Uchiko Town Access Information





From Tōkyō, Ōsaka, and Kyushu to Matsuyama Airport

- About 1 hour and 25 minutes from Tokyo
- About 50 minutes from Ōsaka
- About 50 minutes from Fukuoka



From Matsuyama Tourist Port/Ferry

About 2 hours and 40 minutes from Hiroshima

From Matsuyama Tourist Port/High-speed ship About 1 hour from Hiroshima

From Yawatahama Port/Ferry

- About 2 hours 15 minutes from Usuki
- About 2 hours and 30 minutes from Beppu

From Misaki Port/Ferry

About 70 minutes from Saganoseki

By Bus

From Matsuyama City, Ōzu and Yawatahama lyotetsu Bus

- About 1 hour from Matsuyama
- About 20 minutes from Ōzu
- About 40 minutes from Yawatahama Bus stops = Chisei Bridge, Uchiko, Ikazaki-guchi, Ikazaki-ekimae

By Train

JR Yosan Line and Uchiko Line

- About 25 minutes from Matsuvama by express train and about 60 minutes by local train
- About 23 minutes from Yawatahama by express train About 50 minutes from Uwajima by express train



About 40 minutes by expressway from Matsuyama Airport To make your trip to Uchiko even more enjoyable

To enjoy this journey to the fullest...



Uchiko Taxi Tel: 0893-44-2345

Ikeda Taxi Tel: 0893-44-2191

Tachikawa Taxi Tel: 0893-45-0129

Rental bicycle

- Tabirian Tourist Information Centre Opening hours: 9:00 - 17:00 Closed: New Year's Holiday Tel: 0893-43-1450
- Uchiko Town Visitors' Centre Opening hours: 9:00 - 16:30 Closed: Thursdays and New Year's Holiday Tel: 0893-44-3790
- Townscape Parking Lot Opening hours: 8:30 - 18:00 (closes at 17:00 from Oct. to Mar.) Closed: New Year's Holiday Tel: 0893-44-5347

Uchiko Town Visitors' Centre "A-runze". Uchiko Town Tourism Association

2020 Uchiko, Uchiko Town, Kita-gun, Ehime 791-3301 Tel: 0893-44-3790 Fax: 0893-44-3798



Townscape and Regional Promotion Section, Uchiko Town Hall

1515 Uchiko, Uchiko Town, Kita-gun, Ehime 791-3392 Tel: 0893-44-2118 March 2025 (Reproduction without permission is prohibited.) Information as of March 2025

















Uchiko at a glance

The charming and traditional town of Uchiko is located in the centre of Ehime Prefecture, about 40 km southwest of the prefectural capital, Matsuyama City. The town covers an area of 299.5 km², and the Oda River, a tributary of the Hijikawa River, flows through the entire area. Although only a small area is flat, and approximately 77% is forest, the area is blessed with fertile soil and a warm, humid climate. In particular, the cultivation of agricultural products such as persimmons, chestnuts, grapes, pears, peaches and shiitake mushrooms is widespread and thriving. Uchiko is also surrounded by many mountains and nature, including the Odamiyama Valley, a national forest.

In 2005, Uchiko Town merged with Ikazaki Town and Oda Town, and the current population is approximately 14,000.

During Japan's period of rapid economic growth from 1954 to 1973, buildings spread across the country, and concrete buildings became the norm. Despite this, Uchiko Town maintains cultural heritage, traditional techniques, and old-fashioned lifestyles at a high level.

Uchiko Town is working to maintain the Preservation District for Groups of Traditional Buildings, which was built from the Edo period(1603-1867) to the Taishō period(1912-1926) and has a unique Japanese landscape and character.

In 1986, Uchiko Town held a symposium to learn about the movement to preserve traditional townscapes, and invited the mayor of Rothenburg ob der Tauber in Germany, to give a lecture. This led to the start of youth exchange, and in 2011 the two cities signed a sister city agreement. At the Karari Roadside Station, visitors can enjoy the taste of authentic Bavarian sausages made by a sausage maker trained in Rothenburg.

