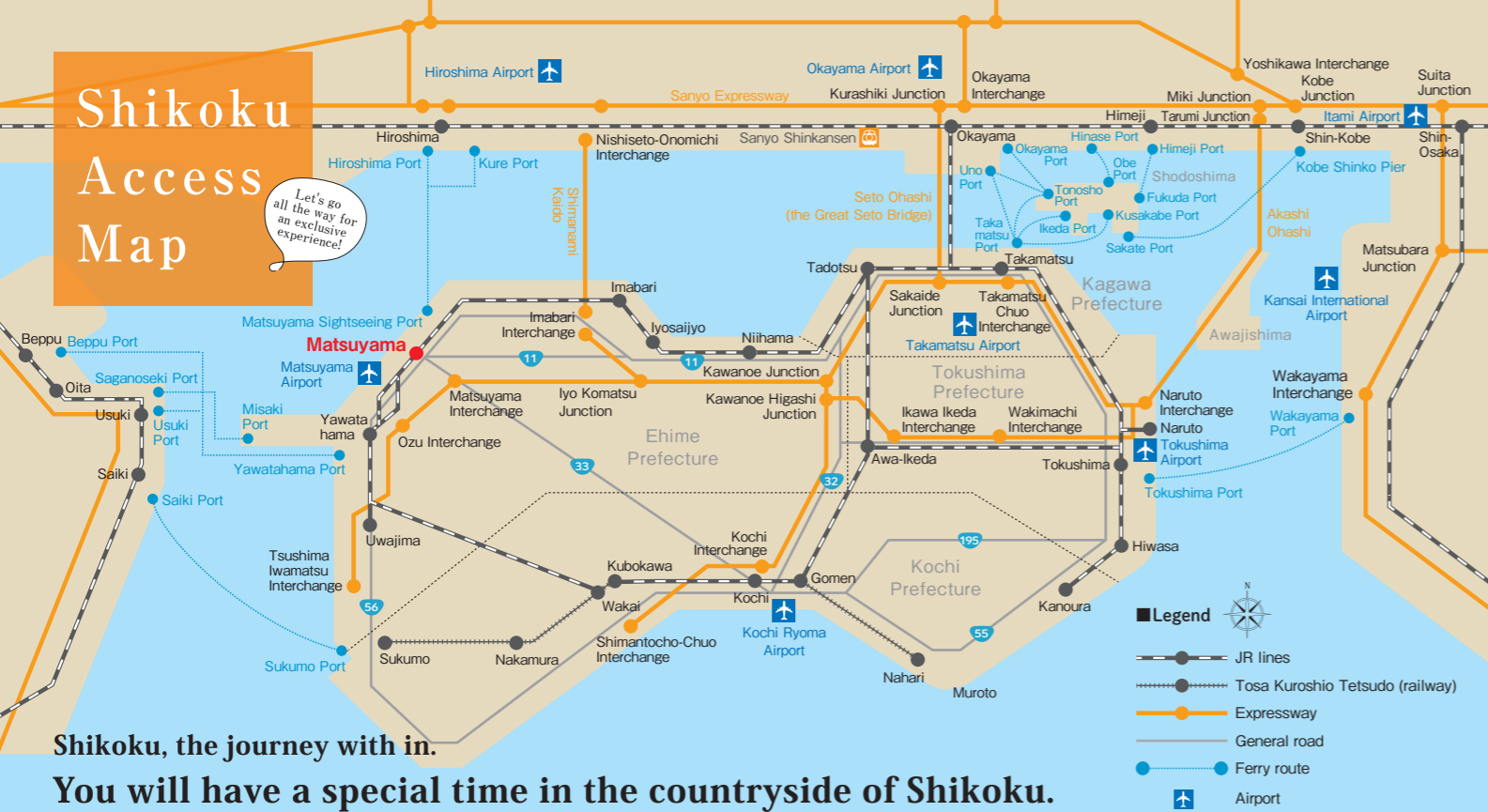


Shikoku Access Map

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.



Rural Experience Content
Shikoku, the journey with in.

