

Englishh Haiku Tour

Journey to Haiku: Colors of Autumn

English Haiku Tour in Matsuyama

Matsuyama, Ehime Prefecture, is the hometown of Masaoka Shiki, a pioneer of haiku innovation. Shiki defined the term "haiku," placed *shasei* (sketching from life) at its core, and laid the foundations for modern haiku culture. Today, haiku is deeply rooted in the daily lives of citizens, with around 90 "Haiku Post" boxes throughout the city and events such as the Haiku Koshien competition. Beloved by many haiku poets, Matsuyama is also the gateway to sightseeing in Shikoku, offering a unique blend of history, culture, and cuisine. The city is home to Dogo Onsen, Japan's oldest hot spring; Matsuyama Castle, one of the twelve surviving original castles; charming streetcars; Shikoku Pilgrimage temples; and delightful citrus sweets. As the largest city in Shikoku, Matsuyama offers affordable accommodations, scenic views of the Seto Inland Sea, abundant nature, and exquisite cuisine—sure to inspire every visitor. Why not spend an uplifting, relaxing moment on this tour and compose a haiku that reflects your own sensibility?

Tour Highlights

Visit beautiful spots in Matsuyama and nearby cities and towns. Enjoy daily *ginko* (haiku composition outings) and *kukai* (haiku gatherings). Explore famous sites with instructors, local haiku poets, and professional guides. Selected works by participants will be featured on our website. Choose and purchase the welcome dinner and 4-day itinerary options according to your preferences. A special discounted rate is offered when booking the full tour package. You may choose your preferred courses at your convenience.

Instructor / Navigator Profiles

Masako Kakutani

Born in Tokyo, Kakutani has studied haiku under Yuko Kagiwada since 1988. She has published several haiku collections, including *Honryū (The Mainstream)*, *Genryū (The Source)*, and *Chikusa Myaku (Underground Aquifer)*. Her critical works include *Reading 100 Haiku by Seishi Yamaguchi and Seeking the Currents of Haiku: Poets Who Passed Away in the Heisei Era* (winner of the Association of Haiku Poets and Museum of Haiku Literature Criticism Award). She has co-authored works such as *English Quatrains and Floral Sajiki*. Kakutani used to be a supervisor of the NHK World Haiku program. Now an instructor of English haiku courses, a board member of the Association of Haiku Poets and Museum of Haiku Literature and the International Haiku Association. She is also a counselor of the Museum of Modern Japanese Poetry, Essays and Literature, and a member of the Japan P.E.N. Club and wrote the "Haiku Critique" column for the Asahi Shimbun.



Kit Pancoast Nagamura

Kit Pancoast Nagamura is a poet, author, and travel writer who settled permanently in Japan and completed her doctoral studies here. She co-hosted NHK World's HAIKU MASTERS TV program for three years and has received numerous haiku awards, including top prizes at the Ito En Ocha International Haiku Contest, the Setouchi-Matsuyama International Photo-Haiku Contest, and first prize in the 2020 Santoka International Haiga Contest. Nagamura serves as a judge for various international haiku competitions. Her photographic works are held in private collections worldwide. She also wrote The Backstreet Stories column for The Japan Times (2008-) and co-authored 1,800 Japanese Expressions for Everyday Conversation (Kodansha International, 2010).



