


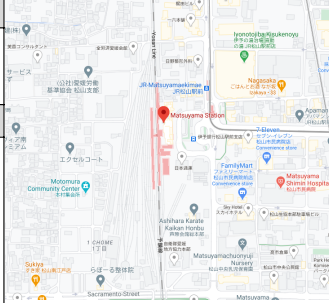



| Title  |   |  | Visit Matsuyama in Ehime, a town of high culture. Matsuyama Castle & Dogo Hot Springs Walking Tour |                        |   | Region : Matsuyama City, Ehime Prefecture  |  |  |
|--|---|--|--|------------------------|---|--|--|--|
| Overview   | From Japan's oldest hot springs to a castle tower with a spectacular view, Matsuyama is full of must-see spots!   |  |  | Language Support       | Languages Available                                 | ■ Japanese ■ English ■ Chinese □ Other   |  |  |
|  |   |  |  |                        | Language completion tools                           | ■ Yes / □ No   |  |  |
|  |   |  |  |                        | Interpreter available                               | ■ Yes / □ No   |  |  |
|  |   |  |  |                        | Guide information                                   | 1 multilingual tour guide staff (Japanese, English, Chinese), who has passed an independent assessment   |  |  |
| Unique Selling Points  | I .Visit Matsuyama Castle, dating back to the time of the samurai, and enjoy a spectacular view of the city of Matsuyama.   |    |  |                        | Participant Requirements                            | None   |  |  |
| Unique Selling Points  | II .A building listed in the Michelin Guide, where you can take a commemorative photo.  |   |  |                        | Cancellation Policy                                 | Free cancellation up to 48 hours before  |  |  |
| Unique Selling Points  | III .Partake in the local specialties, at two shopping streets with very different atmospheres.   |  |  |                        | Precautionary considerations                        | •The basic tour route does not include bathing at the Dogo Onsen Honkan. Guests who wish to do so, please let us know in advance on the day of the tour.<br>•The location “Dogo Giyaman Glass Museum” is closed on Wednesdays. Please note that if any other locations are temporarily closed, they may also be changed. |  |  |
|  |   |  |  |                        |   |  |  |  |
| Itinerary  | Meet up and explanation: Matsuyama Station<br><br>1・Dogo Onsen Station 15 min.<br>2・Botchan Karakuri Clock 10 min.<br>3・Isaniwa Shrine 15 min.<br>4・Dogo Onsen Honkan 10 min.<br>5・Dogo Giyaman Glass Museum 20 min.<br>6・Dogo Haikara Street 50 min.<br>7・Bansuiso 30 min.<br>8・10 FACTORY Matsuyama Main Store 20 min.<br>9・Matsuyama Castle 70 min.<br>10・Matsuyama Castle Ninomaru Historic Site Garden 25 min.<br>11・Okaido Shopping Street 20 min.<br><br>【Outline of each spot】<br>•Dogo Onsen Station: The terminal station of Matsuyama’s streetcar, and one of the symbols of the city. As you get off the station, the hot spring resort of Dogo Onsen spreads out before you. The station building is a reconstruction of the old building, built in 1911, with Western-style architecture with a modern touch.<br><br>•Botchan Karakuri Clock: A symbol of Dogo Onsen, this clock features mechanical figures that come to life every hour, complete with music. The dolls are modelled after characters from famous Japanese novels set in Matsuyama. While enjoying the footbath, using hot spring water from Dogo Onsen, wait for the “Karakuri” to start moving! This is a perfect photo spot.<br><br>•Isaniwa Shrine: This shrine was built on the site of a palace erected by the emperor and empress on their visit to Dogo Onsen, about 1800 years ago. The vermilion-red main shrine was built 350 years ago, and is one of only three in Japan featuring this architectural style. The 135 steps leading up to the shrine grounds are powerful, and worth a visit.<br><br>•Dogo Onsen Honkan: A building that showcases the 3,000 years of history of Dogo Onsen, it is a must-visit in Matsuyama! Built about 120 years ago, this is a national important cultural property, currently undergoing conservation and repair work. It was awarded three stars in the Michelin Guide.