Imabari City
Tourism Map

Enjoy
IMABARI

Setouchi Shimanami Kaido
Sightseeing Tour Routes over a Wide Area

Imabari City is included among these prestigious "Wide-Area Tour Routes" certified by the Ministry of Land, Infrastructure, Transport and Tourism with the "The Inland Sea, SETOUCHI" and "Spiritual Island –SHIKOKU HENRO–".

The Inland Sea, SETOUCHI

While enjoying one of the world’s most beautiful spectacles of scenery on the Seto Inland Sea, you can share precious experiences that only the Setouchi can provide.

Spiritual Island –SHIKOKU HENRO–

Shikoku Henro, with a pilgrimage history of over 1,200 years, affords you the culture of a warm welcome “Osetai” and an encounter with unspoilt Japanese landscapes.
Designated as ‘Japan Heritage’ by the Agency for Cultural Affairs
(April 2016, Imabari City, Ehime Prefecture; Onomichi City, Hiroshima Prefecture)

Geiyo Islands: The Stronghold of Japan’s Greatest KAIZOKU — Memories of Murakami KAIZOKU

The Geiyo Islands are a cluster of islands located in the Inland Sea of Japan known for their historical and cultural significance. During the Warring States period (1467-1568), the Murakami, a powerful family of the Seto Inland Sea region, established their stronghold on these islands. The Geiyo Islands played a crucial role in the ongoing power struggle between various regional warlords. The Murakami, under the leadership of Kaizoku (pirate-king) Toshiyuki, built a massive fleet and established a kingdom on the islands.

The Geiyo Islands were a refuge for the Murakami Kaizoku, a group of pirate-warlords who were active during the Sengoku period. They were known for their maritime prowess and are often remembered as the pirates that challenged the authority of the ruling daimyos. The Geiyo Islands served as a base for the Murakami Kaizoku, who used their strategic location to launch raids and attacks on the rival warlords and the feudal lords of the time.

The Geiyo Islands are home to several historical sites and landmarks that provide a glimpse into the past. These include the ruins of several castles, temples, and shrines that were built by the Murakami Kaizoku. The islands are also known for their beautiful nature, with stunning beaches and lush green forests.

The Geiyo Islands are a popular destination for history buffs and nature lovers alike. Visitors can explore the ruins of the castles and temples, learn about the history of the Murakami Kaizoku, and enjoy the natural beauty of the islands.

The Geiyo Islands are part of the UNESCO World Heritage Site of the Historic Monuments of Ancient Nara, which includes the Todai-ji Temple and the Kasuga Shrine, two of Japan’s most important cultural landmarks. The Geiyo Islands are also recognized as a National Historic Site of Japan, highlighting their significance as part of Japan’s cultural heritage.

Cultural Properties
1. The site of Susukino Onigashima
2. Oda Castle, a Famous Site for Fighting Pirates
3. The site of the Shirakami Castle
4. The site of the Konoe Castle
5. The site of the Iwayama Castle
6. The site of the Kabutozaka Castle
7. The site of the Tera Castle
8. The site of the Tsunohazu Castle
9. The site of the Takehara Castle
10. The site of the Moriya Castle

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Central Area

Imabari Castle
This is a very unique coastal castle, built by Takatora Todo in 1602, surrounded by moats filled with seawater.

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Itoyama Park
The park is on Mt. Itoyama (altitude 97m) at the foot of the Kurushima-Kaikyo Bridges. The observatory offers a view of one of the three fastest currents in Japan (at a maximum speed of 10 knots), and archipelagos in the Seto Inland Sea.

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Shimanami Earth Land Park
Snippet of Knowledge

You can feel the rich nature and take a paid experience of the Environmental Education Program supported by Imabari Shizen Juku, available by reservation.

Free to visit

Education Program:
$2,000 for high school students and above
$1,000 for primary and middle school students
$500 (New Year holidays for Imabari Shizen Juku)
8:00-17:00 (except Tuesdays)

Shimin-no-Mori Park
Free to visit, Makiba House (10:00~18:00)

“Sunrise Itoyama”
The terminal is the starting point of Shimanami sightseeing. About 500 rental bicycles; accommodation and a restaurant are available.

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Nomauma Highland Horse Park
Nomauma horses are the smallest species in Japan and are very friendly. Enjoy slowly horse-riding around a 100-meter ring.

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country area (Coast/Mountain)

*snippet of Knowledge*

Nibukawa Onsen is one of the three spas in Iyo along with Dogo Onsen in Matsuyama City and Hontani Onsen in Saijo City. Please refer to page 29 for more onsen information.

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**Umyamajo Observatory Park**

This park was constructed based on the legend that the Kurushima Murakami Kaizoku castle fort had been built here on Tohriyama. (present name: Umyamajo).

- 747.2 Otsu Hinokuchi Namikatacho Imabari [0898-41-7111(Namikata B.O.)]

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**Tounomine Park**

The park is a relaxing place for local residents and also a famous spot to view cherry blossoms and azalea flowers.

- 1078-1 Otsu Nishura Namikatacho Imabari [0898-41-7111(Namikata B.O.)]

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**Kamoiike Beach**

800-meter-long white sand beach completes with parking lot, restrooms and shower facilities. It’s a popular spot for bathing in the sea in the summer.

- 1168 Ko Kuo Onishicho Imabari [0898-53-3500(Namikata B.O.)]

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**Hoshinoura Seaside Park**

Impressive star-shaped monumets can be seen from here, as well as a beautiful sandy beach. A lot of people enjoy swimming and marine sports in the summer.

