

Local Markets and Events

Dogo Park

<June 6> 10:00-18:00

“YUZUKI-ichi” Admission free

Handcrafted goods, local foods, and more

Matsuyama City Community Center ('Komi-sen') Tel: 089-921-8222

<June 13> 10:00-15:00 (Entrance area)

“KIMAGURE-ichi” Admission free

Food items, beaded accessories, handmade goods, and more

Matsuyama Central Shopping Arcade (Okaido, Gintengai, Matsuchika Town)

<June 13, 20, and 27> 13:00-21:00

“DOYO-YOICHI 2026” (Summer Saturday Night Market)

Fashion accessories, clothes, food items, and more

Goldfish scooping experience (a traditional summer festival game)

Ehime World Trade Center ('Item Ehime') Tel:089-953-0130

<June 20 and 21> 20th: 11:00-19:00, 21st: 11:00-18:00 (Main Exhibition Hall B)

“SURIFT with Used Clothing Wholesale Warehouses CLASS 1 in Ehime”

Admission: 500 yen

Secondhand clothes, used clothes, and more

Access to Item Ehime:

From JR Matsuyama station

- About 15 minutes by car.

From Matsuyama Shieki station

- About 30 minutes by bus. Take the Iyotetsu bus departing from bus stop No.4, and get off at Item Ehime-mae.

Hanazono-machi Street

<June 21> 10:00-15:00

“OJOKA Marché”

Handcrafted goods, accessories, food items, and more

<June 28> 10:00-15:00

“MATSUYAMA HANAZONO Sunday Market”

Fancy works, beaded accessories, food items, and more

Dogo Nikitatsu-no-michi (Dogo Kita-machi 3 - Dogo Yuno-machi 12)

<June 28> 8:00-13:00

“DOGO NIKITATSU-NO-MICHI Sunday Morning Market”

Agricultural products, crafts, local products, and more

(This event may be canceled due to bad weather.)

Cools Mall Car Park (1125 Minara, Toon City)

<June 14 and 28> 9:30-15:30

“COOLS MALL Flea Market” Admission free

Clothes, daily necessities, accessories, childrenswear, and more

Access to Cools Mall:

-About 5 minutes on foot from Minara station on the Iyotetsu-Yokogawara line (26 minutes by train from Matsuyama Shieki station)

-About 30 minutes by car from Matsuyama Shieki station

Upcoming events in July

<July 4> Dogo Park

“YUZUKI-ichi” 10:00-15:00

<July 4, 11, 18, and 25>

Matsuyama Central Shopping Arcade (Okaido, Gintengai, Matsuchika Town)

“DOYO-YOICHI 2026” (Summer Saturday Night Market) 13:00-21:00