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In that case, use Google Maps!

How to search the spots

When you are outside Uwajima
Search for "Uwajima sightseeing spots"

When you are in Uwajima
Search for "sightseeing spots near me"

Scan the QR

This QR code provides access to a map
featuring tourist spots, dining spots,
accommodations, and more.
Please check the items you want to find.



English

EHIME, JAPAN

Uwajima
宇和島





Uwajima

Located in the southern part of Ehime Prefecture, this charming and beautiful port town harmonises nature and history. Facing the calm Uwajima Bay, it is not only rich in fresh seafood but also offers traditional culture and beautiful landscapes to enjoy.

One of the symbols of Uwajima City is Uwajima Castle, one of the twelve remaining original castle towers in Japan. The view from the castle is breathtaking, offering a panoramic vista of the town and the sea. Additionally, Uwajima is famous for its pearl farming and fish aquaculture.

The town's unique culture and cuisine are also not to be missed. The bull sumo tournament is a traditional event full of excitement, and taimeshi is a nationally renowned local dish, with its exquisite flavour coming from the fresh sea bream and special sauce.

For nature lovers, there are many picturesque spots, such as the Yusu Mizugaura Terraced Fields and the stunning coastline. Uwajima is a tourist destination where you can fully enjoy history, culture, nature, and food.

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Uwajima City Date Museum Collection
Armor of Date Hidemune, Founder of the Uwajima Domain

Sightseeing

Uwajima Castle

Uwajima Castle, one of the twelve existing original castles in Japan, has a current keep that was renovated in 1666. Since then, it has remained unchanged, watching over the people and town of Uwajima and becoming one of the city's symbols. Many of the stone walls from the time of its construction remain, as well as plants that have survived fires and deforestation, making these features some of the highlights to see.



Date Museum

Since the arrival of the first lord, Date Hidemune, in 1615, successive lords of the domain promoted industry and culture, resulting in remarkable cultural development and the preservation of many rich cultural heritages. Uwajima City built this museum to open these cultural assets to the public, nurture the spirit of cultural preservation, pass down these traditions, and aspire to the creation of even higher culture.



Uwajima City Date Museum Collection
Severed Head Banner



Uwajima City Date Museum Collection
Lacquered Multi-tiered Food Box

Tensha-en Garden

In 1866, this Japanese-style strolling garden with a pond was built as a retirement retreat by Date Munetada, the 7th lord of the Uwajima domain. In reference to the Date family crest, various types of bamboo, as well as wisteria, irises, and other seasonal flowers, have been planted, creating a tranquil and elegant atmosphere throughout the garden.



Warei Jinja Shrine

This shrine honours Yanbe Seibei, a loyal retainer who devoted himself to the early days of the domain's administration but fell to an assassin's blade. The shrine is the centre of the Warei faith, which venerates him as a deity of industry, particularly for the fishing industry, and is widely revered throughout the Chugoku and Shikoku regions. The Warei Shrine is considered the head shrine of this faith. The Warei Taisai Festival, held on July 23rd and 24th, is one of Shikoku's most famous summer festivals.





Yusu Mizugaura Terraced Fields

The terraced fields, described as "cultivating to the heavens," are stair-like fields built by stacking stone walls on steep mountain slopes. Their majestic scenery, reminiscent of pyramids, has been selected as an Important Cultural Landscape by the Japanese government and is also included in the list of Japan's 100 Most Beautiful Village Landscapes.



Yakushidani Gorge

About a 20-minute drive from Uwajima City, you can enjoy a walk along a riverside trail surrounded by lush greenery, where you can visit waterfalls and Jizo statues. In the summer, it's a place to cool off with flowing somen noodles and water activities. When walking the trail, be sure to wear sturdy shoes. As the path can be slippery, especially in the early morning or after rain, proper equipment is essential.



