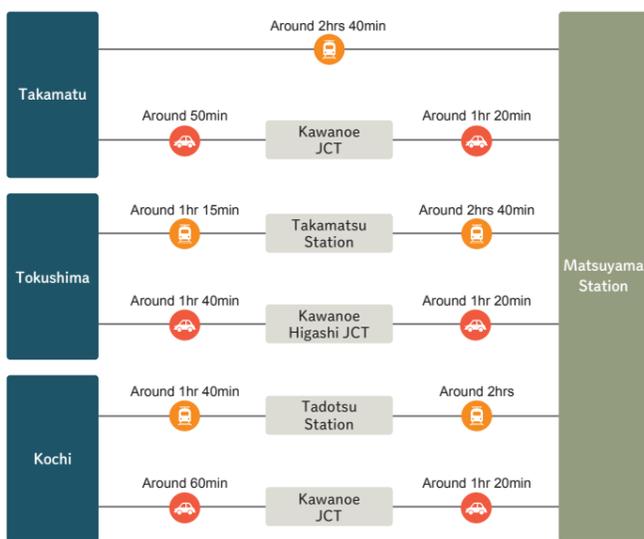
from Hiroshima



from Tokyo



from various places in shikoku



Inquiries/Application

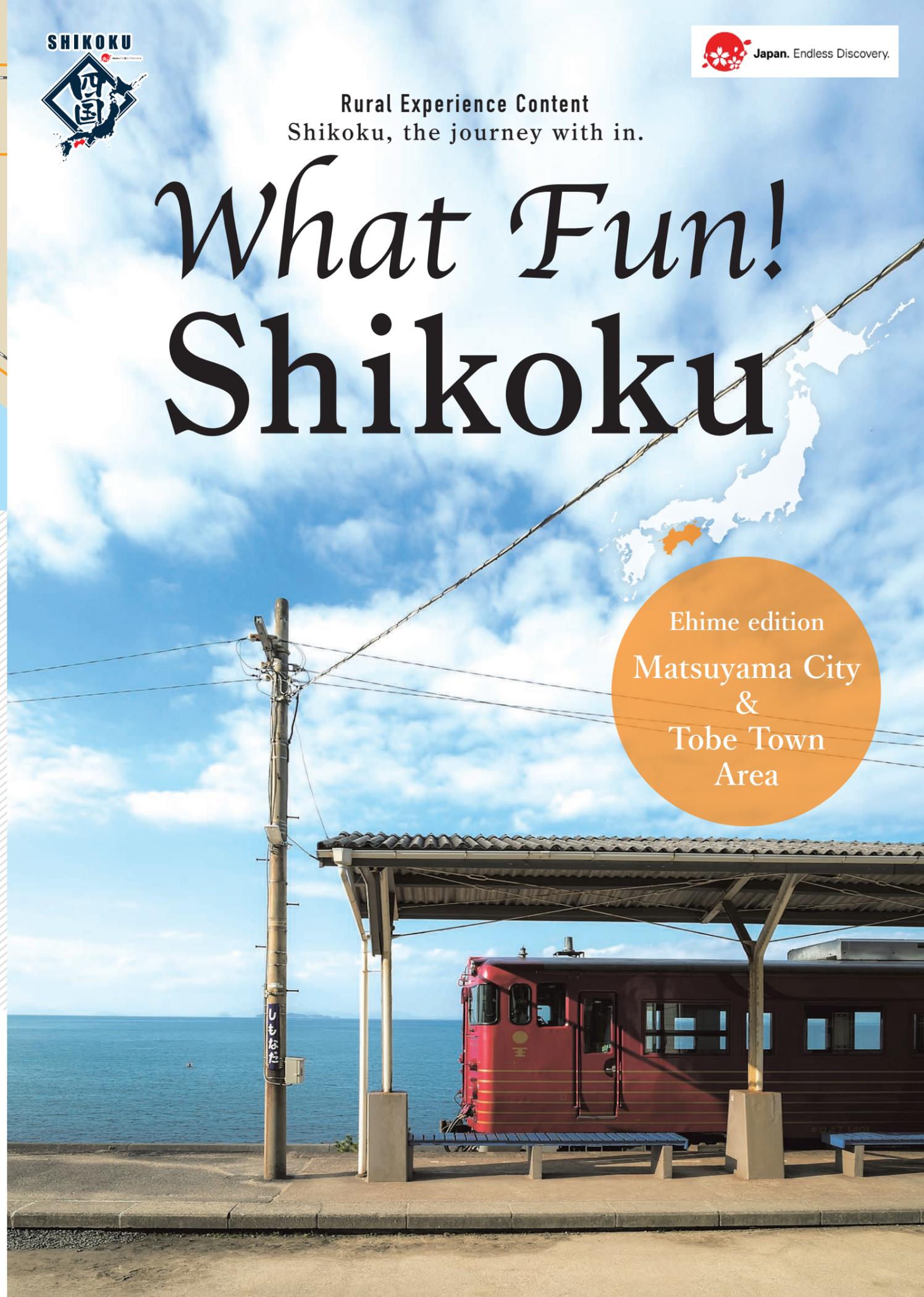
All the photos in this brochure are shown to provide rough images. Your actual experiences are subject to change. Secondary use of these photos is prohibited.



