

## **Adventure Tourism to experience the history and culture of southern Ehime and enjoy the scenery of the Uwa Sea**

### **Course #1 Photogenic Course**

Tour of the Cape Sata Peninsula at the  
Western end of Ehime Prefecture  
Misaki - Cape Sata Lighthouse// Uwa -  
Akehama// Ozu - Uchiko  
Overlooking the spectacular Uwa Sea

A trip to experience the wonders of  
nature (3 days)



### **Course #2 Historic Streets and Mountain Pass Crossing Course**

Enjoy discovering the scenic Satoyama  
scenery and cycling to a temple at the top  
of a 1,000-meter-high mountain  
Uchiko - Ishidatami - Ozu// Ozu -  
Shusseki-ji Temple -Yawatahama//  
Yawatahama - Seiyō

A journey through the mountains and the  
sea (3 days)






Course #1 Photogenic Course

Cape Sada ⇒ Seiyo city ⇒ Ozu city  
⇒ Uchiko town



This three-day course is designed for participants to fully enjoy Southern Ehime by e-bikes and cycle buses, suitable for long-distance rides. Enjoy the beautiful scenery of the Uwakai Sea, experience the harvesting of Ehime's representative mandarin oranges, and soak in the historic townscapes and traditional crafts.

Departure point: Cape Sada Hanahana ● Arrival point: Uchiko town ● Total e-bike distance: Aout 93 km

| place   |                         | Time<br>Arrival/Departure        | Schedule  |   |
|---|-------------------------|----------------------------------|---|---|
| <Day 1> Matsuyama city ⇒ Ikata town ● E-bike distance: About 30km |                         |                                  |   |   |
| Matsuyama<br>Uchiko   | 9:15                    | 8:15                             | Meet at JR Matsuyama Station at 8:00 a.m.<br>Transfer by cycle bus to Uchiko Town Visitor Center  |    |
| Misaki  | 11:30                   | 10:00                            | After loading the e-bikes on the bus, transfer to Misaki<br>Cape Sada Shirasu Park Hanahana   |   |
| Cape Sada   | 13:45<br>14:30          | 12:45                            | After setting up and going over instructions for e-bikes, start cycling<br>Arrive at Cape Sada Lighthouse, lunch (box lunch)<br>After lunch, walk to the lighthouse<br>Walk around Cape Sada Lighthouse, the longest and narrowest peninsula in Japan |   |
| Misaki  | 16:30<br>16:45<br>18:30 | 15:30<br>16:45<br>17:00<br>21:30 | Cycle from Cape Sada Lighthouse to Hanahana<br>Cape Sada Shirasu Park Hanahana<br>After loading the e-bikes on the bus, transfer to Agritopia<br>Seafood dinner at a restaurant in Misaki town<br><Accommodation> Seto Agritopia (Cottage type)       |   |



After taking the cycle bus from Matsuyama to Cape Sada Hanahana, we will enjoy a lunch of local food at Cape Sada Hanahana, e-bike to the lighthouse at the tip of Cape Sada, hike to the lighthouse, and then e-bike or bus to Agritopia, located on a hill with beautiful views of the Cape Sada Peninsula and windmills. Participants will stay overnight in a comfortable lodge and enjoy the company of other participants.

<Day 2> Ikata town ⇒ Seiyo city ⇒ Ozu city ●E-bike distance: About 37km (4km + 33km)

|          |       |       |   |
|----------|-------|-------|---|
| Ikata    | 9:00  | 8:30  | Seto Agritopia  |
|          | 9:15  | 9:15  | Cycle to Seto Kaze no Oka Park  |
| Uwa      | 9:30  | 9:30  | Enjoy the windmills and scenery from the observation deck   |
| Hoketsu  | 10:45 | 10:30 | Uwa town, Unomachi Bus Parking Lot  |
| Akehama  |       |       | Cycle to Akehama via Hokketsu Pass  |
|          | 14:00 | 13:00 | Lunch at Akehama-re   |
|          |       | 14:15 | Terraced fields of Karihama, Important Cultural Landscape registered by the Agency for Cultural Affairs |
|          |       | 15:30 | Mandarin orange picking (walk to the site)  |
| Tawarazu | 15:50 | 16:10 | After loading the e-bikes on the bus, transfer to Ozu   |
| Ozu      | 17:00 |       | <Accommodation> Nipponia Hotel Ōzu  |



After a refreshing morning ride to Seto Kaze no Oka Park, we will take the bus to Seiyo City. After passing through the beautiful streets of Unomachi — which has been selected as a national Important Preservation District for Groups of Traditional Buildings — we will head for Hokketsu Pass, where you can enjoy a panoramic view of the beautiful Uwa Sea and its islands. After descending the pass while enjoying the wonderful scenery, we will have lunch in Akehama with its beautiful crystal-clear sea, and then cycle to the foot of the terraced fields of Karihama, one of Ehime Prefecture's most representative areas. After experiencing mandarin orange picking, we will again board the bus to the castle town of Ozu, where we will relax in a beautifully renovated machiya (old Japanese house) and enjoy a delicious meal at a local restaurant.

