

Cultural Events



2026 Guide Day

Date and Time: November 8 (Sun)
10:00 a.m. – 12:00 p.m.

Free Guided Tours: Mitsuhamma District
Meeting Point: Iyotetsu Mitsu Station
Language: English,

Please contact here,



We, SGG Matsuyama, will hold an event this fall. We are a group of volunteer guides, and each year we introduce an interesting place to guests living in and around Matsuyama City. This year, we have selected the Mitsuhamma area. Mitsuhamma is a historic port town with a long and rich past. It prospered during the Edo period, the age of the samurai, and the lords of Matsuyama used this port when traveling to Tokyo.

SGG Matsuyama
Ehime Systematized Goodwill Guide Club Matsuyama





ちやうないかい

にほんご町内会

Nihongo Chounaikai

Nihongo Chounaikai

Hello! We are Nihongo Chounaikai. We hold regular gatherings for both Japanese and non-Japanese people to communicate and share information. Please check our Facebook and Instagram for more information.
Email: n.chounaikai@gmail.com (Ayumi MIYATA)



Facebook



Instagram

Taiko Lessons

Japanese drum (taiko) lessons are given at Matsuriya Tauchi, located on the corner just south of the Teppochō streetcar station.
Teppochō 1-8, Matsuyama
Tel. 089-925-3591
Email: tauti@jasmine.ocn.ne.jp



Making Matcha for a relaxing experience



Experience a bit of Japanese culture by whisking your own matcha. If you wish, you can experience, Tamara, a kind of Reiki, for relaxation. Sponsored by Maru.

Oct. 23 (Friday) 11:00-17:00
Location: Yuzuki Castle Museum in the southern part of Dogo Park.
Fee: 1st serving ¥500, 2nd serving ¥300

SGG Club

The SGG Club trains and provides volunteer goodwill guides who are ready to assist visitors from overseas. Please contact us if you need guides or translators. We can provide guides who speak English, Spanish, Chinese and Korean.

INFO: <http://ehimesgg.sakura.ne.jp/>

Videos made in Ehime to promote intercultural understanding

To give Ehime residents a perspective on the kinds of things that foreign residents may have difficulty with living in Japan, the Ehime Prefecture Human Rights Education Section has created two videos, each about 10 minutes long and available on YouTube:

1. *Help Us!*
https://www.youtube.com/watch?v=CWqhw4_9sLs&t=199s
2. *Ehime is our Home*
<https://www.youtube.com/watch?v=syoINvDzw-4>

Free admission for Matsuyama Castle

People 65 years old and above are given free admission to the following: Matsuyama Castle, Ropeway (chairlift/gondola) and Ninomaru Historical Garden.

You will be asked to show ID to show that you are of age and a resident of Matsuyama City.