Iwamatsu Important Traditional Buildings Preservation District

The townscape of Iwamatsu in Tsushima Town was designated as an Important Preservation District for Groups of Traditional Buildings on December 15, 2023. The townhouses, built from the late Edo period to the 1960s, along with the stone walls forming traditional buildings and waterways, blend seamlessly with the river and the surrounding steep forests, creating a historically scenic atmosphere.



Nanraku-en Garden

This garden is one of the largest Japanese gardens in Shikoku. In 1989, it was selected as one of the "100 Best Urban Parks in Japan." This strolling garden, designed around the ponds, features landscapes representing "mountains, villages, towns, and the sea."



Kuniyasu-no-Sato

The park, where merchant residences from the Edo period have been relocated, feels like a journey back in time. The building that faithfully recreates the shop of a merchant who served the domain reflects the prosperity of the era in every detail of its construction. Other buildings have been turned into museums, allowing visitors to experience the region's traditions and way of life.



Shikoku 88 Pilgrimage No.41 & 42 Temples

The Henro pilgrimage route is a 1,400-kilometer spiritual journey that traverses Shikoku, visiting temples and shrines associated with the revered monk Kūkai (Kōbō Daishi). This sacred path allows pilgrims to retrace the footsteps of Kōbō Daishi as they circle the island in a profound act of faith. In Uwajima City, there are two temples on the pilgrimage: Ryūkōji, the 41st temple, and Butsumokuji, the 42nd temple. These sites continue to welcome a steady stream of worshippers to this day.



No.41 Ryukoji Temple



No.42 Butsumokuji Temple



Experience



Pearl Farming & Cultivation Study

Uwajima is one of the famous pearl producers in Japan. You can learn about pearl farming and cultivation. You can also make accessories like bracelets or other items. Advance reservation is required.



Making Local Cuisine "Jakoten" (Deep fried fish paste)

Experience the fun and delicious taste of local cuisine by making Jakoten. Freshly made Jakoten that you cook yourself is delicious! Advance reservation is required.





Making Folk Art "Booyare"

Booyare is a wooden toy in the shape of the Ushioni, an essential figure in the Uwajima festivals, and is used as a protective charm. This experience allows you to create your own unique Booyare by painting and decorating the plain wooden figure with acrylic paint, beads, and more. Bring home a special memory of your trip to display at your entrance or in your room.



Hand-dyeing Experience

Since its founding in 1904, this workshop has been producing carp streamers, samurai picture banners, and fishing flags using hand-drawn and hand-dyed methods on cotton fabric. You can tour the workshop, and if possible, experience making fishing flags yourself. Advance reservation is required.



Orange Picking

Uwajima is a major citrus-producing region. During the peak season, the mountains are painted in orange. In such a place, you can experience picking mandarins and savour the seasonal flavours from October to November. Advance reservation is recommended.



Bull Sumo Study Tour

A tour where you can explore the backstage with a guide, watch a tie-breaking bout, interact with the gentle bulls after the match, take photos, and participate in a Q&A session with the bull owners to learn about Uwajima bull sumo. Advance reservation is required.



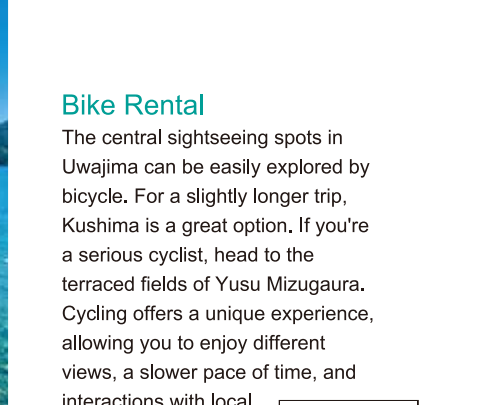
Canyoning

In a gorge created by the forces of nature, you can experience a variety of canyoning activities such as jumping, sliding, and floating. Fully enjoy nature with your body. Advance reservation is required.