What Fun! Shikoku

Ehime edition
Matsuyama City
&
Tobe Town
Area

Access to Matsuyama

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

from Osaka

Kansai International Airport	Around 50min	Matsuyama Airport	Around 30min	Matsuyama Station
	Around 3hrs	Kawanoe JCT	Around 1hr 20min	
Itami Airport	Around 50min	Matsuyama Airport	Around 30min	
Shin-Osaka Station	Around 45min	Okayama Station	Around 2hrs 50min	

from Hiroshima

Hiroshima Airport	Around 2hrs 30min (Shimanami Kaido)			Matsuyama Station
	Around 40min	Okayama Station	Around 2hrs 10min	
Hiroshima Station			Around 3hrs 10min	

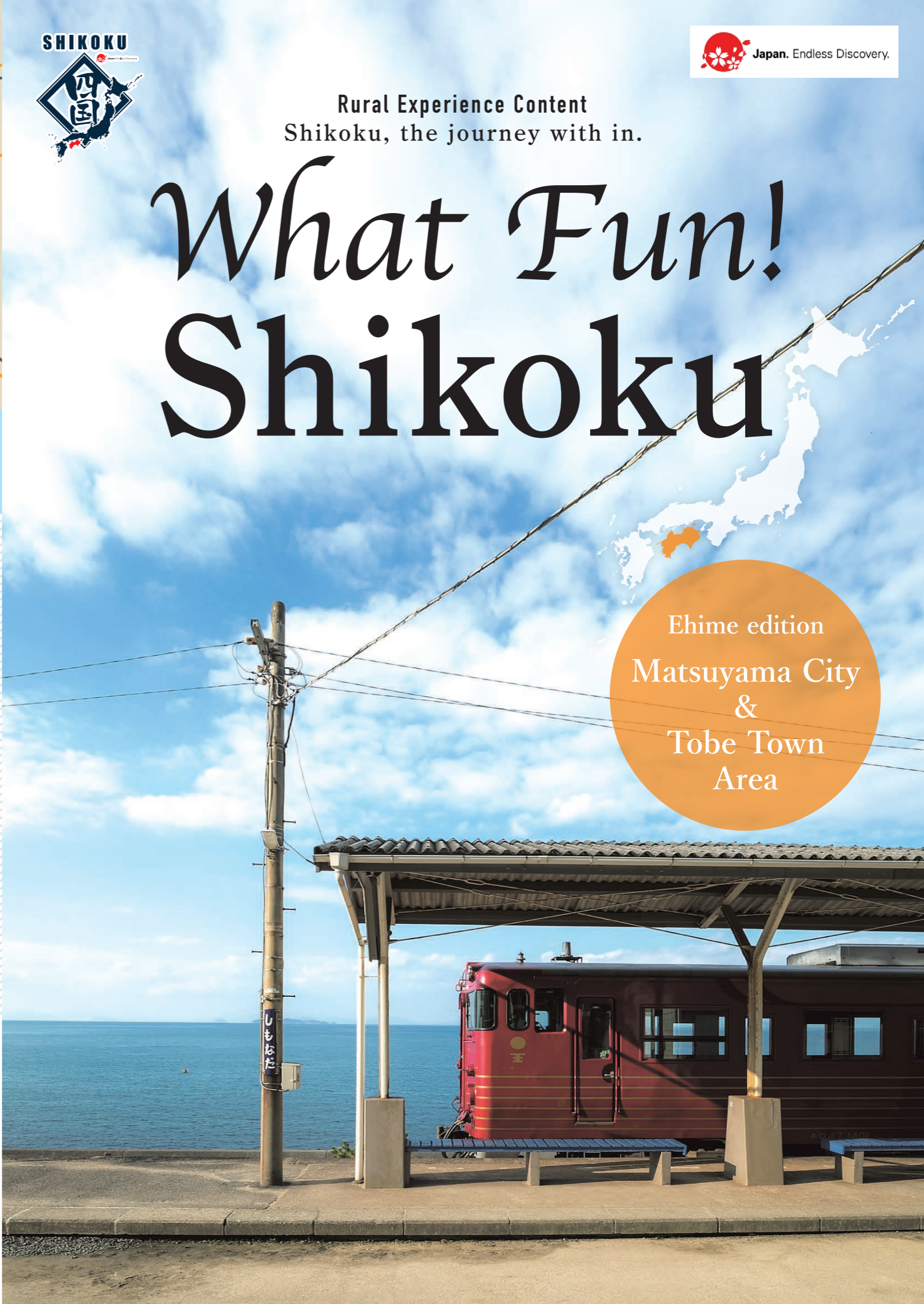
from Tokyo

Haneda/Narita Airport	Around 1hr 30min	Matsuyama Airport	Around 30min	Matsuyama Station
-----------------------	------------------	-------------------	--------------	-------------------