Schedule

TIME	2025-Nov-16 (Sun)	2025-Nov-17 (Mon)	2025-Nov-18 (Tue)	2025-Nov-19 (Wed)	2025-Nov-20 (Thu)
		①②③④⑤⑥ Set Plan: ¥100,000 (tax included) *Accommodation is not included.			
08:30					
09:00		① English Haiku and the Spirit of Matsuyama 9:00-13:00 Capacity: 30 participants Fee: ¥15,000 (tax included) Lecture + The Shiki Museum Tour + Lunch *Accommodation is not included.	③ Two Hermitages Tour 9:00-12:30 Capacity: 20 participants Fee: ¥20,000 (tax included) Haiku Walk at Kōshin-an & Issa-an + Lunch *Accommodation is not included.	⑤ Uchiko & Ōzu Excursion 8:30-18:00 Capacity: 30 participants Fee: ¥30,000 (tax included) Haiku Walk in Uchiko Town & Garyū Sansō + Feedback Session *Accommodation is not included.	⑥ Visiting sacred sites and an historic pilgrimage inn near Matsuyama 9:00-17:30 Capacity: 20 participants Fee: ¥20,000 (tax included) Haiku Walk at Sakamotoya, Yasaka-ji, Temple and Jōsuriji Temple + Feedback Session *Accommodation is not included.
12:30			④ Matsuyama Castle and Ninomaru Historic Garden Tour 12:30-17:00 Capacity: 30 participants Fee: ¥20,000 (tax included) Haiku Walk at Ninomaru Garden & Matsuyama Castle + Feedback Session *Accommodation is not included.		
13:00		② Ishite-ji Pilgrimage Walk 13:00-17:00 Capacity: 30 participants Fee: ¥15,000 (tax included) Haiku Walk + Writing and Feedback Session *Accommodation is not included.			
15:00					
17:00					
18:30	⑦ Welcome Dinner 18:30-20:30 Capacity: 20 participants Fee: ¥6,000 (tax included) All-you-can-drink included Networking Dinner @ Dogo Kinbei				⑧ Farewell Party 18:30-20:30 Capacity: 30 participants Fee: ¥12,000 (tax included) All-you-can-drink included Farewell Dinner @ Funaya Ryokan

Supported by: Association of Japanese Classical Haiku, Association of Haiku Poets and Haiku Literature, Modern Haiku Association, Haiku International Association.

Contact Information

JTB Corp. Matsuyama Branch, Tourism Development Producer TAKESHI TADASHIGE
Address: K-13 Building, 5th Floor 3-9-3 Sanbancho, Matsuyama, Ehime 790-0003, Japan
Tel: +81-89-943-3321 Fax: +81-89-934-6626 E-mail: matsuyama_eigy@jtb.com

For tour details, scan the QR code.



The 1st Matsuyama Inspires Photo English Haiku Contest – is on!!

For details, scan the QR code



English Haiku Contest

The 1st Matsuyama Inspires Photo English Haiku Contest

Capturing Moments in Photos, Expressing Them in Haiku

Inspired by Masaoka Shiki's concept of "*shasei*" (sketching from life), this contest invites you to record moments through photography and express them in English haiku. There are two categories: 1. Haiku inspired by a photo we provide and 2. Haiku inspired by a photo you took yourself. We look forward to receiving your finest creations.

Application Guidelines

Only haiku written in English will be accepted. Haiku written in Japanese are not eligible. Open to all applicants, regardless of nationality or place of residence.

Application Deadline

December 12, 2025 (Friday)

※ Submissions will be accepted online only (via the Amarys system).

Judge

Masako Kakutani

Born in Tokyo, Kakutani has studied haiku under Yuko Kagiwada since 1988. She has published several haiku collections, including *Honryū (The Mainstream)*, *Genryū (The Source)*, and *Chikusa Myaku (Underground Aquifer)*. Her critical works include *Reading 100 Haiku by Seishi Yamaguchi and Seeking the Currents of Haiku: Poets Who Passed Away in the Heisei Era* (winner of the Association of Haiku Poets and Museum of Haiku Literature Criticism Award). She has co-authored works such as *English Quatrains and Floral Sajiki*. Kakutani used to be a supervisor of the NHK World Haiku program. She is now an instructor of English haiku courses, a board member of the Association of Haiku Poets and Museum of Haiku Literature and the International Haiku Association. She is also a counselor of the Museum of Modern Japanese Poetry, Essays and Literature, and a member of the Japan P.E.N. Club and wrote the "Haiku Critique" column for the Asahi Shimbun.



