

# Welcome to Matsuyama

— Suggestions for sightseeing plans centered around Dogo —

English

Introduction of Matsuyama City suburban area ...	P2
Matsuyama City Mitsuhamama area trip .....	P3
Iyo City(Futami) Spectacular view drive trip .....	P4
A trip to enjoy nature, art, and food in Toon City...	P5
Masaki・Iyo(Nakayama): National Route 56 trip...	P6
Kumakogen COOL experience trip .....	P7
Tobe Active/cultural experience trip .....	P8

## Background and purpose of producing this brochure

Many foreign tourists visit Matsuyama, mainly due to Dogo Onsen, which is a world-class tourist attraction, and the number is increasing year by year.

We believe that the tourists know more about the attractive sightseeing spots in the surrounding area and experience them, so that they will love Ehime even more. In order to do that, the Matsuyama Junior Chamber Public Interest Incorporated Association has created the original tourism brochure that proposes sightseeing plans centered around the Dogo area, and works with representatives from each region and tourism section to create recommendations. I've included the content I want. You can experience the plan as it is, or you can pick up some and combine them.

Please enjoy a wonderful trip and experience the charm of the surrounding area "centered on Dogo".

### cooperation

- Matsuyama Tourism and Convention
- Toon City Regional Vitality Creation Division
- Kumakogen Town Development Strategy Division
- Iyo City Tourism and Products Association "Soreiyo"
- Masaki Town Tourism Association
- Tobe Town Commerce and Tourism Division

### Producer

Matsuyama Junior Chamber Public Interest Incorporated Association

Please cooperate with the questionnaire. ►



100年経っても、"LOVEまつやま"  
公益社団法人 松山青年会議所  
Junior Chamber International Matsuyama





## The surrounding area is like this!

### Matsuyama City



In addition to the historical sites such as Dogo Onsen and Matsuyama Castle, it is also known as a literary town such as "haiku" and "tanka", and there are many spots associated with Masaoka Shiki and Natsume Soseki. "Ishite Temple", which is one of the Shikoku 88-temple pilgrimage, actually has an "underground tunnel" that most people don't know about!! It's a hidden and popular spot to purify your mind!



### Toon City



Toon City offers a sense of unexplored territory and a rich natural experience, and there are many recommended view points and restaurants, but there are also many hidden special spots!

There is a "hideaway café" deep in the mountains, and not only famous waterfalls but also the secret "phantom waterfall". In the surrounding area, seasonal flowers bloom and you can feel the special nature!



### Masaki Town



The smallest town in the prefecture, and it is popular for rich nature and land.

There is the large shopping mall "Emiful MASAKI", where many people from inside and outside the prefecture gather every day. Why not take a leisurely look at the scenery of the countryside and mountains throughout the four seasons? It may be a simple but special memory!



### Kumakogen Town



An area where you can experience some of the best nature in the prefecture.

"Iwaya Temple", the 45th temple among the 88 Sacred Sites of Shikoku, is built on a huge rock, allowing you to feel the power of nature. Here you can experience valuable rituals such as prayers that you can't find anywhere else. It has been believed by the locals since ancient times that if you continue up the steep mountain path and go to "Okunoin Temple" behind the main hall, you will see a spectacular view and that the power of Fudo Myoo resides there.



### Iyo City



It is a region where you can enjoy the scenery and characteristics of the mountainous Nakayama region and the seaside Futami region with all five senses. The local way of enjoying nature is to enjoy BBQ, fireworks, swimming, harvesting crops, fishing, outdoor activities, and more! Depending on the season, it's up to you whether you want to spend your time hard or calmly!



### Tobe Town



Tobe Town is known as Japan's No.1 ceramic production area. There are some creators who make not only the general traditional Tobe Pottery, but also their own unique style of it! It might be interesting to look for such works!

It is also said that Tobe Town has several legends and folk tales, but Tobe Town residents have strong local networks, so if you ask the locals directly, you might be able to get some great information.





## 松山市

MATSUYAMA

## Mitsuhamama area trip

## Transportation

## Train

Estimated time

9:00am departure

▶ 7:00pm return to Dogo

[Recommended for these people]

Those who want to experience the little-known history of Matsuyama and travel mainly by train

## Dogo Onsen Station

※Time is for reference

9:03am Departure  
(Tram)

9:23am Matsuyama City Station (Transfer)

9:43am  
Mitsuhamama Station

20 minutes walk

## 観月山公園

Kangetsuyama Park

Lined with red torii gates, you can feel the quiet sacredness even during the day.