Rural Experience Content
Shikoku, the journey with in.

What Fun! Shikoku

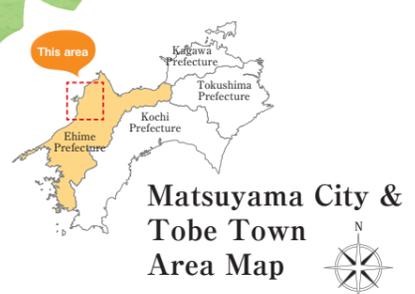
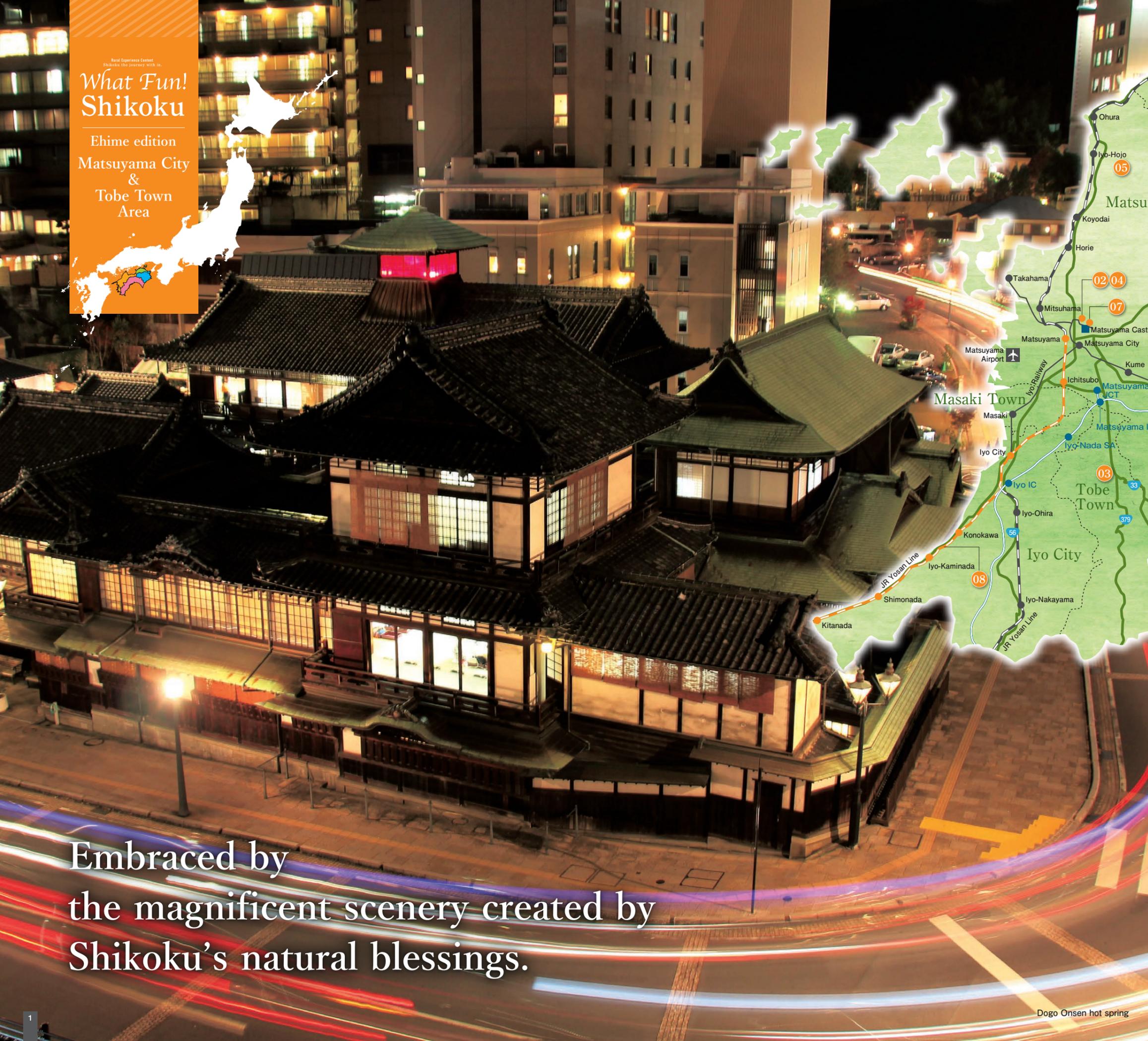
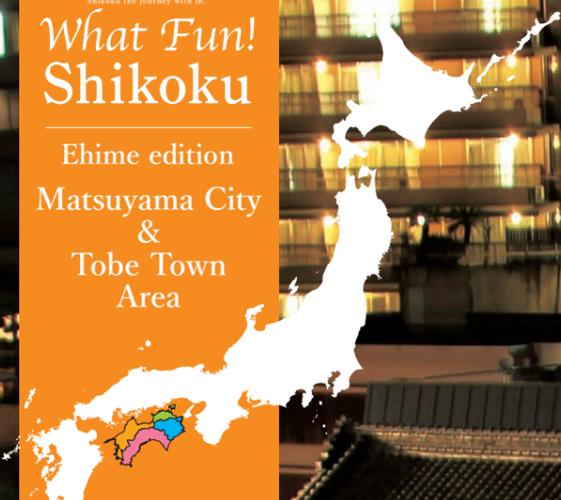
Ehime edition
Matsuyama City
&
Tobe Town
Area