Kit Pancoast Nagamura

Kit Pancoast Nagamura is a poet, author, and travel writer who settled permanently in Japan and completed her doctoral studies here. She co-hosted NHK World's HAIKU MASTERS TV program for three years and has received numerous haiku awards, including top prizes at the Ito En Ocha International Haiku Contest, the Setouchi-Matsuyama International Photo-Haiku Contest, and first prize in the 2020 Santoka International Haiga Contest. Nagamura serves as a judge for various international haiku competitions. Her photographic works are held in private collections worldwide. She also wrote The Backstreet Stories column for The Japan Times (2008-) and co-authored 1,800 Japanese Expressions for Everyday Conversation (Kodansha International, 2010).



Co-organizers
JTB Corp., Matsuyama Branch
Shikoku Tours Co., Ltd.

Supported by: Matsuyama City, Association of Japanese Classical Haiku, Association of Haiku Poets and Haiku Literature, Modern Haiku Association, Haiku International Association.

Contact Information

English Haiku Contest Organizing Committee

JTB Corp. Matsuyama Branch, Tourism Development Producer TAKESHI TADASHIGE
Address: K-13 Building, 5th Floor 3-9-3 Sanbancho, Matsuyama, Ehime 790-0003, Japan
Tel: +81-89-943-3321 Fax: +81-89-934-6626 E-mail: matsuyama_eigy@jtb.com

Production Supervision
Ruth Vergin
Board Member, Matsuyama International Association

◆Rules for English Haiku

1. A three-line structure is preferred.
2. Seasonal words (*kigo*) are optional.
3. There are no restrictions on syllable count.

[Number of Entries] Each participant may submit one haiku per category (1 and 2).

1 Themed Haiku Submission (Assigned Theme Category)

Three untitled photographs taken in Matsuyama will be posted on the website. Please select one photograph and compose a haiku inspired by it. Enter the photo number you selected and upload your haiku via the application form.

<Photos provided by the contest>

①



②



③



2 Free Haiku Submission (Open Theme Category)

Participants are invited to take their own photograph and compose a haiku based on it. Upload both the photograph and the haiku via the application form.

How to Apply

Fill out the online application form and submit your haiku(s) according to the rules above.

① Themed Haiku Submission (Assigned Theme Category)

② Free Haiku Submission (Open Theme Category)

(Details and links will be provided on the official contest website.)

Announcement

Winners of the Grand Prize and Excellence Awards will be notified by phone or email and announced on the website at the end of February 2026.

Prizes

① Themed Haiku Submission (Assigned Theme Category)

Grand Prize (1 winner): Equivalent to 20,000 JPY

Excellence Awards (2 winners): Equivalent to 3,000 JPY each

② Free Haiku Submission (Open Theme Category)

Grand Prize (1 winner): Equivalent to 20,000 JPY

Excellence Awards (2 winners): Equivalent to 3,000 JPY each

●Important Notes for Application

[General Rules]

Copyrights for the winning and selected works belong to the authors.

However, the organizer reserves the right to publish the winning and selected works in printed materials or on the official website.

[Assigned Theme Category]

Submitted haiku must be original, unpublished works for which the applicant holds the copyright.

Please ensure that the theme number is entered correctly.

[Open Theme Category]

Submitted haiku and photographs must be original, unpublished works for which the applicant holds the copyright. If the submitted photograph includes identifiable individuals, the applicant is responsible for obtaining permission for both photography and submission.

How to Apply

Online submissions only <https://amarys-jtb.jp/english-haiku2025/>

Please fill out the application form with the required information and submit your entry. The maximum file size for attached photographs is approximately 2MB to 4MB, so please adjust the size before uploading.

●Other Notices

The organizer reserves the right to change or cancel the contest without prior notice due to unavoidable circumstances.

●Handling of Personal Information

Personal information provided will be handled in accordance with the JTB Corporation's Privacy Policy.

The collected data will be used solely for purposes related to contest selection and communication.

For winning works, the author's name (pen name or real name), country, and prefecture will be announced.

This contest is conducted with financial support from the Japan Tourism Agency.

●Disqualification

Entries that violate the application guidelines may be disqualified or excluded from publication on the official website at the discretion of the organizer.



The English Haiku Monitor Tour in Matsuyama is on!!

November 16–20, 2025

For details, scan the QR code→