<Day 3> Ozu city ⇒ Uchiko town ⇒ Matsuyama city ● E-bike distance: About 26 km

|           |       |       |   |
|-----------|-------|-------|---|
| Ozu       | 10:30 | 9:00  | Nipponia Hotel Ōzu  |
|           |       |       | E-bike from the hotel to Uchiko town  |
| Uchiko    | 12:30 | 12:00 | Paper making and gilding experience in Ikazaki, Uchiko town                     |
|           | 12:40 | 13:30 | Uchiko Visitor Center (E-bike return)   |
|           | 13:30 | 15:00 | Lunch at Uchiko   |
|           | 16:00 |       | Walk around Uchiko Machinami Preservation District (with a guide)               |
| Matsuyama |       |       | Transfer to Matsuyama by cycle bus, Arrive at JR Matsuyama Station and disperse |



After breakfast, we will head to Uchiko town along the clear Hijikawa River, which connects the two historic towns. We will visit a historical washi factory of "Ozu washi," which is designated as a traditional Japanese craft, and actually experience making washi paper and "gilding," which is making beautiful washi postcards using metal foil. Finally, we will have lunch at a Soba noodle restaurant in a beautiful historical building and stroll through the streets of Uchiko as if stepping back in time. We will say goodbye here and return to Matsuyama by bus.

Meals: 2 in the morning, 3 in the day and 2 in the evening

| <Accommodation> |                               |             |   |              |
|-----------------|-------------------------------|-------------|---|--------------|
| Place           | Hotel                         | postal code | Address                                     | Phone number |
| Ikata           | Seto Agritopia (Cottage type) | 796-0612    | 2465-1, Oku, Ikata-cho, Nishiuwa-gun, Ehime | 0894-53-0002 |
| Ozu             | Nipponia Hotel Ōzu            | 795-0012    | 378, Ozu, Ozu City, Ehime                   | 0120-210-289 |

All photos in this proposal are for illustrative purposes only.



Cycling Tour in southern Ehime, using e-bikes and cycle buses: Course 1 Day 1

- A. Seto Agritopia
- B. Cape Sada Shirasu Park Hanahana

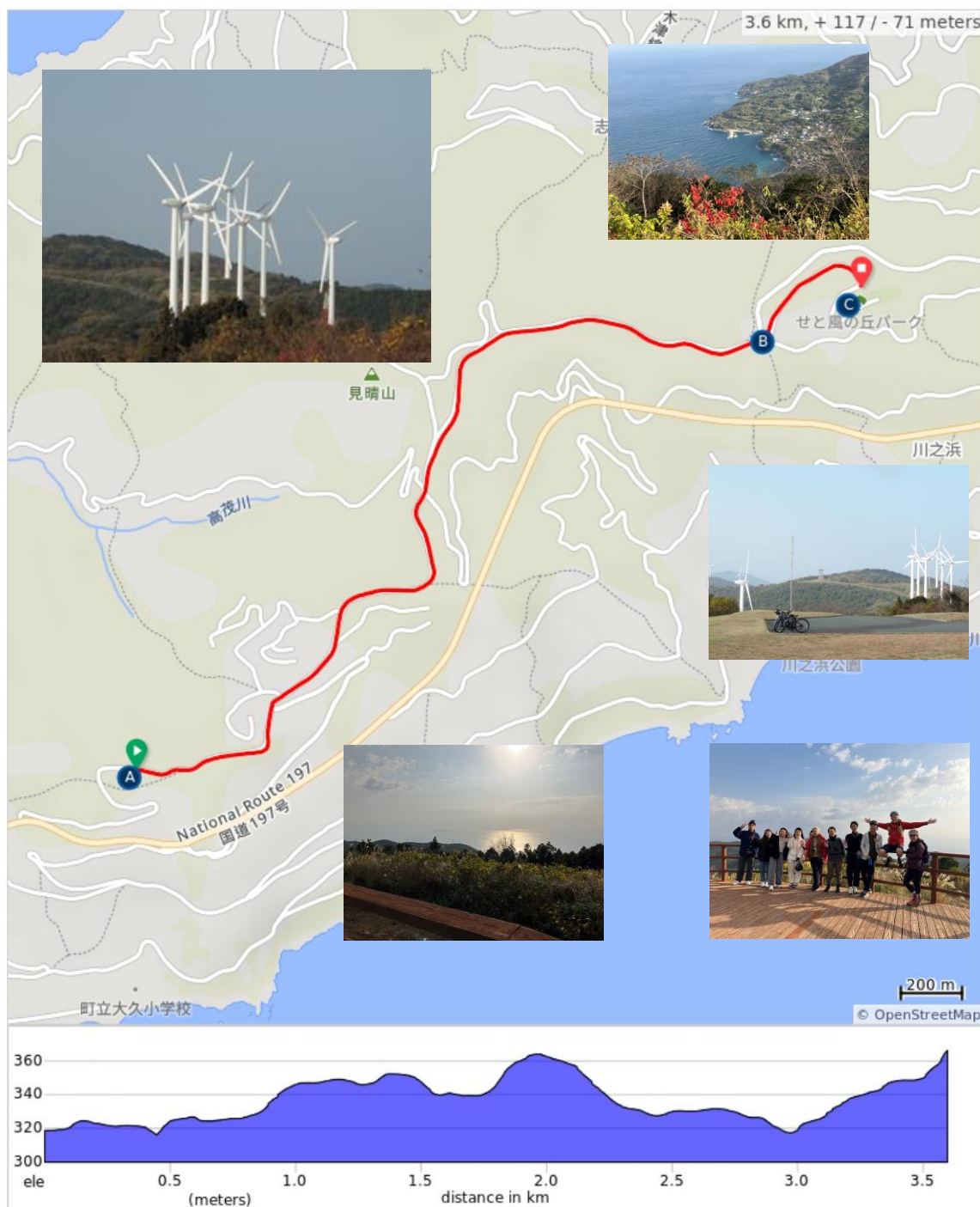
- C. Cape Sada Lighthouse parking lot (Restrooms available)