Japanese tourists who visit Uchiko from the noisy cities find a glimpse of old Japan, and feel a certain nostalgia.

We hope you will explore the town centre, farming villages and mountainous areas of Uchiko with us. Now is the time to discover the history of Japan.

Historic District Preservation Area (Yōkaichi & Gokoku Area)

From the Edo period (1603-1867) to the Meiji period (1868-1912), the Yōkaichi & Gokoku area prospered as a center for the production of Japanese wax. Today, the Yōkaichi & Gokoku area

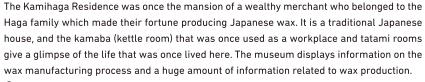
is lined with houses painted with plaster that give a sense of the atmosphere of the time. In the early 1970s, a movement to protect the historical district of Uchiko began, and in 1982, Uchiko was selected as the first Important Preservation District for Groups of Traditional Buildings in Shikoku. Today, there are more than 120 nationally designated Preservation Districts in Japan, but what makes Uchiko different from the others is that the residents actually live in the traditional houses, and you can feel the breath of life in the townscape. In order to restore traditional houses and preserve the appearance of the townscape, various regulations have been established in the area, and permission from the government is required for repairs and renovations. In addition, compared to modern construction methods, the cost of restoring the buildings using traditional materials and methods is high, the residents carry out the repairs while making use of national and local government subsidies. With the cooperation of the local residents, preservation efforts have been underway in this area for over 40 years in collaboration with the local government. As the local people play a major role in this movement, the preservation of the historical district is strongly linked to the protection of history and local culture. Thanks to the cooperation and understanding of the local people, the historic townscape of Uchiko has retained its dated appearance to this day.







Japanese Wax Museum & Kamihaga Residence (National Important Cultural Asset)



- 2696 Uchiko, Uchiko Town
- **** 0893-44-2771
- **9**:00 16:30

Closed: New Year's Holiday (29 Dec. to 2 Jan.)

- ₱ 500 yen, elementary and junior high school students: 250 yen
- Use the Townscape Parking Lot



Ōmura Residence (National Important Cultural Asset)

The Omura Residence, built between 1789 and 1801, is one of the oldest private residences in Uchiko's townscape and was also used for indigo dyeing during the Meiji period. It is now designated as a National Important Cultural Asset.

- 2892 Uchiko, Uchiko Town
- 0893-44-5212 (Yōkaichi & Gokoku Historic District Preservation Centre)
- * Only the exterior can be viewed





Honhaga Residence (National Important Cultural Asset)

This mansion was built during the peak of Uchiko's wax production, and was the main residence of the Haga family, a wealthy merchant family that made its fortune from the production of Japanese wax. The gorgeous decorations, such as the artistic plasterwork and ridge-end tiles, are more prestigious and precious than those of other buildings. Only the garden and the exterior of the building are open to visitors.

- 2888 Uchiko, Uchiko Town
- 📞 0893-44-5212 (Yōkaichi & Gokoku Historic District Preservation Centre)
- (garden): 9:00 16:30

Closed: New Year's Holiday (29 Dec. to 2 Jan.)

* The exterior and garden are open to visitors.



Machiya Museum

This is a museum that has been restored and repaired from a townhouse built in 1793. The earthen floor is used to display everyday items, giving us a glimpse of life in those days.

- **♀** 3023 Uchiko, Uchiko Town
- 0893-44-5212 (Yōkaichi & Gokoku Historic District Preservation Centre)
- 9:00 16:30

Closed: New Year's Holiday (29 Dec. to 2 Jan.)

Free admission







Museum of Commercial & Domestic Life (Registered Tangible Cultural Property)



This traditional mansion of a wealthy merchant was once owned by the Sano family, who began their pharmacy business in Uchiko Town in 1897, but it has been rebuilt and is now used as a museum. Using life-size models, scenes of daily life such as meals are depicted, so you can get a feel for the actual lives of merchants in the Taisho period (1912-1926).