<br><br>•Dogo Giyaman Glass Museum: A museum housing exhibits on Japanese glass works. There are about 300 pieces of glass on display, ranging from several hundreds of years to about 100 years ago. The garden is also decorated with glass objects, and a highlight of the building. Here, you can catch a glimpse of Japan’s modern history, one that has developed while incorporating Western technology.<br><br>•Dogo Haikara Street: A shopping street that runs from Dogo Onsen Station to Dogo Onsen Honkan. There are about 60 souvenir shops, restaurants, and other stores lining the street. You can taste “Tai meshi” (sea bream rice), “Jakoten” (fish cake), “Botchan dango” (sweet dumplings), as well as other specialties of Ehime. There are so many wonderful stores that it is hard to choose which one to enter!<br><br>•Bansuiso: A western-style building, built about 100 years ago. Resembling a work of art unto itself, the entire building is lavishly decorated, an example being the beautiful stained glass windows on the staircase walls, which reflect the thoughts of the builders, living through turbulent times.<br><br>•10 FACTORY Matsuyama Main Store: A store selling orange-related products, a specialty of Ehime, the largest producer of oranges in Japan. Here, you can buy products such as mandarin juice and gelato, and also gifts such as jams and dried fruits.<br><br>•Matsuyama Castle: Built in the days of the samurai, the castle is one of only 12 remaining in Japan from the period. Built on a mountain 132 metres above sea level, it offers a spectacular view of the city and the Seto Inland Sea in the distance.<br><br>•Matsuyama Castle Ninomaru Historic Site Garden: A Japanese garden with a unique design, it reflects the layout of the former residence of the feudal lord of Matsuyama, with plants and running water. This is a famous spot not only for tourists, but also as a place to take commemorative photographs.<br><br>•Okaido Shopping Street: Said to be the largest shopping street in Shikoku, surrounded by huge arcades, it is frequented by many people day and night, creating a lively atmosphere. Take a stroll while enjoying popular local snacks. |  |  | Other Plan Information | In case of bad weather, emergency, delay or no show | •If you do not arrive at the departure point within 60 minutes of the agreed time, it will be treated as a no-show.  |  |  |
|  |   |  |  |                        |   |  |  |  |
|  |   |  |  |                        | Insurance Support                                   | ■ Yes / □ No   |  |  |
|  |   |  |  |                        | Inventory Management                                | □ Yes / ■ No   |  |  |
| Reservation Information  | ■ Operation hours   |  | ■ Number of tours  |                        | Contact Information                                 | otomo corporation / 03-6876-6003<br>3F Mitomi Building, 3-13-3 Hongo, Bunkyo-ku, Tokyo 113-0033, Japan   |  |  |
|  | All year round (except New Year holidays), from Monday to Sunday  |  | Dependent on number of requests  |                        | Support hours                                       | 10:00~19:00  |  |  |
|  | ■ Duration and start time   |  | ■ Number of people   |                        | Inquiry email address                               | notice_partner-reservation@otomo-travel.com  |  |  |
|  | Duration : 7hours<br>Start times : 9am, 10am  |  | 1 to 6 people  |                        |   |  |  |  |
| Meeting point and access   | ■ Access via public transport   |  |                | Package Information    | Price (Tax included)                                | Contact us for pricing   |  |  |
|  | Matsuyama Station   |  |  |                        | Options / Price                                     |  |  |  |
|  | Accessible from the Yosan Line  |  |  |                        | What’s Included                                     | Guide fee, guide expenses, insurance   |  |  |
|  | ■ Address of meeting place  |  |  |                        | What’s Not Included                                 | Transportation, entrance fees, meals, souvenirs and experiences (Recommended minimum cash amount: 4,200 yen/person)  |  |  |
| Matsuyama Station<br>1 Minami-Edo, Matsuyama City,<br>Ehime, 790-0062, Japan |   |   |  |                        |   |  |  |  |