## Cycling Tour in southern Ehime, using e-bikes and cycle buses: Course 1 Day 2 Morning Windy Hill Ride

A. Seto Agritopia  
B. To the right

C. Seto Kaze no Oka  
Park (Windmill)  
(Restrooms available)

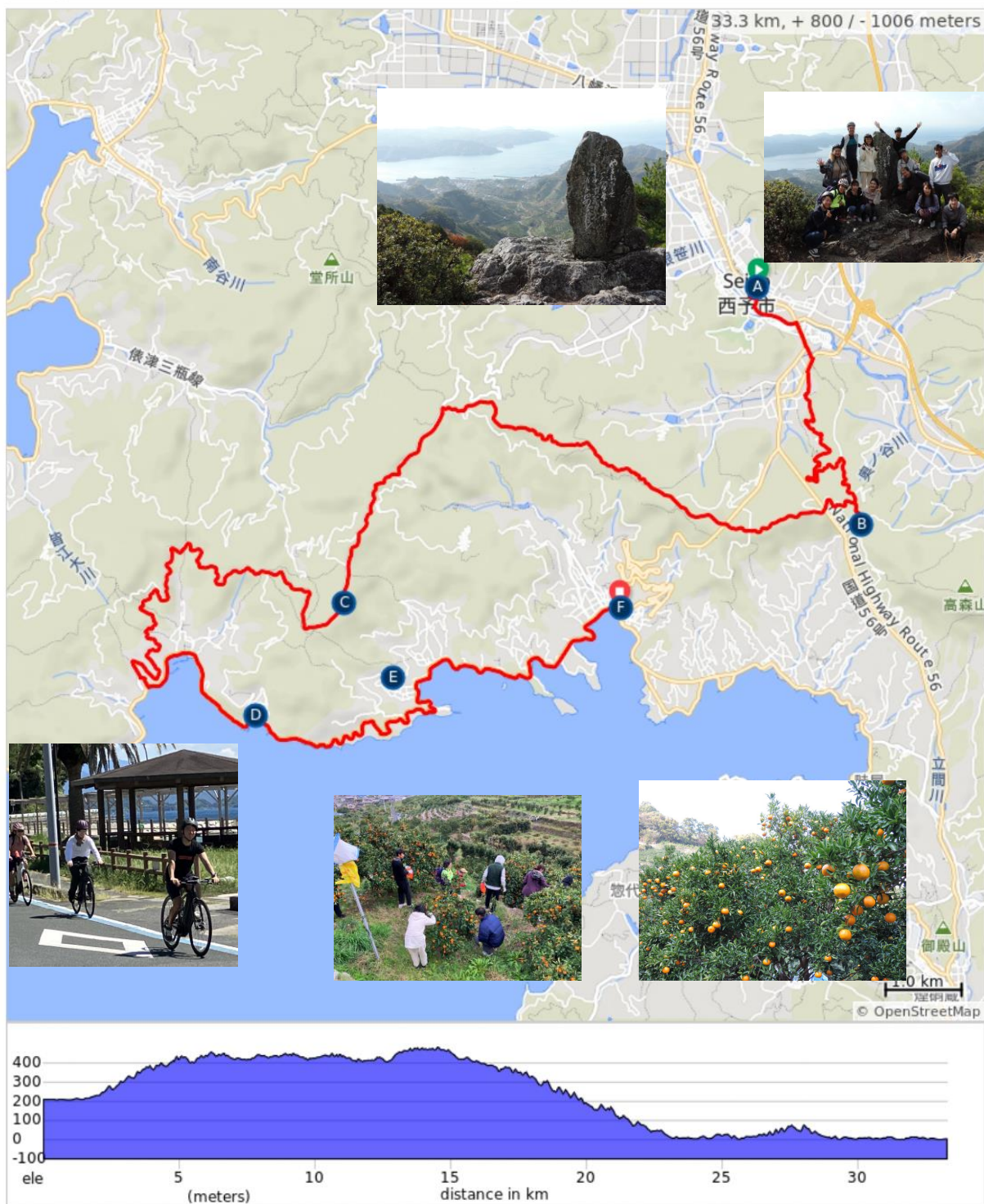




## Cycling Tour in southern Ehime, using e-bikes and cycle buses: Course 1 Day 2

- A. Seiyō City Tourism and Products Association
- B. Hoketsu Pass Observatory
- C. Sangaku Park Observatory

- D. Akehama-re
- E. Terraced fields of Karihama