10 minutes walk



## JC recommended points

Kangetsuyama Park is popular among locals as a night view spot that is known to those in the know!!! After dark, you can enjoy a romantic night with the night view where no one will disturb you!!

## 港山城跡地

Minatoyama castle ruins

Minatoyama Castle was built on Minatoyama with good visibility to protect the sea. 100 years after the death of the castle lord, Michiharu Kono, it was destroyed during Toyotomi Hideyoshi's conquest of Shikoku, and the castle was abandoned.

Feel the history



10 minutes walk

## みきゃんパーク梅津寺

Mican Park Baishinji



This is a facility where you can have fun learning about mandarin oranges, with a shop and cafe that sells citrus jelly, goods, and specialty products of Ehime prefecture's image-boosting character "Mican".

Mitsu Station

⇒ Matsuyama City Station  
About 15 minutes by train

Instagrammable



## いよてつ高島屋

Iyotetsu Takashimaya

Not only you can enjoy shopping, but there is a large Ferris wheel called Kururin. The illuminated Matsuyama Castle seen from Kururin is a spectacular view!



## Local Food

## 三津浜商店街散策

Mitsuhamama shopping street

You can enjoy the nostalgic old-fashioned scenery of the shopping street that spreads out from around Mitsuhamama Station. There are also soul food such as "Mitsuhamamayaki".



Focusing on [Uwajima Taimeshi] a local dish that Uwajima, Ehime is proud of. We offer a variety of delicious dishes made with local, seasonal ingredients. Please enjoy Kadoya.

PRONTO  
松山大街道店

At night, it's a bar ♪  
Private rentals are welcome!  
Heartfelt hospitality in a special space



伊予の湯治場  
喜助の湯



A variety of hot springs and the best sauna in Japan are very popular

清酒 仁喜多津・道後ビール 醸造元  
水口酒造株式会社



How about some Dogo local beer?





## 伊予市

IYO

Futami spectacular view  
drive trip

Transportation

Rental car

Estimated time

8:30am departure  
▶ 4:30pm return to Dogo

[Recommended for these people]

Who love nature  
Who want to enjoy  
the sceneryDogo Onsen Station  
- Okaido Station

※By tram

You can choose from  
a variety of vehicle types,  
including small cars,  
medium cars,  
and minivans!Approximately  
40 minutes by car

Nippon Rent a Car Okaido store

## Paraglider

Enjoy the spectacular view of Iyo City's coastline  
(Reservation required by the day before)

Experience



landing site

## 道の駅ふたみ

Roadside Station Futami

The roadside station full of charm of  
Futami. There are a lot of restaurants,  
direct farm markets, and souvenirs.

Food

Shimonada station  
has even been featured in popular  
manga and anime!  
Some fans of the famous soccer  
manga visit there as a  
"sacred place" because it may  
be a model of it.

About 10 minutes by car

米ぬか酵素風呂  
Rice bran enzyme bath[Reservation required] You can  
experience an enzyme bath  
using rice bran. Up to 3 people  
can take at the same time.

## 下灘駅

Shimonada Station

Famous as a filming location for movies  
and dramas, it is a must-visit place for  
railway fans and photography enthusiasts.About 7 minutes  
by car

Instagrammable

Feel the history



## 伊豫稻荷神社

Iyo Inari Shrine

It is a shrine that holds the  
rank of "Shoichii", and it is  
not only the place where  
you can feel the history and culture, but  
also a hidden power spot in Iyo City.

Karaki Tenpuraten

伊予市灘町1-3  
伊予鉄道郡中駅徒歩1分  
☎089-983-6605

山陽刷子株式会社

愛媛県伊予市三秋 169 TEL : 089-982-1636

山陽物産株式会社

愛媛県伊予市湊町 206-19 TEL : 089-997-3434

道後 古湧園 通

HARUKA

Located in the heart of Dogo,  
we offer the relaxation of a  
hot spring inn and the  
comfort of a hotel stay,  
with the concept of being  
"friendly to people and the  
environment."

TAXI SERVICE

伊予市双海町のタクシー

どるばハイヤー

TEL: 089-983-2244





A trip to enjoy nature,  
art and food

Transportation

taxi

Estimated time

8:30am departure

▶ 7:15pm return to Dogo

Setouchi taxi

Cost starts from  
5500 yen per hourDeparture:  
Dogo Onsen  
StationApproximately  
60 minutes by car滑川溪谷  
Namekawa ValleyYou can experience the  
scenery worthy of being  
called an unexplored region!Approximately  
30 minutes  
by car白猪の滝  
Shirai FallsYou can enjoy the  
scenery of each season,  
such as flowers in  
spring, fresh greenery  
in early summer,  
autumn leaves, and  
icefall in winter.