Rural Experience Center
Shikoku the journey with us.

What Fun! Shikoku

Ehime edition
Matsuyama City
&
Tobe Town Area



Matsuyama City &
Tobe Town
Area Map



Nanaore plum trees



Matsuyama Castle

Embraced by
the magnificent scenery created by
Shikoku's natural blessings.

Dogo Onsen hot spring



01 Toon City

Ehime Japan Farmstay & Cycling Tour Near Matsuyama City
Experience a Japan farmstay in a renovated traditional farmhouse. Journey to the mountains east of Matsuyama City-the capital of Ehime Prefecture-to experience local life, eat, shop, and enjoy a cycling tour of a picturesque Japanese landscape.

- Stay at a renovated traditional farmhouse nestled in the mountains of Ehime Prefecture
- Experience the local lifestyle simplicity and natural tranquility
- Make tempura for dinner using local ingredients
- Enjoy a pleasant cycling tour of the picturesque countryside
- Shop local stores and sample local cuisine

■¥: 21,384 yen ■Where: Ehime Local Promotion Association
 ■Location: Toon City, Ehime Prefecture ■W: www.govoyagin.com
 ■Book: Via website ■Min. 2 people ■Max. 6 people ■Open: All year
 ■Hours: Please inquire ■Closed: Please inquire ■Time: 2-day stay
 ■Other: Booking required



02 Matsuyama City

Dogo Onsen Traditional Japan Experience in Matsuyama, Ehime
Dogo Onsen in Matsuyama, Ehime Prefecture, offers many traditional Japanese cultural activities. In this experience, you can craft a bamboo flower basket, learn basic Noh theater performance skills, and relax at the local hot spring resort.

- Experience three traditional Japanese cultural activities at Dogo Onsen
- Make a bamboo flower basket under the guidance of a skilled craftsman
- Learn basic Noh theater performance skills from an experienced actor
- Relax in the Asuka no Yu hot spring baths
- Enjoy the nostalgic retro atmosphere of Dogo Onsen

■¥: 7,200 yen ■Where: Ehime Local Promotion Association
 ■Location: Matsuyama City, Ehime Prefecture ■W: www.govoyagin.com
 ■Book: Via website ■Min. 2 people ■Max. 10 people
 ■Open: All year ■Hours: Please inquire
 ■Closed: Please inquire ■Time: 3 hours ■Other: Booking required



03 Tobe Town

Tobe Ware Ceramics Town Walking Tour Near Matsuyama, Ehime
On this tour, a chartered taxi will pick you up from Matsuyama and take you to the nearby town of Tobe, famous for its Tobe-yaki ceramics. Stroll the old streets, paint ceramics, tour a sake brewery, and relax at a cafe inside the brewery.