- F. Bus waiting point

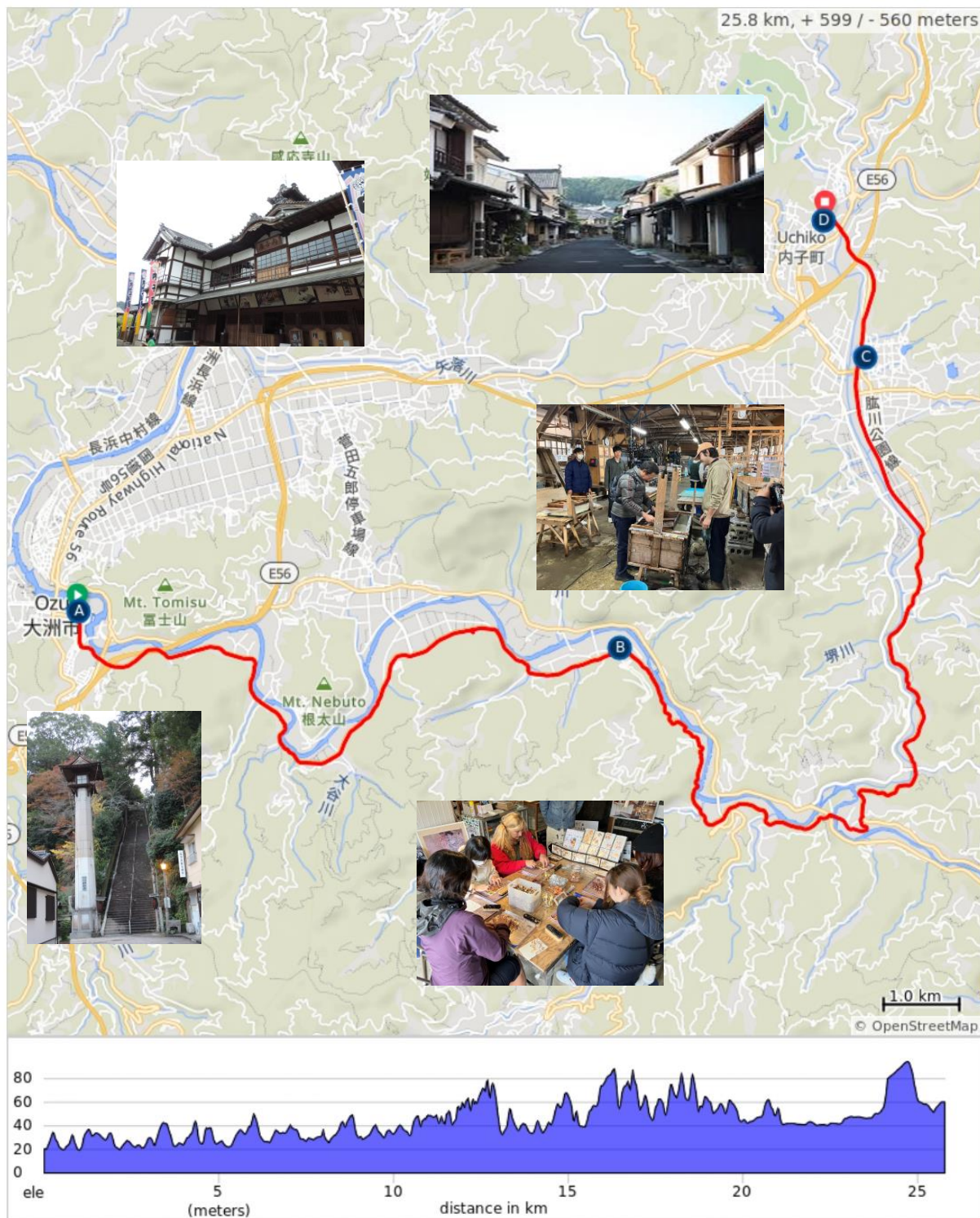




## Cycling Tour in southern Ehime, using e-bikes and cycle buses : Course 1 Day 3

A. Nipponia Hotel Ōzu  
B. Restroom

C. Paper making and gilding experience (Restrooms available)  
D. Soba Restaurant Shimohaga Residence



## Course #2 Historic Streets and Mountain Pass Crossing Course

Matsuyama city ⇒ Uchiko town ⇒ Ozu city ⇒  
(via Shusseki-ji temple) ⇒ Yawatahama city ⇒  
Seiyo city