• 1938 Uchiko, Uchiko Town

L 0893-44-5220 **P** 9:00 - 16:30 Closed : New Year's Holiday (29 Dec. to 2 Jan.)

Adults: 200 yen, elementary and junior high school students: 100 yen



Yōkaichi & Gokoku Historic District Preservation Centre

The Historic District Preservation Centre is a central facility for townscape preservation activities in traditional neighbour-hoods. In addition to introducing the history and mechanisms of townscape preservation activities, the museum also exhibits historical buildings and their structures, as well as carpentry tools, and is used as a base for activities by residents of the preservation district.

211 Shiromawari, Uchiko Town

0893-44-5212

9:00 - 16:30

Closed: Tuesdays, National Holidays, and New Year's Holiday (29 Dec. to 3 Jan.)

Free admission

Former movie theatre - Asahikan (Registered Tangible Cultural Property)

This movie theatre was built in 1925, but closed in 1968. In 2013, a preservation society was formed for town events which are held several times a year.

2307 Uchiko, Uchiko Town

6 0893-44-3057 (Moribun Jōzō)

* The exterior is open to visitors.







Uchiko-za Theatre (currently closed for repairs; you can visit the Uchiko-za dressing room)(National Important Cultural Asset)



Uchiko-za is a wooden theatre that was built in 1916 with funds raised by the townspeople. At the time, Uchiko-za was the main entertainment venue in the town, where kabuki (classical Japanese theatre) and bunraku (puppet theatre) were performed, but as time went on, the number of performances gradually decreased, and the building was in danger of being torn down due to deterioration. In order to preserve this historically valuable theatre, the Uchiko-za was restored in 1985 and transformed once again into a theatre. Uchiko-za is a base for cultural arts and local event still to this day.

* The theatre will be closed for about four years from September 2024 for large-scale repair work, but you can still visit the dressing room behind Uchiko-za. You can see the renovation work being carried out on the Uchiko-za theatre up close, and you can also see exhibits and photos of past performances at the Uchiko-za. You can also buy original Uchiko-za goods.

2102 Uchiko, Uchiko Town

**** 0893-44-2840

9:00 - 16:30

Closed: New Year's Holiday (29 Dec. to 2 Jan.)

400 yen, elementary and junior high school students: 200 yen

P 8 spaces (may not be available due to repair work)



The only Japanese candle shop in Ehime that has been in business for 200 years since the Edo period.

Omori Japanese Candle Maker

It is the only handmade Japanese candle store in the prefecture. Japanese candles are made from the fruit of the Japanese wax tree, rather than petroleum, and are made using a unique method that involves layering the wax, so that the cut surface looks like tree rings. Uchiko Japanese candles are completely unpainted and uncolored, and they are characterized by their large, bright, warm flame and the wax does not drip easily. These are traditional goods that can only be purchased here.

2214 Uchiko, Uchiko Town



A fusion of traditional crafts with a combination that is unique in the world



Washi Gilding (Ikazaki Shachū Showroom)

Uchiko's traditional craft of Ōzu Washi paper is fused with the French metal leaf decoration technique of gilding to create new value. If you make a reservation in advance, you can also try your hand at Japanese paper gilding.

• 1240-1 Hiraoka-ko, Uchiko Town (inside Tenjin Sanshi)

**** 0893-44-4403



Four generations of tradition and skill, the blacksmithing techniques that have been passed down

Wrought Iron Workshop - Jizai Kōbō Blacksmith

This is a blacksmith shop that handcrafts candlesticks that go well with Uchiko's traditional Japanese candles. You can buy various candleholders. Visitors can also experience candleholder making by making a reservation in advance and create their own unique candleholder.

