

LIST OF INQUIRIES

-SIGHTSEEING

Matsuyama Sightseeing & International Relations Section 089-948-6555~8
 Matsuyama Sightseeing Convention Association, Travel and Tourism Department 089-935-7511
 City Sightseeing Information Center (In JR Matsuyama Station) 089-931-3914
 Dogo Sightseeing Information Office 089-921-3708
 Matsuyama Sightseeing Volunteer Tour Guide 089-935-7511
 Matsuyama Haiku (Sightseeing Guide) 089-945-6445
 Dogo Koen Park, Yuzukijo-Castle Ruins Volunteer Tour Guide 089-941-1480
 Ehime Pref. Sightseeing & Products Association 089-961-4500

-ACCOMMODATION

Dogo Onsen Ryokan Kyodokumiai (Hotels & Inns cooperative) 089-943-8342
 JAPAN RYOKAN & HOTEL ASSOCIATION, JR Matsuyama Station 089-931-5512
 Information Office

-SPECIALTY PRODUCTS & SOUVENIRS OF MATSUYAMA

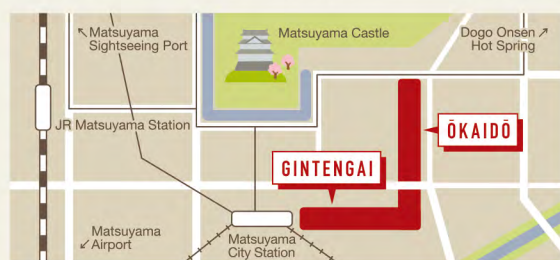
Matsuyama Sightseeing Convention Association, Travel & Tourism Department 089-935-7511
 Ehime Pref. Sightseeing & Products Association 089-961-4501
 The Folk Craft Iyo Kasuri Kaikan Hall 089-922-0405

-EMERGENCY

Emergency Hospital Telephone Service 089-925-6633
 Matsuyama Higashi (East) Police Station 089-943-0110
 Matsuyama Nishi (West) Police Station 089-952-0110
 Matsuyama Minami (South) Police Station 089-958-0110

-ABOUT THE GUIDE BOOK

Machizukuri (urban development) Matsuyama Co., Ltd. 089-998-3533



**ŌKAIDŌ & GINTENGAI
OMOTENASHI Guide Book**

Published by Matsuyama Okaido Shopping Street Promotion Association & Okaido Central Shopping Street Promotion Association
 Matsuyama Gintengai Shopping Street Promotion Association
 Matsuyama Gintengai Shopping Street Promotion Association
 Machizukuri (urban development) Matsuyama Co., Ltd.

**ŌKAIDŌ & GINTENGAI
OMOTENASHI Guide Book**

ENGLISH

Now answer the questionnaire and get your shopping coupon!

Access to the official web site from the QR code and the questionnaire. Present the shopping coupon for use in Okaido and Gintengai given to the first 100 applicants! For details see the official web site.

ŌKAIDŌ & GINTENGAI OMOTENASHI Contents

Multilingual Sightseeing Information Touch Panel & Concierge

Large-size Sightseeing Information Touch Panel in Okaido and Gintengai. Japanese, English, Chinese (Simplified & Traditional), and Korean are available so you can search for information on every store in the shopping area. Recommended Gourmet and Sightseeing Information of Central Matsuyama is also available in detail.

- Okaido: The arcade located beside Matsuyama Mitsukoshi. MAP ▶ F1 10:00~19:00
- Gintengai: Kirarin MAP ▶ D5 11:00~18:00

A concierge is standing by 13:00~18:00 on Sat., Sun., and national holidays. The concierge can assist you with how to operate the touch panel and advise you about store information in the shopping street. This plan is scheduled to begin in December 2017.

