

Local Markets and Events

Matsuyama Okaido, Chifune-machi, Shiroyama Park

“Matsuyama Yakyuken Odori 2026” (Baseball-Dance Festival)

<August 7> 18:00-21:00

<August 8> 17:00-21:00

<August 9> 18:00-21:00 (Shiroyama Park only)

Matsuyama-born haiku poet Shiki Masaoka, who played a key role in popularizing baseball in Japan, inspired a lasting passion for the sport that gave rise to Yakyuken odori.

Shiroyama Park (Yasuragi Square)

“BONFES MATSUYAMA 2026”

Matsuyama-born haiku poet Shiki Masaoka, who played a key role in popularizing baseball

<August 14> 14:00 Open

Opening ceremony, New bon odori, Candle night, and more

<August 15> 14:00 Open

Stage performance, Karaoke competition, New bon odori, and more

<August 16> 10:00 Open

Grand finale

Nishihabu-higashishukaijo (816-1 Nishihabu-machi)

<August 22> 16:00-20:00

“GLEAM Marché Summer”

Handmade goods, accessories, food trucks, and more

Access to Nishihabu-higashishukaijo:

-About 35 minutes by bus. Take the Iyotetsu bus departing from bus stop No. 3 Densha Renraku (Yogo-Imazu Loop line), and get off at Yoshida-guchi. It is about a minute walk from there.

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

<August 23> 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.)

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

<August 30> 10:00-15:00 (Main Exhibition Hall)

“Ehime AOZORA Market”

Free admission, Free parking (Parking validation is required at the venue.)

Clothes, crafts, childrenswear, handmade goods, 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.

Tobe Zoological Park of Ehime Prefecture (240 Kamihara-machi, Tobe-cho, Iyo-gun)

<August 8 (Sat.), 15 (Sat.), 22 (Sat.), and 29 (Sat.)> 9:00-21:00 (Last admission: 19:30)

“TOBE NIGHT ZOO”

Admission: Adults (ages 18 to 64)

¥600

High school students (ages 15 to 17)

¥200

Elementary and Junior high school students (ages 6 to 14)

¥100

Seniors (ages 65 and over) with ID	¥300
Guests with disability ID	free
Children (ages 5 and under)	free

Access to Tobe Zoological Park of Ehime Prefecture:

From Matsuyama Shieki station

- About 50 minutes by bus. Take the Iyotetsu bus departing from bus stop No. 3, and get off at Tobe Dobutsuen-mae.
- About 30 minutes by car.

Cools Mall Flea Market (1125 Minara, Toon City)

The flea markets scheduled for August 9 and 23 have been canceled due to the expected Heat Stroke Alert.

Upcoming events in September

<September 5> Dogo Park

“YUZUKI-ichi” 10:00-15:00