3572 Uchiko, Uchiko Town

Q 0893-44-3310 **P** 10:00 - 17:00

* Advance reservations are required for the candlestick-making experience.





Thin, beautiful handmade Japanese paper, a tradition passed down through the ages.

Ozu Washi (Tenjin Sanshi Japanese Paper Factory)

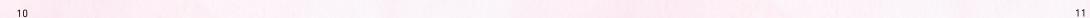
Ōzu Washi is a traditional craft that remains in Uchiko, and the Japanese paper is produced using the traditional "nagashi-suki" technique. It is still hand made by Japanese paper artisans.

• 1240-1 Hiraoka, Uchiko Town

Q 0893-44-2002 **Q** 8:30 - 17:00

Closed: Saturdays, Sundays, National Holidays, Obon(Mid August), and New Year's Holiday













Ikazaki Kite Museum

There is an exhibition of around 400 kites from Japan and overseas. You can see up close the "kenka-dako" (fighting kites) and "gagari" (tools attached to the kite string) that are actually used in the "Ikazaki Kite Battle" (traditional event in Uchiko Town). Visitors can enjoy flying kites for free, and there is also a kite-making experience (for a fee, reservations required).

- 1437 Ikazaki-ko, Uchiko Town
- **** 0893-44-5200
- **9**:00 16:30

Closed: Mondays and New Year's Holiday (29 Dec. to 2 Jan.)

- Adults: 300 yen, elementary and junior high school students: 150 yen
- ② 30 spaces

Yuge Shrine (Arched Bridge)

This shrine is said to have been founded in 1396. The shrine is surrounded by a pond, and you cross an arched covered bridge to visit it. The scenery of shrines in this district showcases the beauty of Japan. Cherry blossoms in spring and irises in early summer color the area. Ishidatami Higashi, Uchiko Town



📞 0893-44-2118 (Townscape and Regional Promotion Section, Uchiko Town Hall)



Tamaru Bridge (Town-designated tangible folk cultural property)

This covered bridge is said to have been built in 1944. The roof prevented the bridge from rotting, and it was later used as a warehouse for charcoal and other goods. It is currently designated as a tangible folk cultural property of the town.



- Kawanouchi, Uchiko Town
- 0893-44-3790 (Uchiko Town Visitors' Centre) 0893-44-2118 (Townscape and Regional Promotion Section, Uchiko Town Hall)



Tenjin Sanshi Japanese Paper Factory

Uchiko Town was a centre of high-quality Japanese paper production, thanks to the plentiful water from the Oda River. The Tenjin Sanshi Japanese Paper Factory has been producing Japanese paper using the traditional "nagashi-suki" technique for a long time. At Tenjin Sanshi Japanese Paper Factory, visitors can observe the production process of handmade Japanese paper and try their hand at making paper for a fee. In addition, at the souvenir shop next to the factory, you can buy handmade original Japanese paper and attractive accessories made from Japanese paper.

- 1240-1 Hiraoka, Uchiko Town
- 0893-44-2002
- **9** 8:30 17:00

Closed: Saturdays, Sundays, National Holidays, Obon(Mid August), and New Year's Holiday

20 spaces

The gift shop is open on Saturdays, Sundays and national holidays.







JAPANESE STYLE ACCOMMODATIONS IN UCHIKO

Further information on accommodations can be found here





Ishidatami-no-yado

- 2877 Ishidatami, Uchiko Town
- **\(0893-44-5730**



Guest house and bar - Uchikobare

- 3025 Uchiko, Uchiko Town
- 0893-57-6330



Uchiko Inn Hisa

- 2871 Uchiko, Uchiko Town
- 0893-44-5735

Natural Monument: Village of Giant Trees

Odamiyama, Nakagawa, Uchiko Town

0892-52-3111 (Uchiko Town Hall Oda Branch)

birds.