- 23-1 Ko Hoshinoucha Onishicho Imabari [0898-53-3500(Namikata B.O.)]

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**Fujiyama Health Culture Park**

The main facility is 'Kawara-kan' a unique museum of roof tiles, the only one in Japan. 900 roses grown from 100 species reared by local rose lovers are in their full bloom in May and October. Many kinds of playground equipment for children and an observation clock tower allowing a view of the Seto Inland Sea are also provided in the park.

- 579-1 Otsu Myawaki Onishicho Imabari [0898-63-3600(Namikata B.O.)]

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**Kawara-no-Furusato Park**

A park with a walkway, observatory, long slide and grass sledding. You can also enjoy sports at the multi-purpose field and tennis courts.

- 258-1 Otsu Asakura-shimo Imabari [0898-55-3092]

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**Asakura Midori-no-Furusato Park**

Cherry blossoms in spring and red leaves in fall create beautiful reflections on the lake. At the ‘Lakling’ festival to be held between April and November, you can enjoy ‘lakling’, pedaling a bicycle across the lake. There is also a campsite available nearby.

- 18-1 Otsu Ryuoka-shimo Tamagawacho Imabari [0898-55-3992]

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This park is a relaxing place for local residents and also a famous spot to view cherry blossoms and azalea flowers.

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- 18-1 Otsu Ryuoka-shimo Tamagawacho Imabari [0898-55-3992]
One of the most marvelous viewing spots along the Shimanami Kaido. It is located on the top of Kirosan (altitude 307.8m) at the southern most tip of Ohshima. Witness a magnificent 360-degree panorama view of the Kurushima-Kaikyo Bridges, the Kurushima Straits tidal currents and also on a fine day “Mt. Irabucho”, the highest mountain in West Japan, from the observation deck.

Kirosan Observatory Park  
P.10

Kengo Kuma designed and built this observatory park on the top of Kareisan (altitude 307.8m). A cafe that serves food and desserts with a particular focus on healthy and safe food using local ingredients. The concept is to make it feel like ‘you are in your own home’. Located in Miyakubo Stone Culture Park. You can enjoy sports, a spa and a stay at the nearby facility.

Tohn-Chaya Café  
P.10

An observatory park on the top of Kareisan (altitude 232m) at the northern tip of Ohshima. The deck gives you a sweeping view of the many Setouchi islands and the Ohshima. The deck gives you a sweeping view of the many Setouchi islands and the Ohshima. The deck gives you a sweeping view of the many Setouchi islands and the Ohshima. The deck gives you a sweeping view of the many Setouchi islands and the Ohshima.

Karesian Observatory Park  
P.10

A sightseeing boat for a close-up view of strong tidal currents (max. 10 knots) around Noshima Island, the home of the Noshima Murakami Kaizoku. A sightseeing boat for a close-up view of strong tidal currents (max. 10 knots) around Noshima Island, the home of the Noshima Murakami Kaizoku. A sightseeing boat for a close-up view of strong tidal currents (max. 10 knots) around Noshima Island, the home of the Noshima Murakami Kaizoku.

Dolphin Farm Shimanami  
P.10

There is a stone monument in memory of the Noshima Murakami Kaizoku. Being situated in the middle of the Hakata-Oshima Bridge, only cyclists, motorists and pedestrians can visit here.

Michi-no-Eki “Tatara Shimanami Park”  
P.10

This island was once a transport center for the Noshima Murakami Kaizoku. Being situated in the middle of the Hakata-Oshima Bridge, only cyclists, motorists and pedestrians can visit here.

Michi-no-Eki “Tokushima Suigun”  
P.10

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Michi-no-Eki “Hakatajima Eki”  
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Yoshiumi Rose Park  
P.10

Twice a year, from mid-May to early June and from mid-Oct. to early Nov. The park, with playground equipment, can be seen from the boat.

Yoshiumi Rose Park  
P.10

A cafe that serves food and desserts with a particular focus on healthy and safe food using local ingredients. The concept is to make it feel like ‘you are in your own home’. Located in Miyakubo Stone Culture Park. You can enjoy sports, a spa and a stay at the nearby facility.

Tohn-Chaya Café  
P.10

A popular spot for eating fresh barbecued seafood, that overlooks the Kurushima-Kaikyo Bridges.

Michi-no-Eki “Yoshiumi iki-iki Kan”  
P.10

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Tohn-Chaya Café  
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Kirosan Observatory Park  
P.10

An open-air Café in Kareisan Observatory Park. Visitors can enjoy a meal while taking in the spectacular view. The most popular menu item is “Karesian Cutty and Rice” made with local ingredients. The taste is sweet and full-bodied in hot curry for an adult taste. (limited sales, please make a reservation)

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### Kurushima-Kaikyo Bridges

(Date of services: May 1999 / 46-65m headroom)

6 soaring main towers and beautifully sweeping cables show graceful harmony. The world’s first three suspension bridges connect Iyoyma and Ohshima Island with a length of 4km. (4,105m total length)

### Hakata-Ohshima Bridge

(Date of services: Jan. 1988 / Hakata Bridge 26m, Ohshima Bridge 32m headroom)

The Hakata-Ohshima Bridge is a general term applied to both the Hakata Bridge between Hakatajima Island and Michikajima Island (325m length) and the Ohshima Bridge between Michikajima Island and Ohshima Island (840m length)

### Omishima Bridge

(Date of services: May 1979 / 26m headroom)

This was the first long bridge to open and the only arch bridge in the Honshu-Shikoku Bridges (328m length).

