

Local Markets and Events

[MATSUYAMA CITY]

Ehime Kodomo-no-shiro Car Park, Matsuyama side (108-1 Nishino-machi Otsu)

<November 3> 9:20-14:00

“EHIME KODOMO-NO-SHIRO Recycle Flea Market” Admission free

Children's clothing, toys, and more

Access to Kodomo-no-shiro:

-About 40 minutes by bus from Matsuyama Shieki station. Take the Iyotetsu bus departing from bus stop B4, and get off at Ehime Kodomo-no-shiro.

-About 30 minutes by car from Matsuyama Shieki station

Matsuyama Ropeway Shopping Street (Okaido 3-chome)

<November 3> 10:00-16:00

“Shiroyama MONZEN MATSURI” (Monzen Festival)

Sweets, foods, handcrafted goods, and more

Live Stage (in front of The Ehime Bank): Hula, performance calligraphy, and more

Matsuyama City Community Center ('Komi-sen') (7-5 Minato-machi)

<November 3> 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)

<November 8> 10:00-15:00

“RIKKURU KURUKURU Market”

Unused items, daily necessities, childrenswear, and more

Okaido Shopping Street

<November 14 and 15> 11:00-17:00

“Winter MAKERS' MARKET & Marché”

Fashion accessories, handcrafted goods, food items, and more

Ehime World Trade Center ('Item Ehime') (2-1-28, Ookaga)

<November 15> 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 A1, and get off at Item Ehime-mae.

JA Ehime Chuo Farmers Market (Ohisama-ichi)

<November 17> 8:30-12:00

“KEITORA-ichi”

Local farmers will sell fresh, seasonal produce directly from the back of their mini trucks.

Dogo Park

<November 23> 10:00-15:00

“YUZUKI-ichi” Admission free

Handcrafted goods, local foods, and more

Hanazono-machi Street

<November 15> 10:00-15:00

“OJOKA Marché”

Handcrafted goods, accessories, food items, and more

<November 22> 10:00-15:00

“CHIKYUJIN MATSURI @ MATSUYAMA HANAZONO Sunday Market”

The festival brings together foreign and local residents to celebrate global cultures through cultural diversity.

World bazaars, booths, cultural experiences, fancy works, food items, and more

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

<November 22> 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.)

Shiroyama Park

<November 28 and 29> 28th: 10:00-16:00, 29th: 10:00-15:30

“Ehime SUGOIMONO Expo 2026 in Matsuyama” Admission free

Local specialties, traditional crafts, and more

Live stage: Ehime Prefectural Police Band, live musical, comedy show, and more

Experiential event: Making miso, playing in man-made snow, and more

[TOON CITY]

Shigenobu-gawa Kasumi-no-mori Park (471-1 Uemura)

<November 7> 10:00-16:00

“Ehime RIDE & LIFE FESTA 2026” Admission free

Motorcycle exhibition & experience, outdoor gear store, food truck, and more

Cools Mall Car Park (1125 Minara)

<November 8 and 22> 9:30-15:30

“COOLS MALL Flea Market” Admission free

Clothes, daily necessities, accessories, childrenswear, and more

[IYO DISTRICT]

Emifull Masaki Car Park, in front of the Masaki-mura (850 Higashikoizumi, Masaki)

<November 7> 10:00-15:00

“TAWAWA Festa (MASAKI AUTUMN FAIR 5.0)”

Meat dishes, fresh vegetables from Masaki Town, handmade accessories, and more

Tobe-cho Tokaido Yutori Park (400 Senzoku, Tobe)

<November 7 and 8> 7th: 9:00-17:00, 8th: 9:00-16:00

“TOBE-YAKI Autumn Festival 2026”

Around 60 pottery studios will sell their products.