Instagrammable

[Recommended for these people]

Who want to be healed  
by lush green trees  
and clear streams!!

Food

古民家カフェ茜  
Old house cafe AkaneThe cafe serving sweets such as  
shaved ice made with seasonal fruits.  
Would you like to take a rest?

About 5 minutes by car

Approximately  
15 minutes  
by car

高畠華宵大正ロマン館

Takabatake Kayo Taisho Roman Museum  
A famous illustrator  
Takabatake Kayo Art Museum

Feel the history

Approximately  
15 minutes  
by car河内屋  
KawachiyaA pure Japanese retro atmosphere.  
Please enjoy our carefully selected eel.  
1420-1 Higuchi, Toon City ☎089-964-5044

Approximately 20 minutes by car

ハタダできたてお菓子館  
Hatada Freshly Made Sweets ShopYou can buy  
souvenirs and try  
your hand at rolling  
tarts with Hatada's  
famous sweets.

Experience type

Toon City has terraced rice fields surrounded by  
beautiful nature. It is important to preserve not only the  
scenery but also the natural environment and ecosystem.  
The farmers, local residents and  
even tourists participate in terraced  
rice conservation activities as  
volunteers! If the time is right, you  
can also try traditional experiences  
such as rice planting and harvesting!伊予の湯治場  
喜助の湯You can enjoy a variety of unique hot springs. The sauna, which has been  
voted the best in Japan for two years in a row, is very popular!!  
We also recommend a convenient and reasonably priced accommodation  
right in front of JR Matsuyama StationSAUNA & SPA  
HOTEL  
喜助の宿  
KISUKE NO YADO  
(for men only)ANA  
CROWNE PLAZA®  
AN IHG HOTEL  
MATSUYAMAANA Crowne Plaza Hotel Matsuyama is located in the center of  
Matsuyama, with matsuyama castle towering right in front of  
you, and in a perfect location close to Dogo. Special seats with  
the best conditions for sightseeing and business bases. Your  
trip to Ehime begins here.  
Please enjoy your stay in a way that suits your tastes, such as  
lodging, breakfast, restaurant, bar, etc.



## 松前町

MASAKI

Masaki・Iyo (Nakayama):  
National Route 56 trip

Transportation taxi

Estimated time

9:00am Departure  
► 5:00pm Return to Dogo

[Recommended for these people]

Who want to feel the  
history  
Families who want to  
enjoy shopping and moreMasaki Kotsu Taxi  
Click here to  
contact usApproximately  
30 minutes  
by car

☎ 0120-841-020

高忍日賣神社  
Takaoshihime shrineIt is Japan's oldest shrine to  
pray for safe childbirth. Would  
you like to pray for daily gratitude, health,  
and happiness for mother and child?Approximately  
30 minutes by car

## そば打ち体験道場

Soba making experience

This is the only facility in Ehime Prefecture where  
you can experience making soba at a roadside  
station. Enjoy the magnificent nature and space  
surrounded by mountains.Approximately  
20 minutes by car

Experience



## いちご狩り観光農園

Strawberry picking

Limited to  
February  
to late MayApproximately  
30 minutes  
by car

## Emifull MASAKI

shopping  
amusementThe largest  
shopping mall in  
the prefecture.Lots of fashion, miscellaneous  
goods, food, movies, and an  
amusement park! You can enjoy  
shopping, get souvenirs, have  
meals, and play in Emifull. There are  
many shops that can only be found  
here in the prefecture!

## なかやまフラワーハウス

(栗の里公園)

Nakayama Flower House  
(Kurinosato Park)A botanical garden located within Kurinosato Park with free  
admission. You can admire a variety of tropical plants and purchase rare  
succulents and ornamental plants.

JC recommended points

The "Masaki  
rice noodles"  
at Kawasakiya  
are delicious.  
Homemade rice  
vermicellinoodles have a unique texture that  
goes perfectly with Japanese-style  
soup! Please try the local menu that  
continues to be loved by locals!