from various places in shikoku

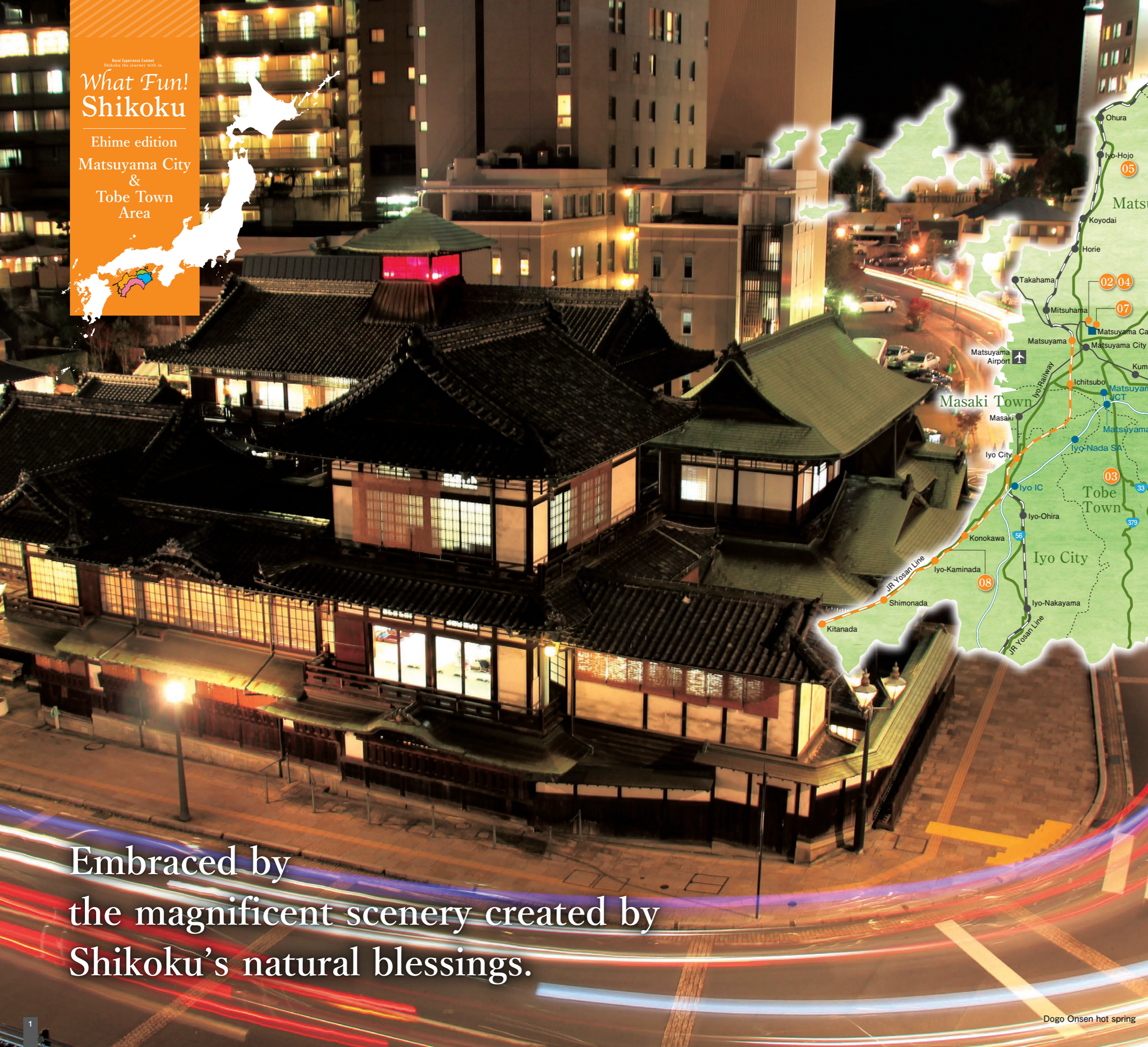
Takamatsu	Around 2hrs 40min			Matsuyama Station
	Around 50min	Kawanoe JCT	Around 1hr 20min	
Tokushima	Around 1hr 15min	Takamatsu Station	Around 2hrs 40min	
	Around 1hr 40min	Kawanoe Higashi JCT	Around 1hr 20min	
Kochi	Around 1hr 40min	Tadotsu Station	Around 2hrs	
	Around 60min	Kawanoe JCT	Around 1hr 20min	