### Tatara Bridge

(Date of services: May 1999 / 40m headroom)

The world’s pre-eminent cable stayed bridge over the border of Ehime Pref. and Hiroshima Pref. (1,480m length). This bridge has a sister bridge relationship with the Normandy Bridge in France.

### Bridge Information

**Setouchi Shimanami Kaido**

The Setouchi Shimanami Kaido connects islands with 9 bridges from Imabari City, Ehime Pref. to Onomichi City, Hiroshima Pref. There are these following bridges in Imabari City.

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Geiyo Fortress was established on this island in the 30’s in the Meiji Era (1897-1906) to ambush Russian fleets during the Russo-Japanese War. The ruins of fortresses, munitions stores and control towers remain.

Oshima Island (Geiyo Fortress Remains)

Kurushima Murakami Kaizoku owned this island as an impregnable fortress surrounded by strong tidal currents.

You can go down to this island from the Kurushima-Kaikyo Bridges by elevator and watch the violent tidal currents of the Kurushima Straits through the cave on the southern beach of the island at low tide.

Kurushima Island

Umashima Island

The Kurushima Murakami Kaizoku owned this island as an impregnable fortress surrounded by strong tidal currents.

You can go down to this island from the Kurushima-Kaikyo Bridges by elevator and watch the violent tidal currents of the Kurushima Straits through the cave on the southern beach of the island at low tide.

Umashima Island
Shikoku Henro: The Pilgrimage Route of Shikoku and its Unique Culture

Tobishima Area

Enmei-ji Temple

Enmei-ji is the 54th temple of the Shikoku Pilgrimage. The temple is known under the name of Chikamiyama Housho-in. First built by the priest Gyoki and rebuilt by the priest Kukai, its principal image is Fudomyo-Bo-Buddha. The temple bell was cast in 1704. This is a historically important asset of the temple and also a designated tangible cultural property of Imabari City.

- 35.5km from the 53rd temple Enmyo-ji (9hrs. on foot, 1hr. by car)
- 3-1 Groud 0898-22-5696

Nanko-bo Temple

Nanko-bo is the 55th temple of the Shikoku Pilgrimage. It was originally built as a branch shrine of Oyanamuzu-jinja Shrine in Omishima Island. And that is why, this temple, the only one of 88 Shikoku Pilgrimage, has the name “bo” at the end.

- 3.7km from the 54th temple Enmei-ji (1hr on foot, 15mins by car)
- 3-1 Bessho Tamagawacho Imabari 0898-22-2916

Taisan-ji Temple

Taisan-ji is the 56th temple of the Shikoku Pilgrimage. There is a myth that says Kobo Daishi visited this area and built a bank along the Soja River to stop flooding. At the northeast side of its well-kept grounds, there is a bell tower remade using old lumbers of Imabari Castle’s Taiko-yagura turret.

- 3.2km from the 55th temple Nanko-bo (50mins on foot, 10mins by car)
- 1-9-18 Koizumi Imabari 0898-22-5959

Efuku-ji Temple

Eifuku-ji is the 57th temple of the Shikoku Pilgrimage. This temple is dedicated to Amida Nyoirin Buddha that appeared in the sea when Kobo Daishi prayed for safety and protection from marine accidents in the Seto Inland Sea. “Ogenai Jizo” stone statue at its entrance gate is a popular spot for visitors.

- 3.6km from the 56th temple Taisan-ji (40mins on foot, 8mins by car)
- 3-1 Bekkucho Imabari 0898-22-2916

Senyu-ji Temple

Senyu-ji is the 58th temple of the Shikoku Pilgrimage. It has been said that Okaji-sui water of Kobo Daishi on the way to the temple saved many villagers from illness. A panoramic view of Imabari City and islands on the Seto Inland Sea is a must-see. Pilgrims lodgings (prior booking essential) are available.

- 3.7km from the 55th temple Efuku-ji (45mins on foot, 20mins by car)
- 35.5km from the 53rd temple Enmyo-ji (9hrs. on foot, 1hr. by car)
- 3-3 Ko Bessho Tamagawacho Imabari 0898-55-2141 http://www.shikoku88-58senyuji.com

Kokubun-ji Temple

Kokubun-ji is the 59th temple of the Shikoku Pilgrimage. This is one of the Kokubun-ji Temples built by the Emperor Shomu in 741. After being several times burnt-down and rebuilt, the present main temple was constructed in 1789. Three Kokubun-ji Records are stored in its repository.

- 3.5km from the 57th temple Efuku-ji (45mins on foot, 20mins by car)
- 3-1 Koizumi Imabari 0898-22-5959

Information for service from Imabari Port to Okamura Port (Sekinen)

Kaisei Port - Ohge Port - Kinoe Port - Osaki Kamijima Town - Okamura Port (for passengers and cars)

- Inquire: Okamura Port Office Sekinen Branch Imabari City 08987-88-2252

- 1830-5 Ko Otsu Okamura Sekinen Imabari 0897-88-2111 (Sekinen B.O)

Kannonzaki Point

A mound made in the early fifth century is a beauty spot and famous for cherry blossoms. This white Observatory Deck stands on a hill above the beautiful Kannonzaki Point in southwestern Okamurajima Island.