- Visit the town of Tobe in Ehime Prefecture-famous for Tobe ware ceramics
- Stroll the Tobe Ceramic Promenade and see various ceramics displays in local shops
- Paint the ceramic item of your choice in a special workshop
- Tour the Kyowa Shuzo sake brewery and taste Hatsuyukihai brand sake
- Have a drink and sweets at the fancy cafe of a renovated sake brewery

■¥: 5,400 yen ■Where: Ehime Local Promotion Association
 ■Location: Tobe Town, Ehime Prefecture
 ■W: www.govoyagin.com ■Book: Via website
 ■Min. 2 people ■Max. 9 people ■Open: All year
 ■Hours: Please inquire ■Closed: Please inquire
 ■Time: 3.5 hours ■Other: Booking required



04 Matsuyama City

Visit a Japanese sake brewery and try your hand at labeling sake bottles

Visit a Japanese sake brewery and try your hand at labeling sake bottles

Enjoy a tour of an historic sake brewery registered as a national tangible cultural asset (building), and take home a bottle bearing a handwritten label as a great souvenir.

■¥: 2,000 yen ■Where: Mizukuchi Shuzo Brewery
 ■Location: 3-23 Dogo-kitamachi, Matsuyama City, Ehime ■Book: Via email: info@dogobeer.jp
 ■Min. 2 people ■Max. 10 people
 ■Open: All year round ■Hours: 10 AM - 4 PM
 ■Closed: Never ■Time: 1 hour ■Other: Booking required, accompaniment by interpreter



05 Matsuyama City

Pick strawberries and make strawberry daifuku sweets at one of the biggest sightseeing farms in Shikoku

One of the biggest strawberry farms in Shikoku: Hojo Strawberry Farm
 45-minute all-you-can-eat course featuring 10 varieties of strawberries!
 You can also enjoy making strawberry daifuku sweets with the strawberries you pick!

■¥: 1,750 yen
 ■Where: Hojo Strawberry Farm
 ■Location: 213-2 Natsume Kabuto, Matsuyama City, Ehime
 ■W: http://ichigo-farm-hojo.com
 ■Book: Phone: 090-1000-3915
 ■Min. 1 person ■Max. 45 people
 ■Open: Dec. - May ■Hours: 10 AM - 4 PM
 ■Closed: Mondays ■Time: 45 minutes
 ■Other: Booking required, accompaniment by interpreter



06 Tobe Town

Try hand-rolling chestnut rolls, a traditional Ehime sweet treat
Only in Shikoku can you experience hand-rolling these tarts

A traditional taste produced by chopped chestnuts and a fragrant, sweet bean jam containing yuzu citrus

Try hand-rolling a Hatada chestnut tart; experience the traditional work of stretching sweet bean jam onto fresh-baked sponge, then rolling it up. It looks easy enough, just like rolling sushi by hand, but it's surprisingly difficult to distribute the bean jam evenly or roll the sponge properly - which is just another aspect to enjoy.

The building is filled with a sweet aroma, and is highly recommended spot for those who like sweets, being able to taste fresh tarts, and enjoying sweets in a Japanese dessert cafe.

■¥: 1,080 yen ■Where: Hatada Okashi-kan
 ■Location: 1008-1 Ushibuchi, Toon City, Ehime
 ■W: http://www.hatada.co.jp/shop/okashi-kan.html
 ■Book: Phone: 089-964-5000 ■Min. 2 people
 ■Max. 40 people ■Hours: 10 AM - 4 PM
 ■Closed: Never ■Time: 20 minutes
 ■Other: Booking required, accompaniment by interpreter





07 Matsuyama City

Matsuyama Castle Ropeway, samurai armor experience, matchlock gun experience



Get a feel for the military life in a historical castle

Original replica armor, featuring torso and helmet sections that bear the family crest of the historical owners of Matsuyama Castle, are available to wear. Children's sizes are also available, so you can experience it as a family.