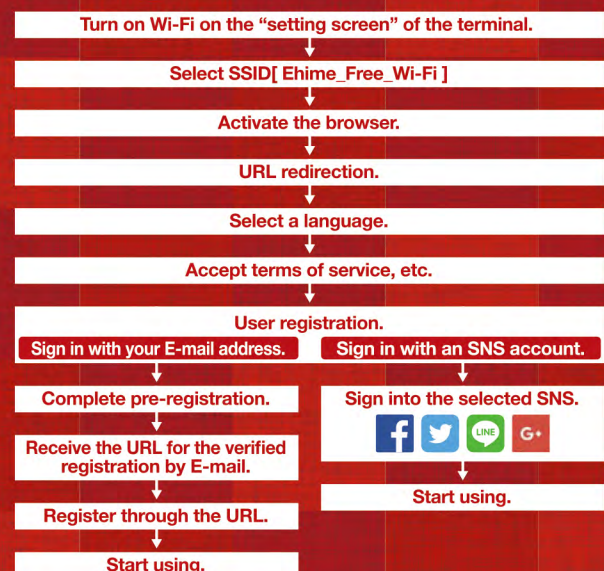
Multilingual signage (Street Vision) Introduction of facilities and services, sightseeing information, etc. for tourists utilizing videos with English subtitles on six large monitors.

Google Maps Shop Information Displays general store information (address, telephone number, etc.), a picture of the store, a street view, hours operation, etc.

A customer service multilingual tablet & multilingual conversation sheet There are multilingual customer service tablets (Japanese, English, Chinese "Simplified & Traditional", and Korean are available), set up in some stores, and the multilingual conversation card is available in all stores in Okaido and Gintengai.

Ojoka (Castle Town) Shopping Street Free Wi-Fi

In Okaido and Gintengai arcades, Ojoka (Castle town) Shopping Street Free Wi-Fi has no usage limit. Japanese, English, Chinese (Simplified & Traditional), and Korean are available.



Make Matsuyama sightseeing more comfortable!



This does it all for your selection of a store and goods!

ŌKAIDŌ & GINTENGAI "highly recommended items."

Attractive items abound in Okaido and Gintengai.

Let us introduce the highly recommended items for smooth selection of a store and goods.

Roken-Manto



A rustic flavored steamed bun with reduced sweetness.
 A steamed bread-style bun influenced by Chinese buns, produced in Matsuyama since 1931. The dough using yeast handed down since our founding has a unique flavor. No use of preservatives. You can enjoy a total of 14 different flavors.

Roken-Manto "Takeuchi" Okaido MAP ▶ F2
 2-3-15, Okaido, Matsuyama City
 089-921-6997 / 9:00~19:00 (Or until sold out) / Closed: Wednesday
 ◆108 JPY each (including tax) TAKE OUT OK EAT IN OK

Usuzumi-Yokan*



A delicate and elegant tasting Matsuyama confectionery.

Matsuyama confectionery using white beans to resemble cherry blossoms associated with Matsuyama's famous cherry blossoms, "Usuzumi-Zakura." A specialty shop for Yokan using carefully selected, high-quality azuki beans. A masterpiece kneaded with traditional techniques has a delicate and elegant taste, and is popular for tea ceremonies and souvenirs.

Nakanohonpo Main Shop MAP ▶ F5
 1-2-2, Okaido, Matsuyama City
 089-943-0438 / 10:30~19:00 / Closed: New Year's Day
 ◆Large-size bar: 1,512 JPY each (including tax)
 TAKE OUT OK EAT IN OK

Fragrant matcha flavored excellent soft serve ice cream.

An orthodox school matcha soft serve ice cream sold in this long-established Japanese green tea specialty shop. One taste and the elegant fragrance and rich texture of matcha will become a habit. In addition, there is a soft serve ice cream with milk and one with mixed matcha and milk; there is seating in the shop.

Ocha no Shibataen MAP ▶ B5
 (Tea related products shop, Shibataen)
 4-5-11, Minatomachi, Matsuyama City
 089-921-6402 / 9:30~19:00 / Closed: New Year's Day
 ◆210 JPY each (including tax) TAKE OUT OK EAT IN OK

Matcha* soft serve ice cream



*powdered green tea

Fresh & Rich. The best tasting freshly squeezed juice.