- 1040 Ko Okamura Sekizen Imabari 0897-88-2111 (Sekinen B.O)

Shougatsubana Mound Park

This is one of 7 bridges of the Akinada Tobishima Kaido, a 228-meter-long bridge between Nakanoshima Island (Kure City, Hiroshima Pref.) and Okamurajima Island.

- Inquires: Omishima Blue Line 0898-32-6713

Nagatani Observatory Deck

This is a beauty spot and famous for cherry blossoms.

- 7-1 Otsu Okamura Sekizen Imabari 0897-88-2111 (Sekinen B.O)

Imabari Port - Dhige Port - Kinoe Port - Okamura Port (for passengers and cars)

- Inquire: Okamura Port Office Sekinen Branch Imabari City 08987-88-2252

- 1040 Ko Okamura Sekizen Imabari 0897-88-2111 (Sekinen B.O)

Shougatsubana Mound Park

The 30-meter high and 300-meter long Point in southwestern Okamurajima Island is a beauty spot and famous for cherry blossoms.

- 1040 Ko Okamura Sekizen Imabari 0897-88-2111 (Sekinen B.O)

Kannonzaki Point

A mound made in the early fifth century is in the center of the park. It is located at the north end of Okamurajima Island.

- 1830-5 Ko Otsu Okamura Sekizen Imabari 0897-88-2111 (Sekinen B.O)

Shougatsubana Mound Park

The Akinada Tobishima Kaido connects islands between Okamurajima Island, Imabari city, Ehime Pref. and Kure City, Hiroshima Pref. with 7 bridges. There are the following bridges in Imabari City.

- 1830-5 Ko Otsu Okamura Sekizen Imabari 0897-88-2111 (Sekinen B.O)

Information for service from Imabari Port to Okamura Port (Sekinen)

Municipal ferry

- Inquire: Imabari Port Office Sekinen Branch 08987-88-2252

- 1830-5 Ko Otsu Okamura Sekizen Imabari 0897-88-2111 (Sekinen B.O)

Municipal Passenger boat

- Inquire: Imabari Port Office Sekinen Branch 08987-88-2252

- 1830-5 Ko Otsu Okamura Sekizen Imabari 0897-88-2111 (Sekinen B.O)

Commercial ferry

- Inquire: Imabari Port Office Sekinen Branch 08987-88-2252

- 1830-5 Ko Otsu Okamura Sekizen Imabari 0897-88-2111 (Sekinen B.O)

Commercial ferry

- Inquire: Imabari Port Office Sekinen Branch 08987-88-2252

- 1830-5 Ko Otsu Okamura Sekizen Imabari 0897-88-2111 (Sekinen B.O)

Commercial ferry

- Inquire: Imabari Port Office Sekinen Branch 08987-88-2252

- 1830-5 Ko Otsu Okamura Sekizen Imabari 0897-88-2111 (Sekinen B.O)
Towel Museum

A unique museum in the world devoted to towels (4th and 5th floor are paid admission). Towel arts and crafts are on display and there is a tour of the towel manufacturing process is available.

9:30-18:00 (1-17:30 in Nov. to Mar.)
¥520 for adults, ¥260 for middle and high school students

None

Towel Museum

Kurashima Kaikyo Observation Building

A local specialties shop and an exhibition room on bridge construction technologies used in the Kurashima Kaikyo Bridges are used in the Observatory in Isayama Park.

9:00-18:00

Free

None

Kurashima Kaikyo Observation Building

Asakura Furusato Museum of Art and Turquoise

A museum for the preservation, research and exhibition of local ruins and historic sites in the Park. Precious excavated relics from the Asakura district are exhibited. A semi-concert grand piano is installed in the new wing.

9:00-17:30 (Free: Mondays the next weekday if Mon. is a national holiday)

¥579-1 Otsu Miyawaki Onishi no Moribumi Imabari
http://museum.city.imabari.ehime.jp/asakura/

Asakura Furusato Museum of Art and Turquoise

Oshin Fujiyama Museum of History

The museum shows findings from excavations of the Myousakensen Mound in Fujiyama Health Culture Park.

9:00-17:30 (enter by 16:30)
¥310 for adults, ¥160 for students (*1)
Mondays (the next weekday if Mon. is a national holiday)

http://museum.city.imabari.ehime.jp/oshin/

Oshin Fujiyama Museum of History

Ken Iwata Mother and Child Museum

44 sculptures by Ken Iwata, with their touching theme of ‘Mother and Child’, put on display at the hall-outdoor museum.

9:00-17:00

¥310 for adults, ¥160 for students (*1)
Mondays (the next weekday if Mon. is a national holiday), Dec.27-31

1298-2 Kikumachi Imabari
0898-60-1502

Ken Iwata Mother and Child Museum

Hakata Furuosato Historical Park

Evacuated articles from the old mound are available to see in Kinoura Castle (a residence), the core building of the park.

9:00-17:00

Free

None

Hakata Furuosato Historical Park

Santo Murakami Memorial Museum of Calligraphy

The museum exhibition centers round the treasured calligraphies of the late Santo Murakami from Kamakurcho, a calligrapher who received a Cultural Medal. Other precious collections of Chinese ink sticks and ink stones of the Ming and Qing Dynasties are also exhibited.

