1 Matsuyama Castle
Matsuyama Castle rises to the sky on top of Katsuyama Hill (132 meters above sea level), and is adored by locals as the symbol of Matsuyama City. The main plaza is well known for cherry blossoms and has long been a place of recreation and relaxation for the citizens. Matsuyama Castle was originally built by Yoshiaki Kato, who was one of the seven spear warriors who successfully fought at the battle of Shizugatake.

2 Matsuyama Castle Ninomaru Historical Garden
Matsuyama Castle Ninomaru Historical Garden is roughly divided into two sections; namely the site of Outer Palace and the site of Inner Palace. In the outer palace area, the former room layout is now represented by citrus trees, grasses and flowers that come from various places in this region. The Inner Palace side is called "Ryusui-en" (or Water Flowing Garden), and water and sand are used to show the former room layout. The "Rinsen Garden" (or Forest Fountain Garden) expresses "wabi" (quiet refinement) and "sabi" (elegant simplicity).

3 Matsuyama Castle Ropeway
About 5 minutes on foot from Iyotetsu Ohkaido Station or about 6 km from Matsuyama IC.
It is very convenient to use this ropeway when you go up to Matsuyama Castle. The ride takes three minutes.

4 Gudabutsu-an
(Ehime Prefectural Museum Branch, Local Art Museum)
About 10 minutes on foot from Iyotetsu Ohkaido Station or about 7 km from Matsuyama IC.
Sadakoto Hisamatsu, the 15th generation lord of the former Matsuyama domain family built this historic steel-reinforced concrete building as his residence in Matsuyama. It was designed and built by Shichiro Kine, a well-known architect. It is used as an Ehime Prefectural Museum Branch, which periodically organizes special exhibitions.

5 Bansui-so
About 10 minutes on foot from Iyotetsu Ohkaido Station or about 7 km from Matsuyama IC.

6 Ehime Prefectural Museum
Very near Iyotetsu Minamihotobata Station or about 7 km from Matsuyama IC.
It has about 1,800 works of art from both Japan and abroad, offering an opportunity to the residents of the prefecture to appreciate excellent works of art.

7 Matsuyama Sogo Koen or Park Complex
About 10 minutes by bus from JR Matsuyama Station or about 8.5 km from Matsuyama IC.
An observation tower in the style of old European castles soars to the sky, commanding a panoramic view of Matsuyama City. Attractions inside the park include a flower garden, a children’s park, an observation plaza and a camellia garden.

8 Mingei Iyo Kasuri Hall
About 10 minutes by bus from JR Matsuyama Station or about 9 km from Matsuyama IC.
This is a comprehensive reference library specializing in Iyo kasuri (splashed pattern textiles), a traditional folk art product of Ehime. It exhibits ancient textile weaving looms and dyeing pots, and also holds demonstrations and sells products. You can see the entire process of producing Iyo kasuri. The indigo dyeing experience course and souvenir corner are also very popular.