A fresh glass of juice squeezed individually after you order has a richness like eating the fruit whole. You can order anything you like from the seasonal citrus, the pride of the citrus kingdom "EHIME". In addition, fruit topping is available for 50 JPY additional.

noma-noma MAP ▶ F3
 (Noma Fruit Garden Matsuyama Okaido Shop)
 1-4-20, Okaido, Matsuyama City
 089-945-6111 / 10:00~20:00 / Closed: New Year's Day
 ◆280 JPY / drink (including tax) TAKE OUT OK EAT IN OK

Ehime produced freshly squeezed citrus juice.



Cream Milk Uji Kintoki*



A retro item popular in summer in the Showa Era in Japanese-style sweet shops.

A popular item in summer with richly handcrafted bean paste and ice cream settled on fluffy, softly shaved ice, topped with homemade syrup. It has a reputation for melting in the mouth like fresh powder snow, and has a cool and elegant sweetness. There is a large selection of warm sweets such as Zenzai (red bean sweet soup) in winter.

Akanoren MAP ▶ E5
 3-8-1, Minatomachi, Matsuyama City
 089-921-9032 / Summer: 11:00~18:30, Winter: 11:30~18:00 / Closed: Wednesday
 ◆630 JPY each (including tax) TAKE OUT OK EAT IN OK

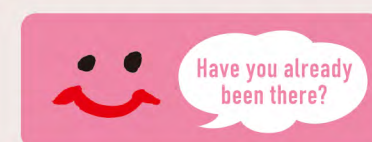
Iyo Kasuri shirt



A fashionable and cool dress shirt.

A short-sleeved business cutter shirt with a collar, sleeves, and breast pocket using Iyo Kasuri fabric that is one of Japan's three major kasuris (ikat cloth). This is the original product of the shop, and a dark blue kasuri (ikat cloth with splashed patterns) not only tightens the design, but also makes cooler cloth products. It is highly recommended for gifts in the summer.

PLUS TOKAGEYA MAP ▶ D5
 4-8-8, Minatomachi, Matsuyama City
 089-931-8888 / 10:00~20:00 / Year round
 ◆4,900 JPY each (including tax)



Have you already been there?

ŌKAIDŌ & GINTENGAI
The surrounding most-recommended sightseeing spots.

Matsuyama Castle



Matsuyama Castle was completed in 1627, and is one of only 12 castles remaining in Japan that were built before the Edo Era. The entire Shiroyama (the castle hill) park including Horinouchi is a national historic site, and 21 buildings are designated as Important Cultural Properties.

Marunouchi, Matsuyama City
 089-921-4873 / Castle keep: 9:00~17:00 (Last admission: 16:30) / Castle keep: 510 JPY / Castle keep: Closed: Third Wednesday in December.

Dogo Onsen Main Building



It is the symbol of Dogo Onsen, proud of being Japan's oldest hot spring with a history of 3,000 years. The three-story wooden Dogo Onsen Honkan was built in 1894. This building was awarded three stars as the highest-ranking in Michelin Green Guide Japan issued in 2009.

Yunomachi, Dogo, Matsuyama City
 089-921-5141 / 6:00~23:00 (Last admission 22:30) / 410 JPY ~ / Year round (Closed only 1 day in December)

Shikido



This reconstructed one-story wooden house where haiku poet, Masaoka Shiki lived until he was 17 years old. A desk and relics used by Masaoka Shiki, including the passenger coach of the Botchan train are displayed on the grounds.

16-3, Suehiro-Machi, Matsuyama City, inside Shoji temple
 089-945-0400 / 8:30~17:30 / 50 JPY / Year round

Ashiyu (Foot Bath)



A foot bath in Machinaka (downtown), "Takara no Yu" brings hot spring water from Okudogo. It is the healing spot in Okaido where you can casually drop by. Anyone may use it free of charge.