Inquiries/Application

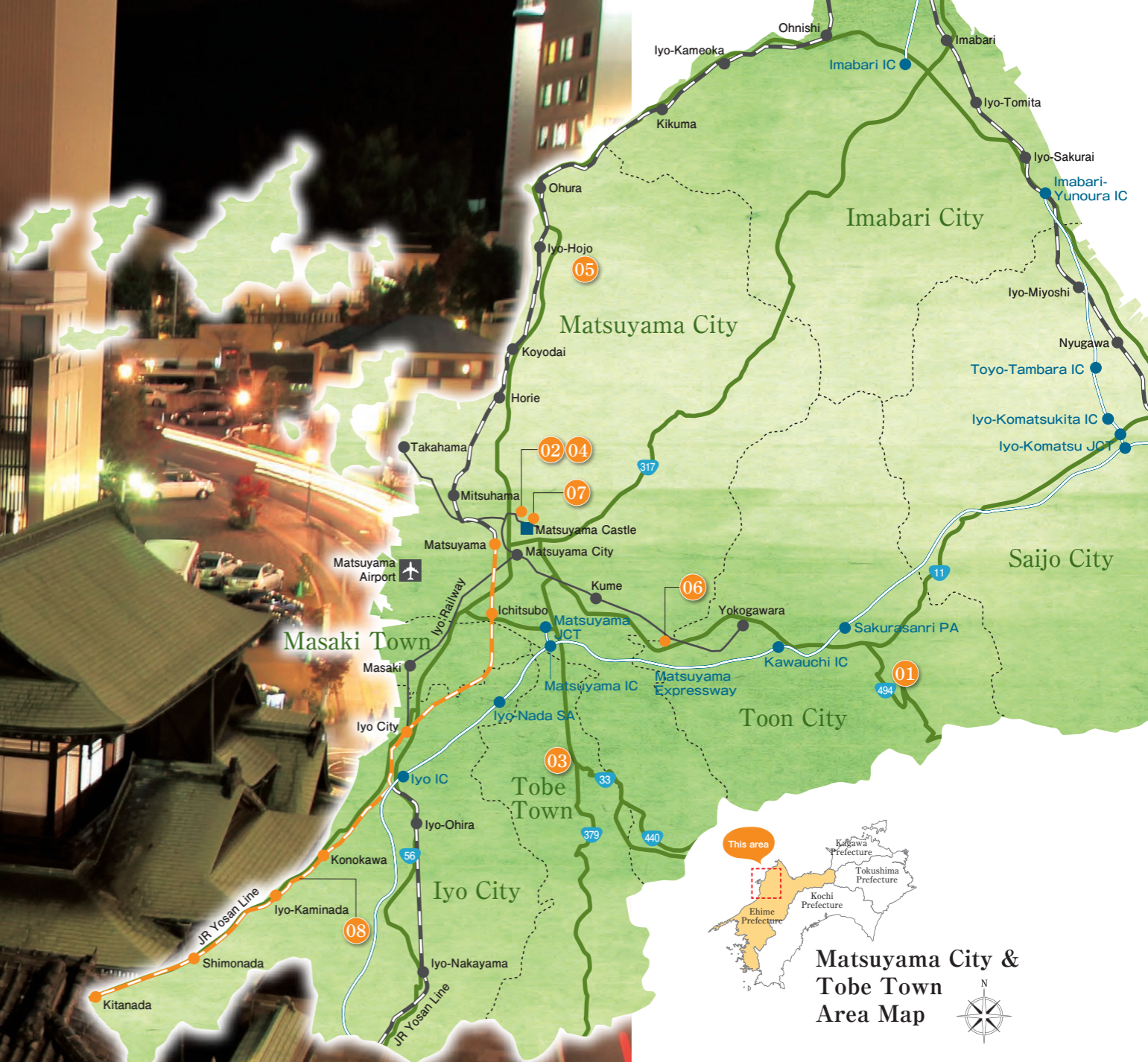


What Fun! Shikoku

Ehime edition
Matsuyama City
&
Tobe Town Area



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



Nanaore plum trees



Matsuyama Castle

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 Hatsuuyukihai 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



■¥: 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

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



■¥: 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



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