This three-day course will utilize the cycling course created by the "Wholly Southern Ehime E-bike Guided Tour" at the Southern Ehime Relationship Expo in 2022, and will take participants through the rugged mountains and ocean of southern Ehime on E-bikes.

Departure point: Uchiko town ● Arrival point: Seiyo city ● Total e-bike distance: About 121 km

| place   | Time<br>Arrival/Departure |       | Schedule   |
|---|---------------------------|-------|--|
| <Day 1> Uchiko town ⇒ Ozu city ● E-bike distance: About 31 km |                           |       |  |
| Matsuyama<br>Uchiko   | 7:00                      | 7:15  | Meet at Iyotetsu Bus Muromachi Office                                  |
|   | 8:15                      | 8:15  | Transfer from Matsuyama to Uchiko town                                 |
| Ishidatami  | 9:00                      | 9:00  | After a restroom break, set up e-bikes and go over instructions        |
|   | 10:30                     | 10:30 | To Yuge Shrine via Tamaru Bridge and Seiryuen Park                     |
| Uchiko<br>Ozu   | 11:00                     | 11:00 | After strolling around Yuge Shrine, go to Kawaji spring water          |
|   | 12:30                     | 12:30 | Cycle to lunch venue, Lunch  |
|   | 14:00                     | 14:00 | Cycle to the townscape preservation district, Mini-tour (with a guide) |
|   | 14:30                     | 14:30 | Cycle to Ozu city  |
|   | 16:00                     | 16:00 | Walk around the streets of Ozu and visit Ozu Castle (with a guide)     |
|   | 18:00                     | 18:00 | Free time after check-in   |
|   | 20:00                     | 20:00 | Dinner   |
| <Accommodation> Nipponia Hotel Ōzu                            |                           |       |  |





The cycling tour begins in Uchiko town, with its beautiful historic townscape, where you will enjoy the scenic satoyama scenery, visit a rare covered bridge and a mysterious shrine, and quench your thirst with delicious spring water. We will then return to Uchiko town, where, after lunch, we will stroll through the townscape preservation district. Moving on to the neighboring city of Ozu, we will stroll through the townscape, visit Ozu Castle, and then enjoy a wonderful dinner at a local restaurant.

<Day 2> Ozu city ⇒ Shusseki-ji temple ⇒ Yawatahama city ● E-bike distance: About 47 km

|                                    |       |       |  |
|------------------------------------|-------|-------|--|
| Ozu                                | 8:30  | 8:30  | Breakfast, Check-out   |
|                                    | 10:30 | 10:30 | Cycle to Shusseki-ji Temple  |
| Shusseki-ji<br>Yawatahama          | 11:00 | 11:00 | Snack break after strolling around Izushi Temple                       |
|                                    | 12:30 | 12:30 | Cycle to Yawatahama Minatto  |
|                                    |       |       | Lunch  |
|                                    | 13:30 | 13:30 | Early check-in at the hotel  |
|                                    |       |       | Activities or free time (optional tours)                               |
|                                    |       |       | Fishing or marmalade-making experience                                 |
|                                    |       |       | Fishing experience: max. 5 people (about 2 hours) @10,000 yen          |
|                                    |       |       | Marmalade-making experience: max. 8 people (about 3 hours) @ 6,100 yen |
|                                    | 18:30 | 18:30 | Dinner (Seafood)   |
| <Accommodation> Harbor Plaza Hotel |       |       |  |



We will go to Shusseki-ji temple, which is located on top of a mountain at an altitude of 1,000 meters above sea level. Known as the associate temple of the 88 temples of Shikoku, Shusseki-ji temple is well worth a visit for the beautiful view from the top and the "Katame Jizo" statue, which is said to make wishes come true. After exploring the temple, enjoy the descent to Yawatahama City through orange-covered tier fields of mandarin oranges. Upon arrival in Yawatahama city, we will have lunch at Minatto, a popular restaurant serving fresh seafood and other local delicacies. After checking into our hotel, we will start our afternoon activities. We will head out for a two-hour fishing or marmalade-making experience. In the evening, enjoy the abundant seafood at a local tavern.