20:00-17:00 (Free to adults, ¥50 for students (*1))
Mondays (the next weekday if Mon. is a national holiday), Dec.29-Jan.3

7556-1 Kotohara Kamakuracho Imabari
0897-87-4268

http://museum.city.imabari.ehime.jp/santo/

Santo Murakami Memorial Museum of Calligraphy

Oyamazu-jinja Shrine/ Oyamazu-jinja Shrine

The Oyamazu-jinja Shrine is one of the National Treasures. Shyno-den and Omishima Maritime Museum. Many armors, helmets and swords including 6 national treasures are exhibited at the National Treasure and Shyno-den Museum. The Omishima Maritime Museum was built to preserve the Emperor in Showa’s local ‘Oyama-momiji’ for his research of marine life.

9:00-17:00 (enter by 16:30)

¥310 for adults, ¥50 for university and middle school students (*1)
None

3327 Miyaura Omishimacho Imabari

Oyamazu-jinja Shrine/ Oyamazu-jinja Shrine

Museum
Outdoor Activities Information

**Free Municipal Camping Site**
- **Sakurai Seaside Fureai Plaza**
- **Osumi Seaside Park**
- **Asakura Dam Lakeside Ryokusui Park**
- **Shimegaura Park**
- **Ryuuka Camping Site**
- **Michikajima Kakyo Park**

**Pay Municipal Camping Site**
- **Kareisan Observatory Park Camping Site**
- **Kamiura Tatara Camping Site**
- **Kamurame Utena Camping Site**

**Private Camping Site**
- **Kyuukamura Setouchi Toyo Camping Site**
- **Minamiura Camping Site**
- **Tomura Kume Camping Site**
- **Dolphin Farm Auto Camping Site**

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**Basic Rental Fee & Additional Fee for Camping Site**

<table>
<thead>
<tr>
<th>Item</th>
<th>Type</th>
<th>Unit</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic fee</td>
<td>Adults (middle school students and above)</td>
<td>Each person per night</td>
<td>¥310</td>
</tr>
<tr>
<td></td>
<td>Children (primary school students)</td>
<td>Each person per night</td>
<td>¥160</td>
</tr>
<tr>
<td>Camp site</td>
<td>Own tent or Tarp shelter</td>
<td>Per tent</td>
<td>¥1,050</td>
</tr>
<tr>
<td></td>
<td>Painted tent</td>
<td>Per tent</td>
<td>¥2,100</td>
</tr>
<tr>
<td></td>
<td>Caravan</td>
<td>Per car</td>
<td>¥2,100</td>
</tr>
<tr>
<td>Cottage</td>
<td>Tatra Camping Site</td>
<td>Per cottage</td>
<td>¥6,290</td>
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</tbody>
</table>

*Please call each camping site directly to inquire as to the fee for daytime use (9:00-17:00).*

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**“Umi-no-Eki” Information**

Pleasure boats for sightseeing or rest of cruising can be moored at “Umi-no-Eki” (Reservations must be made 10 days prior to the boat arrival.)

- **Imabari Umi-no-Eki**
- **Imabari Miya-no-Eki**
- **Imabari Umikochi Umi-no-Eki**

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**Snippet of Knowledge**

Sakurai Beach is designated as one of Japan’s 100 Most Beautiful Beaches, and Shihinakajima Beach as one of Japan’s 100 Best Beaches with White Sand and Green Pines.
it is possible that there may be changes to the charges. Please inquire at each facility for detailed information.

(Due to the rise in the Consumption Tax rate and the Local Consumption Tax rate from October 1, 2019, the charges may change. Please inquire at each facility for detailed information.)
Local Cuisines/ Local Specialties/ Souvenirs

### Local Cuisines

Experience delicious traditionally cooked meals. Ingredients are ‘gifts from the sea and the land’ and they have been cooked from generation to generation in Imabari.

#### Taimeshi

This splendid dish is cooked on an unglazed earthen pan. A lot of fresh fish and shellfish are grilled on pebbles over the large pan. This is also called pirates cooking, and it is said that the Murakami Kainou ate this cuisine at victory parties.

#### Senzanki

This seasoned fried chicken is said to be the origin of fried chicken of Japan. Some believe that the name came from China.

#### Igisu-dofu

Igisu is a kind of red algae that grows on shallow sea reef. It is boiled with raw soy flour and then jellified like kanten agar. The flavor of the sea and cool texture are one of the typical summer delicacies of Imabari.

### Local Specialty "Imabari Yakibuta Tamago Meshi"

Originally, this was cooked as a staff meal of a Chinese restaurant in Imabari. Then some staff set up their own restaurants and served it to their guests 40 years ago. It has spread among male high school students by word of mouth and its popularity is rising rapidly. Each restaurant serves its own uniquely tasting Yakibuta Tamago Meshi.

**Imabari Yakibuta Tamago Meshi World Spread Committee**

- [http://i-ytm.com](http://i-ytm.com)
- [http://www.facebook.com/yakitama](http://www.facebook.com/yakitama)

