

Local Markets and Events

Dogo Park

<July 4> 10:00-15:00

“YUZUKI-ichi” Admission free

Handcrafted goods, local foods, and more

Matsuyama Central Shopping Arcade

(Okaido, Gintengai, Matsuchika Town)

<July 4, 11, 18, and 25> 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)

Matsuyama Ropeway Shopping Street (Okaido 3-chome)

<July 4, 11, 18, and 25> 16:00-21:00

“MONZEN-DOYO-YOICHI” (Monzen Saturday Night Market)

Sweets, foods, and more

Live Stage (in front of The Ehime Bank): Hula, belly dancing, and singing

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

<July 11> 10:00-15:00 (Entrance area)

“KIMAGURE-ichi” Admission free

Food items, beaded accessories, handmade goods, and more

Matsuyama Recycle Center (Rikkuru) (1-1-32 Kuko-dori)

<July 12> 10:00-15:00

“RIKKURU KURUKURU Market”

Unused items, daily necessities, childrenswear, and more

Hanazono-machi Street

<July 18> 16:00-20:00

“OJOKA Marché”

Handcrafted goods, accessories, food items, and more

Matsuyama Kankoko Port

<July 18> 17:00-21:00

“KANKOKKO-YOICHI”

Food stall, food truck, and more

Freestyle basketball performance by Shuta Yano, band performance, hula

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

<July 26> 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.)

Emifull Masaki Car Park (850 Higashikoizumi, Masaki Town)

<July 11> 16:00-20:00

“TAWAWA Festa Beer Garden”

Exquisite meat dishes and fresh vegetables from Masaki Town

Access to Emifull Masaki:

-About 5 minutes on foot from Koizumi station on the Iyotetsu-Gunchu line

(19 minutes by train from Matsuyama Shieki station)

-About 20 minutes by car from Matsuyama Shieki station

Cools Mall Car Park (1125 Minara, Toon City)

<July 12 and 26> 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