<Day 3> Yawatahama city ⇒ Seiyo city ⇒ Uchiko town ● E-bike distance: About 43 km

|            |       |       |   |
|------------|-------|-------|---|
| Yawatahama | 8:30  | 8:30  | Breakfast, Check-out  |
|            | 10:30 | 10:30 | Cycle to Mikame town via Umi no Torii (Torii in the sea) and Suzaki Beach   |
| Mikame     | 10:45 | 10:45 | Coffee break in Mikame town   |
|            | 13:30 | 13:30 | Go to lunch venue via Straw Mammoth, Lunch  |
|            | 14:00 | 14:00 | Cycle to Akashi-ji temple   |
|            | 15:00 | 15:00 | After strolling around Akashi-ji temple, walk along the old pilgrimage road to Unomachi via Uchiko town (return e-bike), transfer to Matsuyama city |
|            | 17:00 | 17:00 | To Matsuyama by cycle bus, Arrive at JR Matsuyama Station and disperse  |



The final day begins with a beautiful coastal ride along the Uwa Sea. There are many interesting highlights, including a torii gate to the sea and a shrine built on top of a cliff. We will then head inland to Uwa town, our destination in Seiyo city. We will conclude our trip with a feast of "Hanaga Beef" raised in Seiyo city, surrounded by beautiful mountains. After lunch, we will visit Akashi-ji temple, the 43rd of 88 temples of Shikoku Pilgrimage, and then walk along the historic old pilgrimage route to the streets of Unomachi.

Meals: 2 in the morning, 3 in the day and 2 in the evening

| <Accommodation> |                    |             |  |              |
|-----------------|--------------------|-------------|--|--------------|
| Place           | Hotel              | postal code | Address                                  | Phone number |
| Ozu             | Nipponia Hotel Ōzu | 795-0012    | 378, Ozu, Ozu City, Ehime                | 0120-210-289 |
| Yawatahama      | Harbor Plaza Hotel | 796-0075    | 360-1, Nakano-cho, Yawatahama-shi, Ehime | 0894-22-0022 |

All photos in this proposal are for illustrative purposes only.



## Cycling Tour in southern Ehime, using e-bikes and cycle buses: Course 2 Day 1

- A. FFC sandwich and coffee
- B. Ishidatami Seiryuen Park (water mills)
- C. Kawaji spring water
- D. Yuge shrine
- E. Tamaru bridge (covered bridge)
- F. Uchiko Visitor Center





## Cycling Tour in southern Ehime, using e-bikes and cycle buses: Course 2 Day 2-1

A. Nipponia Hotel Ōzu  
B. Shusseki-ji temple

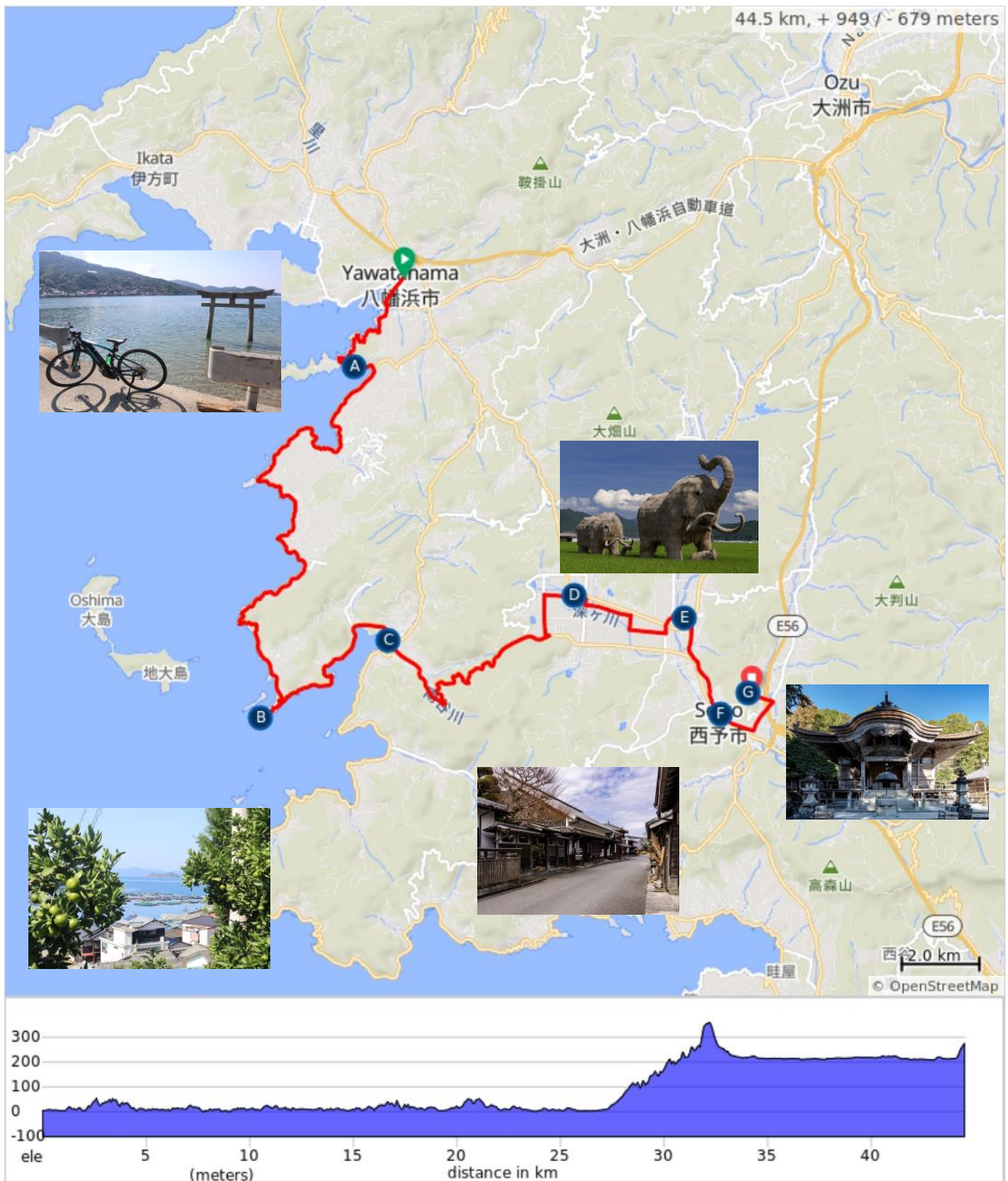
C. Harbor Plaza Hotel  
D. Yawatahama Minatto