Fishing and Snorkeling

No fishing gear needed! Everything is provided, so you can join empty-handed. This special boat fishing experience includes guidance on fishing techniques, bait preparation, and even transportation. Additionally, snorkeling tours are available.



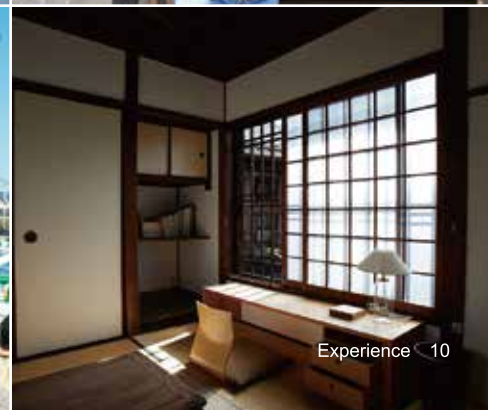
Bike Rental

The central sightseeing spots in Uwajima can be easily explored by bicycle. For a slightly longer trip, Kushima is a great option. If you're a serious cyclist, head to the terraced fields of Yusu Mizugaura. Cycling offers a unique experience, allowing you to enjoy different views, a slower pace of time, and interactions with local residents—something you can't quite get by car or bus.



Kiya Ryokan Guided Tour

A historic inn that preserves the charm of Uwajima's castle town and has been designated as a National Registered Tangible Cultural Property. It now serves as a stay-type tourist destination, where visitors can experience a unique art and entertainment space blending over a century of Japanese tradition and design. Of course, visitors staying there can tour the interior with a guide, but it is also open to non-staying visitors. Advance reservation is required.





Citrus

Ehime Prefecture is one of Japan's leading citrus-producing regions, offering a wide variety of citrus fruits throughout the year. You can enjoy unique Ehime citrus varieties such as Beni Madonna and Queen Splash (Kanpei), as well as other seasonal citrus fruits. Even when fresh fruits are not in season, there are plenty of processed products like juice, jelly, marmalade, and sweets, making them perfect souvenirs.



Uwajima Taimeshi

It is a luxurious version of tamago kake gohan (rice with raw egg), where fresh sea bream sashimi, seaweed, and condiments are mixed into soy sauce and dashi (broth) combined with a beaten raw egg, then poured over freshly cooked rice. The dish offers the fresh and deliciously firm texture of the sashimi and the fragrant aroma of the sea.

Jakoten

A soul food of Uwajima, this dish is made by grinding fish whole, bones and all, flattening it into palm-sized thin pieces, and deep-frying them. Packed with the full nutritional value of the fish, it is delicious when freshly made and piping hot. It can also be enjoyed at home by toasting or grilling it on a stove.