2-6-5, Okaido, Matsuyama City, Natural Hot Spring "Ishite no Yu", Main approach inside Dormy Inn Matsuyama
 089-934-5489 / 9:00~20:00 / Free of charge / Please bring your own towel. Anyone can take a foot bath, even non-hotel guests.

OKAIDO & GINTENGAI PHOTO SPOT

#japantrip #matsuyama
#okaido #gintengai
#みんなでつくりあがる松山のまち

PHOTO LIBRARY



♡ The Ichibancho Entrance of Okaido

The point is to put the kanji characters that make Okaido in a photo.



♡ Gintengai "Icotoco (Rest stop)"

Please make good use of the signboard when taking a photo.



♡ Okaido Suwari-ba (Suwarotto)

A photo spot where you can sit and relax.



♡ Raccoon dog (badger) statue in front of Okaido Koban (police box)

Shaking hands with the raccoon dog is the standard pose for photos.



♡ Gintengai Enkoji Temple

The birthplace of Matsuyama City. A must-view stone monument is behind the temple. Resident cat is famous.

Saturday Night Market

This has been a proud, summer feature of Matsuyama for more than 50 years. It takes place in Okaido, Gintengai, and Matsuchika Town on Saturday from the last half of June to the first half of August every year. This is a big event, which draws 50 to 80 thousand people. It's fun just to see the arcades with around 230 yatai (street stalls) lined up side by side.



Arcade

The 15-meter wide Okaido shopping arcade stretches 483 m from north to south. The height of the ceiling part of the arcade, completed in 1982, boasts a maximum of 13 m. Gintengai shopping arcade is about 600 m stretching east to west. The largest department store on Shikoku, Iyotetsu Takashimaya, and the underground shopping mall, Matsuchika Town, are at the west entrance of Gintengai.



OKAIDO & GINTENGAI MAP



Matsuyama's two major shopping areas, "Okaido" and "Gintengai" are located in the city center and create an L-shaped arcade shopping street. The arcade, which is a pedestrians-only street, has large and small shops standing side-by-side, and is also used as an event site.

- Gourmet
- Shoes
- Sundries
- Convenience Store
- Western Clothes
- ATM
- ATM
- Japanese Clothes
- Photo Spots

1 Fruit Parlor Mishima

Fruit & parfait specialty shop to enjoy the seasons through fresh fruit. A varied menu is available such as light meals and desserts. In addition, a lunch menu is available. Parfaits and smoothies using seasonal fruit are very popular.

089-921-8598 / 10:00~19:00 (Only Wednesday: 11:00~18:00) / Closed: New Year's Day

2 Sawai Honpo "Higiri-Yaki"

Higiriyaki is the one of Matsuyama's soul food. This is a Japanese confectionery grilled after filling bean paste in wheat flour dough.

089-909-7909 / 11:00~21:00 / Closed: Tuesday

3 Space Tanaka

Variety goods specialty shop carries bags, accessories, & interior goods from all over the world. The selection has rich, trendy & stylish items.

089-933-3201 / 10:00~20:00 / Closed: New Year's Day

4 Uwajima Inoue Pearl

A pearl shop selling mainly Akoya pearls from Uwajima in Ehime Pref., a major Japanese pearl producing region. Formal necklaces to everyday jewelry sold at affordable prices.

089-931-3103 / 10:30~17:00 / Closed: Wednesday

5 Bless of Bless / MEN'S BLESS

Focusing on durable clothing, this select shop offers mainly elegant and fashionable single-item coordinates. Bless of Bless has women's wear and MEN'S BLESS is for men.

Bless of Bless 089-933-6318, MEN'S BLESS 089-932-6464 / 11:00~20:00 / Closed: Wednesday

6 Daiichi Fruit

Oldest fruit specialty shop in Ehime. The shop interior has a wide selection of a seasonal fresh fruit and sells soft-serve ice cream & shaved ice using fruit.