### Imabari Local Cuisines Promotion Association Member List

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Imabari Kokusai Hotel</td>
<td>2-3-4 Asahimachi</td>
<td>0898-36-1111</td>
</tr>
<tr>
<td>Imabari Yunoura Heights</td>
<td>23 Yunoura Imabari</td>
<td>0898-48-2000</td>
</tr>
<tr>
<td>Kaikoy Cuisine &quot;Iyo Suigun&quot;</td>
<td>2-6-3 Minatomachi</td>
<td>0898-32-2000</td>
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<tr>
<td>Japanese Restaurant &quot;Kyoraku&quot;</td>
<td>3-3-16 Kyoeicho Imabari</td>
<td>0898-22-1136</td>
</tr>
<tr>
<td>Seasonal Cuisine &quot;Kurazanen&quot;</td>
<td>2-6-14 Matsumotocho Imabari</td>
<td>0898-34-6336</td>
</tr>
<tr>
<td>Yukamura Setouchi Toyo</td>
<td>7-179 Otsu Kawarazu Sajo</td>
<td>0898-48-0311</td>
</tr>
<tr>
<td>Kotobukiya LLC</td>
<td>2-5-14 Nakahiyoshicho Imabari</td>
<td>0898-22-6019</td>
</tr>
<tr>
<td>Komecho Ryokan</td>
<td>1-1-4 Tokiwacho Imabari</td>
<td>0898-32-0554</td>
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<tr>
<td>Daichoso</td>
<td>2-5-1 Kourachio Imabari</td>
<td>0898-41-9537</td>
</tr>
<tr>
<td>Chaume Ryokan</td>
<td>5467 Miyaura Omishimacho Imabari</td>
<td>0897-82-0008</td>
</tr>
<tr>
<td>Hotel Ajour Shio-no-Maru</td>
<td>30 Yunoura Imabari</td>
<td>0898-47-0707</td>
</tr>
<tr>
<td>Hotel Kikusui Imabari</td>
<td>1-2-5 Nakahamacho Imabari</td>
<td>0898-23-3330</td>
</tr>
<tr>
<td>Hotel Shichifuku</td>
<td>2-1-21 Katarachio Imabari</td>
<td>0898-22-3425</td>
</tr>
<tr>
<td>Mikado</td>
<td>773-1 Ko Nibukawa Tamagawacho Imabari</td>
<td>0898-55-2360</td>
</tr>
<tr>
<td>Yamato</td>
<td>1-2-15 Tsuchibashicho Imabari</td>
<td>0898-31-1630</td>
</tr>
<tr>
<td>Japanese Restaurant &quot;Sasa&quot;</td>
<td>2-1-3 Sakaemachi Imabari</td>
<td>0898-23-0001</td>
</tr>
<tr>
<td>Sarasaaya Ryokan</td>
<td>3430-1 Ko Kinoura Hakatacho Imabari</td>
<td>0897-72-0006</td>
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<tr>
<td>Senenmatsu</td>
<td>25 Nagoma Yoshiumicho Imabari</td>
<td>0897-84-4192</td>
</tr>
<tr>
<td>Minsyuku Nagoma</td>
<td>155-3 Nagoma Yoshiumicho Imabari</td>
<td>0897-84-4172</td>
</tr>
</tbody>
</table>

Cuisine not available in all restaurants. For details (including reservation), please contact each hotel and restaurant.

**Imabari Local Cuisines Promotion Association Secretariat (Office: Hotel Shichifuku)**

- [0898-22-3425](http://www.imabari-cooking.jp/)
### Local Specialty "Imabari Yakitori"

Imabari Yakitori is cooked in a unique way, known as "teppanyaki". Chicken is pinched and baked between two hot iron plates to seal in the juice and flavor. “Chicken skin” is very popular for its crispy outside and juicy inside. It is said that the style of cooking was devised to satisfy Imabarians, known for being hasty and impatient people, 50 years ago.

### Local Cuisines/Souvenirs

**Imabari Towel**

Imabari boasts Japan’s largest towel production. In particular, the series of towels “Fuwari” carrying the theme “Nature of Imabari” has earned a reputation for its “the more you use, the more comfortable you feel” qualities. The logo for the Imabari Towel brand, sewn into the towel, is a mark of high quality and its origin.

This symbol is only attached on towels that are produced in Imabari and have met the stringent quality criteria stipulated by Shikoku Towel Industrial Association.

**Imabari Towel Imabari Kokusai Hotel Shop**
- 9:00-19:00
- 2-7-7 Tokiwacho Imabari
- 0898-32-7230
- http://www.imabaritowel.jp/

**Imabari Towel Boutique Head Shop (in Jibasan Plaza)**
- 9:00-18:00 (-17:30 in Nov. to Feb.)
- New Year’s holidays, Saturdays, Sundays and National holidays
- 2-3-5 Asahimachi Imabari
- 0898-32-3337
- http://www.facebook.com/jin.zhitaorushoppu

**Imabari Towel Main Shop (in Texport Imabari)**
- 9:00-18:00
- 5-14-3 Higashimoncho Imabari
- 0898-34-3486
- http://www.imabaritowel.jp/

**Imabari Towel Imabari Koguchi Hotel Shop**
- 9:00-19:00
- 2-3-4 Asahimachi Imabari
- 0898-32-5533

**Imabari Towel Boutique Head Shop (in Jibasan Plaza)**
- 9:00-18:00 (-17:30 in Nov. to Feb.)
- New Year’s holidays, Saturdays, Sundays and National holidays
- 2-3-5 Asahimachi Imabari
- 0898-32-3337
- http://www.imabaritowel.jp/

**Shimanami Citrus Products**

**Fish-paste Products**

**Sakura Lacquer wares**

**Salt of Hakata-jima**

### Shopping for Imabari Specialties

**Shopping for Imabari Towels is available at:**

- Imabari Towel Imabari Kokusai Hotel Shop
  - 9:00-19:00
  - None
- Imabari Towel Imabari Koguchi Hotel Shop
  - 5-14-3 Higashimoncho Imabari
  - 0898-34-3486
  - http://www.imabaritowel.jp/

**Kurushima Kaikyo Observation Building**

- 9:00-18:00
- None
- 2-5-2 Kouracho Imabari
- 0898-41-5002
- http://www.ja-ochiima.or.jp/saisai/