Odamiyama Keikoku (Odamiyama Valley)

The Odamiyama Valley is located in a national forest at an altitude of 750 to 1,560 meters above sea level, and the valley extends for 10 km along the main stream. Here, you can see nature in its pristine state, and enjoy the beautiful scenery of Japan's four seasons, such as the fresh greenery of summer and the autumn leaves. In addition, there is a 1.5 km long

walking trail in Odamiyama, so you can enjoy walking and hiking. This is a scenic spot where you can encounter seasonal wildlife such as fireflies, amago trout, and various species of

Thanks to the unique topography of the Odamiyama Valley, the Oda District of Uchiko Town is home to many giant trees. In the Sangawa District at the foot of Odamiyama, there is a shrine dedicated to giant trees which have been designated as natural monuments by the prefecture. Feel the spiritual power of this sacred place.



Hirose Shrine
Oak trees
Japanese zelkova

Mishima Shrine Ginkgo



Uchiko Inn Cocoro

- 1949 Uchiko, Uchiko Town
- 0893-44-5735



Auberge Uchiko

- 485-2 Ikazaki-otsu, Uchiko Town
- 0893-44-6565







From JR Uchiko Station to Yokaichi & Gokoku Area

Take a leisurely stroll through the nostalgic streets, as if you've slipped back in time. Please enjoy the charm of Uchiko Town to the fullest by efficiently visiting the typical tourist spots and shops.

START JR Uchiko Station

> First, gather information at the tourist information center "Tabirian" next to the station.

SPOT 1 Uchiko-za Treatre

currently closed for repairs, but you can still visit 10 minute the dressing room in the backstage area

SPOT 2 Museum of Commercial & Domestic Life 5 minute

SPOT (3) Ömori Japanese Candle Maker

You can buy handmade Japanese candles here.

SPOT 4 Yōkaichi & Gokoku Area

A guided tour of the town with a townscape guide 4 minute (reservation required) is also recommended.

SPOT (5) Uchiko-no-wa 2 minute

a shop where you can buy traditional crafts and handmade goods from Uchiko Town

SPOT 6 Honhaga Residence and Omura Residence exterior only, free of charge 4 minute

SPOT 7 Japanese Wax Museum & Kamihaga Residence 5 minute

Kōshō-ii Temple (Reclining Buddha)





Yōkaichi & Gokoku Area Ikazaki Pottering Course

This is a pottering course for beginners that runs through the peaceful scenery of the Uchiko townscape area and the neighboring Ikazaki District.

START JR Uchiko Station

10 minutes

SPOT (1) Ryūō Park

A park on a small hill overlooking the city. There is a viewing platform, 5 minutes walking paths, and play equipment.

SPOT (2) Ikazaki Kite Museum

You can see kites from around the world, and also try making a kite (for 10 minutes a fee).

SPOT (3) Okamori Shrine

Walking around the shrine grounds, which are surrounded by rich nature 5 minutes in each season, will heal your body and soul.

SPOT (4) Tenjin Sanshi Japanese Paper Factory

You can buy handmade Japanese paper products 15 minutes directly from the factory.

SPOT (5) Yōkaichi & Gokoku Area

Uchiko Town prospered from the production of Japanese wax from the late Edo period to 15 minutes the Meiji period

JR Uchiko Station

Bicycle rental information



Uchiko Town Cycling Map



Yōkaichi & Gokoku Area START/GOAL JR Uchiko Station Yōkaichi & Gokoku Area Ikazaki Pottering JR Ikazaki Course ←To Ōzu City Okamori Shrine Ryūō Park chiko Town Hall Ikazaki Kite Museum Tenjin Sanshi Japanese Paper Factory

To Matsuyama City

Locations for renting bicycles

- Tabirian Tourist Information Centre (E-bikes available)
- 9:00 17:00 Closed: New Year's Holiday
- 0893-43-1450
- Uchiko Town Visitors' Centre (E-bikes available)