089-921-4947 / 10:00~19:00 / Closed: New Year's Day

7 Ueokaken

Japanese tea specialty shop selling mainly Kyoto Uji Matcha and Fukuoka Yame Green Tea, matcha favored by a grand tea master of Urasenke, and tea sets. Offers tea ceremony training.

089-941-5158 / 10:00~18:00 / Closed: New Year's Holiday

8 Smart Labo Okaido Chuo

Smart Phone accessory specialty shop. Android and iPhone cases and protection films, and also a large selection of approx. 3,000 items of useful gear.

089-998-3303 / 11:00~20:00 / Year round

9 Ginkoi Ichiba Market

Vegetables and fruit from Matsuyama area, a farm-fresh market with products like processed food, boxed lunches and fish identified by the grower/producers. Enjoy shopping with our friendly staff.

050-3432-6040 / 10:00~19:00 / Closed: New Year's holiday

15 Home-use pottery shop "Saiki"

Ocha no Shibataen (tea related products shop, Shibataen)

14 RYUODO

Enkouji temple

12 Hanamaru Udon Noodle Matsuyama Gintengai

PLUS TOKAGEYA

10 TSURUYA Main Shop (Gintengai Get! IF)

The largest shoe store on Shikoku carries women's shoes, sneakers, men's and kids' shoes, for various lifestyles and ages.

089-961-4143 / 10:00~20:00 / Irregular holidays

11 Shioya Kimono Shop

Kimono specialty shop established in 1819. Carries a large selection of furisode kimono & yukata robes, and small accessories. Japanese folding fans, furoshiki (wrapping cloth), and Japanese washcloths are popular items.

089-943-1717 / 10:00~18:30 / Closed: Wednesday

12 Hanamaru Udon Noodle Matsuyama Gintengai

A self-service udon noodle shop. Choose your topping ingredients, and your favorite udon. Kake Udon (in broth), Bukkake Udon (cold udon noodles with chilled sauce), Kamaage Udon (noodles straight from the cooking pot), etc.

089-913-0870 / 10:00~23:00 / Year round (Reservations are required during New Year holidays.)

13 Hanako

This shop sells socks, women's fashion, underwear, and variety goods. There is a large selection of socks, character goods, and fashions for men and women.

089-945-0870 / 10:00~19:30 / Closed: New Year's Day

14 RYUODO

Japanese confectionery shop specializing in Dorayaki (sweet-bean-paste between pancakes), and Mochidora, the standard bean paste sweet. There are cream-filled, sweet potato paste-filled, & rum raisin-filled as well.

089-943-3303 / 10:30~19:00 / Year round

15 Home-use pottery shop "Saiki"

A specialty shop with a large selection of elegant and useful pottery, glass products, lacquerware, etc. from across Japan. High quality goods at reasonable prices.

089-921-2695 / 10:00~19:30 (Wednesday and Sunday: 11:00~18:30) / Year round

Useful Info

- Matsuyama Mitsukoshi**: 089-945-3111 / 10:00~19:00 / Holiday on New Years
- Matsuyama Gintengai GET!**: 089-935-6460 / 10:00~20:00 / Holiday, twice a year
- HOJAKEN Okaido**: 089-931-7473 (Okaido Association Office) / 10:00~18:00 / Holiday on New Years
- Machikomyspot TEKURUN**: 089-904-5728 / 10:00~20:00 / Holiday on New Years
- Kirarin**: 089-945-6600 (Gintengai Association Office) / 11:00~18:00 / Holiday on New Years

- Restroom
- Rest Station
- Mother and Infant Lounge
- Parent/Infant Toilet
- Nursing Room
- Kids Space Kids Corner
- Diaper Change
- Meeting Room
- Stroller Rental
- Wheelchair Rental
- Coin Locker
- Cart Rental

*As of December of 2017. For details ask facility.