**Machinaka Hiroba “Honkara Dondon”**

- 9:00-19:00
- None
- 2-7-7 Tokiwacho Imabari
- 0898-32-7230

**Saisai-Kite-Ya**

- 9:00-18:00 (Jan. to Mar.)
- 9:00-19:00 (Apr. to Dec.)
- Jan 1 - Jan 3
- 279-1 Nakadera Imabari
- 0898-33-3131
- http://www.ja-ochiima.or.jp/saisai/ (Japanese, English)

**Imabari Yakitori**

Imabari Yakitori is cooked in a unique way, known as “teppanyaki”. Chicken is pinched and baked between two hot iron plates to seal in the juice and flavor. “Chicken skin” is very popular for its crispy outside and juicy inside. It is said that the style of cooking was devised to satisfy Imabarians, known for being hasty and impatient people, 50 years ago.

### Shopping for Imabari Specialties is available at:

**Machinaka Hiroba “Honkara Dondon”**

- 9:00-19:00
- None
- 2-7-7 Tokiwacho Imabari
- 0898-32-7230

**Saisai-Kite-Ya**

- 9:00-18:00 (Jan. to Mar.)
- 9:00-19:00 (Apr. to Dec.)
- Jan 1 - Jan 3
- 279-1 Nakadera Imabari
- 0898-33-3131
- http://www.ja-ochiima.or.jp/saisai/ (Japanese, English)

**Imabari Towel Imabari Kokusai Hotel Shop**
- 9:00-19:00
- None
- 2-3-4 Asahimachi Imabari
- 0898-32-5533

**Imabari Towel Boutique Head Shop (in Jibasan Plaza)**
- 9:00-18:00 (-17:30 in Nov. to Feb.)
- New Year’s holidays, Saturdays, Sundays and National holidays
- 2-3-5 Asahimachi Imabari
- 0898-32-3337
- http://www.facebook.com/jin.zhitaorushoppu

**Imabari Towel Main Shop (in Texport Imabari)**
- 9:00-18:00
- New Year’s holidays
- 5-14-3 Higashimoncho Imabari
- 0898-34-3486
- http://www.imabaritowel.jp/ (Japanese, English)

**Imabari Towel Imabari Koguchi Hotel Shop**
- 9:00-19:00
- None
- 2-3-4 Asahimachi Imabari
- 0898-32-5533

**Imabari Towel Imabari Koguchi Hotel Shop**
- 9:00-19:00
- None
- 2-3-5 Asahimachi Imabari
- 0898-32-3337
- http://www.imabaritowel.jp/ (Japanese, English)

**Shimanami Citrus Products**

**Fish-paste Products**

**Sakura Lacquer wares**

**Salt of Hakata-jima**

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**Imabari Yakitori**

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  - 0898-34-3486
  - http://www.imabaritowel.jp/

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**Imabari Towel Main Shop (in Texport Imabari)**
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- New Year’s holidays
- 5-14-3 Higashimoncho Imabari
- 0898-34-3486
- http://www.imabaritowel.jp/ (Japanese, English)

**Imabari Towel Imabari Koguchi Hotel Shop**
- 9:00-19:00
- None
- 2-3-4 Asahimachi Imabari
- 0898-32-5533

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- 9:00-19:00
- None
- 2-3-5 Asahimachi Imabari
- 0898-32-3337
- http://www.imabaritowel.jp/ (Japanese, English)

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Onsen Information

Nibukawa Onsen Resort
This is a celebrated “Bijin-no-yu” hot spa, “Hot spa for beauty.” Its smooth water will wash your body beautifully.

Nibukawa Tamagawa-cho Imabari
[Nibukawa Hot Spa Guild]
[http://www.nibukawa.net/]

Yunoura Onsen Resort
The first national hot spa resort in Shikoku. The hypotonic simple alkalisceon mineral water containing sodium is highly effective in assisting recovery from fatigue and reclining. It is one of the most popular hot spa resorts in Ehime Pref. The public accommodation Imabari “Yunoura Heights and Recognize hot springs and private hot springs are all close proximity. Family leisure facilities and sports facilities are also in place.

Yunoura Imabari

Mare Gracia Omishima
This relaxation complex includes a seawater bath with the concept of thalassotherapy and an open-air bath for watching the romantic setting sun.

10:00-20:00 (Last entry 19:30)
¥520 for adults (middle school students and over), ¥260 for children (3-11 years old)
Wednesdays, the 1st Tues. to Thur. in Feb.
5902 Miyaura Omishimacho Imabari
0897-82-0100