## Cycling Tour in southern Ehime, using e-bikes and cycle buses: Course 2 Day 3

- A. Umi no Torii (Torii in the sea)
- B. Susaki coast Observatory
- C. Mikame seaside station
- Shiosai-kan

- D. Straw Mammoth
- E. Restaurant Yuboku
- F. Unomachi townscape
- G. Akashi-ji temple





# Price Table

## Course #1 Photogenic Course

Cape Sada ⇒ Seiyō city ⇒ Ozu city  
⇒ Uchiko town

|   |             |         |
|---|-------------|---------|
| Date of departure   | 07JUL24     | 26SEP24 |
| Price   | 189,800 JPY |         |
| 1 room for 2-3 persons<br>One person per room is not acceptable<br>Number of participants: 8 up to 16 |             |         |

## Course #2 Historic Streets and Mountain Pass Crossing Course

Matsuyama city ⇒ Uchiko town ⇒ Ozu city ⇒ (via  
Shusseki-ji temple) ⇒ Yawatahama city ⇒ Seiyō city

|   |             |         |
|---|-------------|---------|
| Date of departure   | 23JUN24     | 12SEP24 |
| Price   | 189,800 JPY |         |
| 1 room for 2-3 persons<br>One person per room is not acceptable<br>Number of participants: 8 up to 16 |             |         |

### Included in the trip fee for both courses

Accommodations and meals as indicated in the itinerary. Cycle bus, cycle guides, and cycle support car will accompany the tour. E-Bike rental fee (Helmet included)

### Conditions of participation for both courses

● Height 150 cm and over. ● Age 12 to 80 years old. ● Course accompaniment for children under 12 years old is not allowed. ● Minors only are not allowed to participate.

※If no warnings are issued, the event will be held even if it rains.  
※Local guides and Cycling guides will be English-speaking guides.

### What to bring, what to wear (Common to both courses)

● Sports wear (comfortable clothes) ● Shoes (sneakers, etc.) ● Gloves (to protect against wind and other cold weather) ● Warm clothes ● Towel ● Rain jacket (depending on weather conditions)  
● Backpack (useful for storing belongings, etc.) ● Change of clothes  
※Helmet is provided (must be worn when riding the e-bike)

※If you do not need your belongings when you ride the e-bike, you can leave them in the cycle bus or cycling support car.

## Hotel Information

|   |   |
|---|---|
| <b>Seto Agritopia #1</b>  | <b>Lodge with a spectacular view overlooking the Uwakai Sea, the westernmost point of Shikoku. Isolated log house.</b>  |
| [Room Facilities] Bunk beds + Japanese style room (depends on the room), Bathroom, Refrigerator, Hair dryer [Amenities] Toothbrush set, Shampoo, Body soap, etc. ※Towel, Razor, Yukata (Japanese bathrobe), etc. not included.  |   |
| <b>Nipponia Hotel Ōzu<br/>Common #1 &amp; #2</b>  | <b>A hotel to enjoy the castle town of Ozu, the little Kyoto of Iyo (The old name of Ehime Prefecture). A decentralized hotel with renovated old private houses and other buildings that retain their original structure.</b> |
| [Room Furnishings] Bed, Bathroom, Refrigerator(Free drinks), Hair dryer, Safety box, Humidifier, Air purifier, Wi-Fi [Amenities] Yukata, Tabi socks, Shampoo, Conditioner, Body soap, Toothpaste set, Razor, Lotion, Facial cleanser, Milky lotion, Comb, Towel, Slippers                     |   |
| <b>Harbor Plaza Hotel #2</b>  | <b>9-story city hotel located in downtown Yawatahama, the base for access to Kyushu</b>   |
| [Room Furnishings] Bed, Bathroom, Refrigerator, Hair dryer, TV, Satellite (free of charge), Telephone, Kettle, Safety box, Humidifier, Air purifier, Wi-Fi (wireless and wired LAN format)<br>[Amenities] Rinse-in shampoo, Toothbrush set, Razor, Shower cap, Comb, Towels, Yukata, Slippers |   |

To apply for the tour, we will provide you with a copy of the Travel Conditions (full text).  
 Please confirm the contents before applying.