松前交通タクシー

タクシーのご利用は



0120-841-020

HOT SPRING  
元気人村  
TEL: 089-983-2244  
松前町北黒田 912-12冷凍生餃子  
餃子のヒーロー

道後山の手ホテル

山の手別荘 HAGAKURE  
葉隠れ



## 久万高原町

KUMAKOGEN

## COOL Experience trip

Transportation

taxi

Estimated time

10:00am Departure

▶ 6:00pm Return to Dogo

[Recommended for these people]

Who want to spend  
an active and  
unusual day at a  
summer resort前道後タクシー  
Maedogo taxiApproximately  
70 minutes  
by carDeparting  
from Dogo

## 御三戸嶽

Mimidodake

A strangely shaped cliff at the confluence of the  
Kumagawa and Omokawa rivers. It is also called  
"Gunkan Rock" because its towering  
appearance resembles a warship.Approximately 15 minutes  
by car

## モルゲン Morgen

A long-established beer hall in Matsuyama  
was moved! How about having lunch in  
the closed elementary school?

Food

Approximately  
40 minutes by car

## 面河溪キャニオニング Omogokei Canyoning

Experience type

Canyoning in Omogokei Valley is also  
recommended!  
Bathe your whole body in  
the clear emerald green  
water!

※Advance reservation required



## 四国カルスト

Shikoku Karst

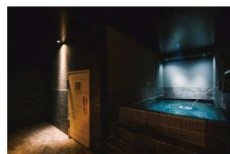
One of the three major karsts  
in Japan! It's a spectacular scenic spot!

## 道の駅 天空の郷さんさん

Roadside Station Tenku no Sato-sansan

Approximately  
70 minutes  
by carA roadside station  
in Kumakogen Town.  
In addition to selling local  
vegetables and fruits, they also  
sell processed products packed  
with the blessings of the  
highlands, as well as buffets  
filled with highland vegetables  
and freshly baked bread!  
Come buy souvenirs!

Instagrammable

Cycling in the sky with E-BIKE!  
Enjoy riding easily on a sports-type  
electrically assisted bicycle!  
Come experience the exhilarating feeling  
that can only be experienced here!  
Check the QR code for details!Gattsu レンタカー  
安心!! 安全!! 格安!!

SAUNA ALKU



関東鰻魚専門店

うな いち



ふなや

〒790-0842 愛媛県松山市道後瀬之町1-33  
TEL:089947-0278 FAX:089943-2139  
URL: https://www.dogo-funaya.co.jp



## 砥部町

TOBE

## Active/cultural experience trip

Transportation

Train/Bus

Estimated time

8:30am Departure

▶ 6:00pm Return to Dogo

Dogo Onsen Station  
(tram)By bus from  
Matsuyama City Station  
Please check the website  
for times etc.Approximately  
40 minutes by bus

## 愛媛県立とべ動物園

Tobe Zoo

A zoo full of smiles!



[Recommended for these people]

Who are interested in  
traditional crafts and art  
Who want to have an  
active and peaceful  
journey

Experience

How about  
moving with...とべもりジップライン  
Tobemori zip line

Experience

## 砥部町陶芸創作館

Tobe Town Ceramics Creation Museum

You can try your hand  
at making the  
traditional craft "Tobe  
Pottery", such  
as painting,  
hand-weaving,  
potter's wheel  
experience!!Tobe Pottery, a traditional  
Japanese craft, has four  
designated types: white porcelain,  
dye porcelain, celadon porcelain,  
and tenmoku (iron glaze). All of  
these pieces make use of local  
pottery stone raw materials, and  
many of the designs are both  
practical and modern, so they have  
many fans all over the country.

## えひめこどもの城

Ehime kodomonosiro

A children's  
paradise where you  
can enjoy a park  
rich in nature and a  
variety of play  
equipment

There are places like this too!

## エキサイトスーパー田中

Excite Super Tanaka



1029 Miyauchi, Tobe-cho, Iyo-gun ☎089-962-2440

A supermarket  
full of surprises  
that have been  
widely covered  
in the mediaTown! It is Shikoku's only professional  
wrestling. If your timing is right, you might  
even be able to experience professional  
wrestling! Very popular with children too.There is an Ehime  
Pro Wrestling  
dojo in Tobe

## 一六本舗

道後本館前店

TEL 089-921-2116

南道後「感動」温泉  
ていれぎの湯

MINAMIDOGO TEIREGI



E.P.V.

EHIME PRO-WRESTLING



慶応四年創業

大和屋本店

四国・松山・道後温泉

The Yamatoya main  
store, located right  
next to the Dogo  
Onsen main  
building, welcomes  
customers with  
modern hospitality  
while preserving the  
traditions unique to  
a long-established  
store.Click here for  
the homepage