Delve into the secrets of the defense of Matsuyama Castle by holding and aiming a matchlock gun through the loopholes in the wall. Matsuyama Castle is said to be impregnable, with its heavily layered stone walls, snaking entrance path, fortified gates and towers, and more. Have your photograph taken aiming a matchlock gun through a loophole window.

■¥: 1,020 yen (ropeway & admission to castle keep) ■Where: Matsuyama Castle ■Location: 1 Marunouchi, Matsuyama City, Ehime ■W: <http://www.matsuyamajo.jp/> ■Book: None ■Min. 1 person ■Open: All year ■Hours: 9 AM - 4 PM ■Closed: 3rd Wed. in Dec. ■Time: 2 hours



08 Matsuyama City

Iyonada Monogatari Sightseeing Train and the scenery of Shimonada, Japan's closest railway station to the sea

This retro-modern train weaves its way along the beautiful seaside of Ehime, Shikoku, with spectacular views and warm hospitality

The beautiful scenery viewed from the train window has won many fans, of course, as has the delicious Ehime cuisine enjoyed on board and heartwarming hospitality and the beautiful seasonal flowers along the way that brighten up the journey. There are 4 departures per day, centering on Saturdays, Sundays and public holidays: Matsuyama Station → Iyo-Ozu Station (Ozu journey), Iyo-Ozu Station → Matsuyama Station (Futami journey), Matsuyama Station → Yawatahama Station (Yawatahama journey), Yawatahama Station → Matsuyama Station (Dogo journey)

The highlight of the trip is the scenery around Shimonada Station. This unmanned station, where the Iyo-Nada region extends before your eyes from the railroad platform, is a scenic spot visited by many tourists, and was once known as "Japan's closest station to the sea."

The Iyonada Monogatari Sightseeing Train stops here for around 10 minutes, so passengers can take their time and enjoy the beautiful scenery.

■¥: 1,930 yen - 2,260 yen ■Where: JR Shikoku ■W: <http://iyonadamonogatari.com/> ■Book: Via email: inbound@jr-shikoku.co.jp ■Min. 1 person ■Max. 40 people (booking required for groups) ■Open: Saturdays, Sundays (please inquire) ■Time: 2 hours ■Other: Booking required

■¥: Cost ■Where: Host destination ■Location: Address ■W: Website ■Book: Booking method ■Min.: minimum number of persons required ■Max.: Maximum number of people per event ■Open: Days open ■Hours: Opening hours ■Closed: Days closed, holidays ■Time: Time required to experience ■Other: Other items



MODEL COURSE JOURNEY WITHIN EHIME

Model Course.A

3D2N

Day1

Matsuyama Airport or Matsuyama Station

40min

Accommodation Kondo House - Minshuku experience

Day2

Hotel

20min

01 Go cycling in Toon Town 1hr

30min

02 [Yamatoya Honten] Try making bamboo baskets & watching Noh theater 3hrs

5min

Asuka-no-yu 30min

5min

Accommodation Dogo Onsen hot spring

Day3

Hotel

5min

04 [Mizukuchi Shuzo Brewery] Visit a Japanese sake brewery, and try your hand at labeling sake bottles 1hr

30min

03 Tobe Town Try making Tobe-ware pottery and stroll around town 3hrs 30min

40min

Matsuyama Airport or Matsuyama Station



Dogo Onsen



Minshuku Experience (Japanese traditional inn)

Model Course.B

3D2N

Day1

Matsuyama Airport or Matsuyama Station

15min

08 Iyonada Monogatari Sightseeing Train 2hrs

20min

Take a walk around old Uchiko Town 1hr 30min

1hr

Accommodation Dogo Onsen: Take a stroll around the Dogo Onsen shopping district

Day2

Hotel

30min

05 [Hojo Strawberry Farm] Pick strawberries and make strawberry daifuku sweets 45min

50min

Cycle along the Shimanami Kaido

1hr

Roadside station Yoshiumi Iki-iki Kan Seafood BBQ 1hr 30min

10min

Kirosan Observatory Park 30min

1hr 20min

Accommodation In Matsuyama City

Day3

Hotel

10min

07 Matsuyama Castle armor-wearing experience 2hrs

15min

Ishite-ji Temple 30min

35min

Matsuyama Airport or Matsuyama Station