Seafood

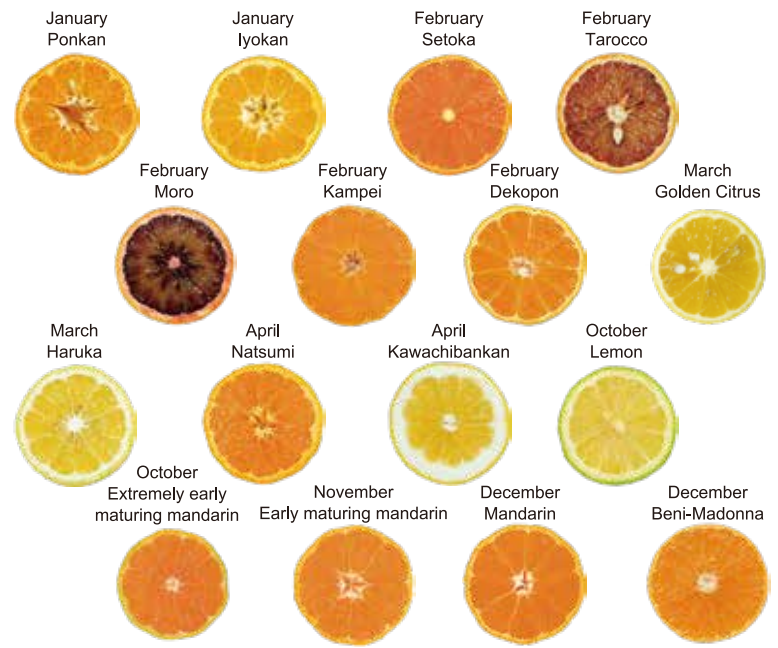
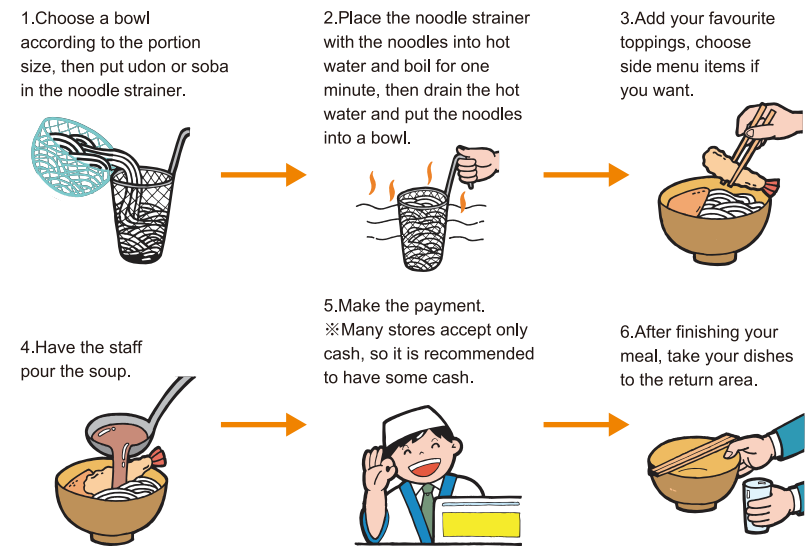
Ehime Prefecture boasts the highest production of farmed red sea bream in Japan. In Uwajima, there are also branded red sea bream that are raised with particular attention to feed and their rearing environment. Additionally, the bountiful waters of Uwakai are home to the farming of various fish, including tuna, yellowtail, and striped jack.

Food Culture



Uwajima is blessed with a rich sea and a warm climate, making it a thriving centre for fresh seafood and citrus cultivation, especially mandarins. It is a place where visitors can enjoy a rich food culture, highlighted by traditional local cuisine that makes full use of these ingredients.

How to order at a Self-Service Udon Shop





Enjoy the History and Culture of Uwajima

Half-day walking course

Discover the Charms of Uwajima by Cycling

Half-day cycling course

A Leisurely Short Trip to the Suburbs and Mini Pilgrimage

Bus & Train 1 day trip

Bus Trip to Miura Peninsula

1 day trip

Shiroshita Information Center

15 min

Uwajima Castle(1 h)

5 min

Date Museum(1 h)

2 min

Tenshaen Garden (30 min)

20 min

Roadside Station Kisaiya-Hiroba



Rental bike shop

10 min

Cycling around Kushima (2 h 30 min)

Temples, shrines, and strolling around town (2 h)

Rental bike shop



JR Uwajima Sta.

20 min

JR Miyanoshita Sta.

20 min

Ryukoji Temple (30 min)

20 min

Lunch at Roadside Station Mima
Art Appreciation at Azechi Umetaro Museum(1 h 30 min)

45 min

Butsumokuji Temple (30 min)

17 min

JR Miyanoshita Sta.

20 min

JR Uwajima Sta.



Uwajima Castle(1 h)

50 min

Lunch at Yusu Mizugaura Terraced Fields(1 h)

25 min

Doi Pearl Study Tour (1 h)

30 min

Return to the city centre