Accommodation

Machinami Area

Shikosai Area

Tenpo Ryokan
340-6 Doi Miyakomi-ikaricho
0898-52-2883

Business Hotel Hagura
2034-3 Ko Nankata-Makucho
0898-41-9587

Namba Minato
2264-8 Ko Nankata-Makucho
090-4332-4406

Asaka Ryokan
4541-1 Ko Shimachi Imabari
0898-53-2032

Naruto Sougen
455 Ko Shimachi Imabari
0898-53-2035

Business Hotel Tsukishima
486 Ko Miyakomi-ikaricho
0898-53-2048

Hirayama Ryokan
1416-3 Ko Miyakomi-ikaricho
0898-53-2046

MeriHotel SEAGULL
66 Hinokizaka
0898-54-3555

Shishoim Area

Takara Ryokan
340-6 Doi Miyakomi-ikaricho
0898-52-2883

Business Hotel Hagura
2034-3 Ko Nankata-Makucho
0898-41-9587

Namba Minato
2264-8 Ko Nankata-Makucho
090-4332-4406

Asaka Ryokan
4541-1 Ko Shimachi Imabari
0898-53-2032

Tobishima Area

Cottage Segal
967 Ko Okamae Sekiun
0898-88-2117

Shikine Furetowasa
5208-1 Munakata Omishimacho
0897-83-1111

Unit Sora Aretis
7450 Munakata Omishimacho
0897-74-1318

Ryokan Kyukjitu
5733 Iooki Imabari
0897-87-3025

Minshuku Kiritaka
733 Iooki Imabari
0897-88-2224

Tobishima Area

For further information:
Imabari Regional Accommodation Association
TEL: 0898-23-3330 (Chief director Hotel Kikuoi Imabari)
[http://www.imabari-hotelguide.jp/]
Event Information

Tsugi-jishi
Local lion dance “Tsugi-jishi” at the spring festivals in May is designated as an intangible folk-culture asset of Ehime Pref. The acrobatic performances of third to forth-tiered human towers are powerful and appealing.
Day: Early to late May
T: 0898-36-1541 (Tourism Dev. Imabari)

Summer Festa in Kiumara
The Festa is full of events for summer, such as Tatsara Tabekoboko-ami fishing, a fireworks display and a National jet-ski competition. You can enjoy the whole summer events of the Shimanami.
Day: Sat. & Sun. in July
T: 0897-87-3000 (Executive Committee)

Suigun Race Competition
The Suigun Race aims to re-create the courage of the Murakami Kaizoku. 12 rowers on a Kohayabune boat compete for speed over the 200-meter straight course.
Day: Sun. in late July
T: 0897-86-2008 (Executive Committee Office)

Hitori-Zumo
The ritual sumo is performed at the Spring Festival and Autumn Nukihosai festivals at Oyamazumi Shrine. Writing of the spirit of rice tells a good harvest in spring and gives thanks to the god in autumn. The ritual is designated as an intangible folk-culture asset of Ehime Pref.
Day: May5 and Sept.9 of the lunar calendar
T: 0897-82-0795 (Executive Committee Office)

Mishima Suijin “Tsunuruma Festival”
The festival is associated with the sad story of Princess Tsunuruma, who fought against the enemy. The Tsunuruma procession, commemorates Tsunuruma and warriors of Oyamazumi Shrine, a Kaidenma boat race and a Local product fair are held.
Day: Sun. before Marine Day
T: 0898-36-1541 (Tourism Dev. Imabari)

Otomouma-no-Hashirikomi
A ritual festival in Kikuma. Boys under 15 ride horses fully dressed with festival saddle and ornaments. The heroic and fantastic sight of humans and horses rushing up 300-meter approach to the shrine is one not to be missed.
T: 0898-54-3450 (Kikuma Branch Office)

Henjo-in (Yakuyoke Daishi)
Principal image of the Henjo-in is “Yakuyoke Daishi”. It is said that the temple was built when the more Kotozakuch was 42 years old. During the event of the bean-scattering ceremony in February every year, males and females in their “yakudoshi”, 42 years old. During the event of the bean-scattering ceremony, the temple was built when the monk Kobodaishi was 42 years old. During the event of the bean-scattering ceremony, the temple was built when the monk Kobodaishi was 42 years old.
T: 0898-25-3939 (Imabari Citizen’s Festival Promotion Association)

Other Information
Outdoor Activities Information
21 - 22
Cycling Information
23 - 24
Local Cuisines / Local Specialties
25 - 27
Souvenirs
27 - 28
Onsen Information
29
Accommodation
30
Transportation Network
31 - 32
Event Information
33
20th Anniversary of Setouchi Shimanami Kaido

Information

Imabari District Tourist Information Center
(English available) ☎️ 0898-36-1118

Imabari District Tourism Association
http://www.oideya.gr.jp/ (English available) ☎️ 0898-22-0909

Imabari City Tourism Division
1-4-1 Bekkucho Imabari Ehime ☎️ 0898-36-1541
http://www.city.imabari.ehime.jp/ (English available)

Shimanami Kaido Information (SHIMANAMI JAPAN)
http://shimanami-cycle.or.jp/ (English available)

Tobishima Kaido Information
http://www.tobishima-kaido.net/ (English available)

Ehime Tourism Information Web site
https://www.iyokannet.jp/ (English available)

Asakura Branch Office ☎️ 0898-56-2500
Tamagawa Branch Office ☎️ 0898-55-2211
Namikata Branch Office ☎️ 0898-41-7111
Onishi Branch Office ☎️ 0898-53-3500
Kikuma Branch Office ☎️ 0898-54-3450
Yoshiumi Branch Office ☎️ 0897-84-2111
Miyakubo Branch Office ☎️ 0897-86-2500
Hakata Branch Office ☎️ 0897-72-1500
Kamiura Branch Office ☎️ 0897-87-3000
Omishima Branch Office ☎️ 0897-82-0500
Sekizen Branch Office ☎️ 0897-88-2111

Real-time access to movies while cycling the Shimanami Kaido

1. Download our free smartphone app 📲 COCOAR
2. Start the app and point your camera at the above QR code
3. You can view the clip after your confirmation sound!

Facebook
https://www.facebook.com/imabaritourism/

Instagram
https://www.instagram.com/imabarikankou/

Japanese ☑️ English ☑️ Traditional Chinese ☑️ Simple Chinese ☑️ Korean

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