Closed: Thursdays and New Year's Holiday (29 Dec. to 3 Jan.) 0893-44-3790

- Townscape Parking Lot
- **8:30 18:00 (closes at 17:00 from Oct. to Mar.)** Closed: New Year's Holiday
- 0893-44-5347



[Meet The Local] Washi and Paper craft Tour

Book here



Visitors can tour the Tenjin Sanshi Japanese Paper Factory, which makes Japanese paper using traditional techniques, experience paper-making, and create their own original Japanese binding notebook using the paper they made themselves for the cover. After that, you can buy small souvenirs from the "origami vending machine", and finally, you can visit the "Ikazaki Kite Museum" to learn about Ikazaki kites and the history of this region. On some fine days, visitors can experience flying kites along the river.

All of these spots are located in the Ikazaki area on the outskirts of Uchiko Town. This tour goes on by rental E-bikes, and a local guide will read you the way and tells you the stories of this area. An English (French) guide will be provided so that you can get to know the town better. Please enjoy "Real Japan" in this peaceful riverside town.

⟨Time Schedule (by bicycle)⟩

12:30 Meet at Uchiko Town Visitors' Centre or JR Uchiko Station

13:00 Tenjin Sanshi Japanese Paper Factory

14:00 Japanese binding notebook workshop

15:15 Origami vending machine

16:00 | Ikazaki Kite Museum

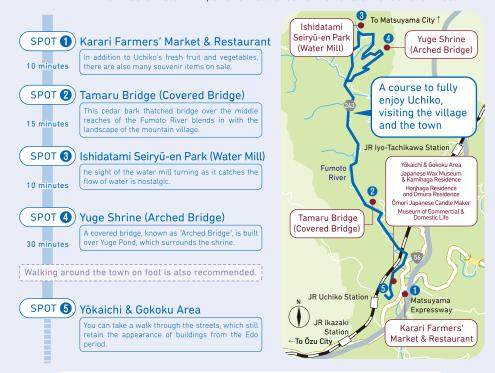
:00 Return to the meeting place

By Car



A course to fully enjoy Uchiko, visiting the village and the town

This is a fulfilling course that takes you to the scenic Ishidatami District, where the original scenery of Japan remains, and allows you to drive around scenic spots such as the covered bridge, Yuge Shrine, and Seiryū-en Park, which has a water mill, and to walk around the Yōkaichi & Gokoku Area.





ATTRACTIVE EXPERIENCES



HANAYOME - Bridal photo session

Please enjoy the event of taking commemorative photos in the historic town of Uchiko while wearing traditional Japanese wedding costumes with "HANAYOME". This photo session program is open to everyone: brides and grooms, LGBT couples, couples celebrating anniversaries, and even just individuals who would like to try this unique experience.



Kimono rental and dressing service

Kimono rental in a historic townscape You can stroll through the historic streets of Yōkaichi & Gokoku in a kimono.

You can choose your favorite kimono from a selection of 20 to 30 silk kimonos.

We also have men's kimonos, so we also recommend this for couples.



Various workshops organized by Uchiko Handicraft Association

We recommend this for sightseeing plans that incorporate walking.

Uchiko-no-wa is a house of a craftsman in the historic preservation district. You can enjoy a variety of experiences.

Reservations are required, so please make an appointment prior to your visit.

C 0893-44-7776 (reservations)



There are many "attractive experiences" that you can only enjoy by coming to Uchiko Town.



Waterfall experience

Detoxify your body and mind by being splashed by the waterfall at Momijigataki in the Misogi District, and feel the power of nature with your whole body.

4. 0893-43-0620 (reservations)



Tenjin Sanshi Japanese Paper Factory - Paper making experience

Handmade Japanese paper making experience as a gift to yourself as a memory of Uchiko \$\,\ 0893-44-2002 (reservations)





Kite making experience

For a memorable Uchiko experience, why not try making an Ikazaki kite with Japanese paper made using traditional techniques? You can also fly kites on the nearby Oda River.