### 1. Offered tour contract

(1) This tour is a domestic tour planned and organized by Ehime Tourism and Products Association (hereinafter referred to as "the Association"), and the customer participating in this tour is to conclude an organized tour contract with the Association.

(2) The contents and conditions of the tour contract are subject to the terms and conditions described for each course, as well as the travel conditions document provided at the time of application for the tour, the final itinerary provided prior to departure, and the Association's General Terms and Conditions of Tour Business.

### 2. Application for a tour and conclusion of a contract

(1) Please fill out the prescribed items on the application form and submit it together with the following application fee or the amount of the tour fee per person. The application fee will be treated as part of the tour fee, cancellation fee, or penalty fee.

(2) Applications by telephone, mail, facsimile, or other means of communication will be accepted. In such cases, no contract is concluded at the time of reservation. After the Association notifies the applicant of the reservation, the applicant is required to submit an application form and an application fee within 3 days from the day following the date of application for the reservation. If the application form and application fee are not submitted within this period, the application will be deemed not to have been made.

### (3) Application fee for the tour (per person)

| Under ¥30,000  | Under ¥60,000   | Under ¥100,000  | Under ¥150,000  | More than ¥150,000          |
|----------------|-----------------|-----------------|-----------------|-----------------------------|
| ¥6,000 or more | ¥12,000 or more | ¥20,000 or more | ¥30,000 or more | 20% or more of the tour fee |

The balance must be paid to the application agent at least 15 days prior to the departure date.

(4) The contract for the organized tour shall be concluded when we accept the conclusion of the contract and receive the application fee as specified in (3) above.

### 3. Cancellation of the tour

If the number of participants is less than the minimum number specified in this brochure, the Association may cancel the tour. In such a case, the Association will notify you at least 13 days prior to the start of the tour (3 days prior to the start of the day trip), and you will be refunded the full amount of the tour fee.

### 4. Items included and not included in the tour price

(1) Transportation, accommodations, meals, admissions, consumption tax and other taxes, airport facility charges, and tour guide fees are included in the tour fee as specified in the itinerary shown in the pamphlet.

(2) Transportation and other expenses not listed in the itinerary and personal expenses are not included.

### 5. Cancellation of the tour contract by the customer (cancellation fee)

(1) The customer may cancel the tour contract at any time by paying the cancellation fee (per person) specified below. In this case, the prescribed cancellation fee will be deducted from the tour fee (or application fee) already received and refunded. If the cancellation fee cannot be covered by the application fee alone, the difference will be charged.

● Cancellation fee rate for the day of cancellation (not including the day of departure)

#### For day trip

| Before 11 days | 10 to 8 days before | 7 to 2 days before | day before | On the day (except *1) | No-show and After the start of the trip (*1) |
|----------------|---------------------|--------------------|------------|------------------------|--|
| None           | 20%                 | 30%                | 40%        | 50%                    | 100%   |

#### For overnight stay

| Before 21 days | 20 to 8 days before | 7 to 2 days before | day before | On the day (except *1) | No-show and After the start of the trip (*1) |
|----------------|---------------------|--------------------|------------|------------------------|--|
| None           | 20%                 | 30%                | 40%        | 50%                    | 100%   |

(2) The date of cancellation is the date when the customer notifies the Association of his/her intention to cancel on a business day and during business hours.

(3) The above cancellation charges will also apply in cases where the departure date, course, hotel, etc. are changed for the customer's convenience.

### 6. Handling of Personal Information

(1) The Association and its contracted tour operators will use the personal information provided on the application form submitted at the time of application for the tour to contact the customer and to the extent necessary to arrange transportation, accommodation and other services for the tour for which the customer has applied and to complete the procedures necessary to receive such services.

(2) The Association and contracted tour operators may use customers' personal information for the following purposes: (A) to provide information on products, services and campaigns of the Association and companies affiliated with the Association (B) to request opinions and impressions after participation in the tour, (C) to request questionnaires, and (D) to prepare statistical data.

### 7. Terms and Conditions of Tour and Price Criteria

These travel conditions are based on November 15th, 2023. The prices are based on fares and regulations in effect as of November 15th, 2023.

For inquiries and applications, please contact

Contracted sales company

