

Hello! NEW 新居浜

Shikoku / Ehime

Niihama

Roam, play, enjoy and discover a refreshing change.



Niihama Taiko Festival

The Niihama Taiko Festival, which is held every year in mid-October, is one of the three major Shikoku festivals. The gathering of "Taikodai", Taiko drum-shaped floats made with gorgeous futon decorations and curtains embroidered with gold thread is unique and impressive. Brave men and gorgeous drum bases light Niihama up in gold!!

Massive Niihama Taiko drums

Jobu district

The drum structures are gathered together in one area, wheels that were attached for parading are removed and the giant structures are moved around by the sheer force of the men carrying them. The drums are struck to encourage the men, the giant drum structure is lifted onto their shoulders, and the participants compete to reach out and lift their hands which is referred to as "Sashiage". This is indeed an impressive display of strength and skill in competition.

Ojojin-Nakahagi district

Kawanishi district

Jobu district

Peak of the festival Kaki Kurabe ("Taikodai" lifting contest)

Kawahigashi Western district

History Changes

A type of float accompanying portable shrines dedicated to the shrine at festival time. When the portable shrine is handed over to the worshipers, they participate in dedicating it to the shrine itself in gratitude for the year's bountiful autumn harvest. The origin of this supposedly dates back to the Kamakura or Heian period.

The drum structure in the early Meiji era was originally about 3m long, but as the Besshi copper mine industry developed, each region began to compete based on how luxurious their drum structure was. In the period from middle of the Meiji era to the early Showa era the structure developed to become the size it is now.

Components of the taiko drum structure

- Tenmaku**: Represents space and the red and white colors represent the sun's rays.
- Kukuri**: Indicates the clouds.
- Husa**: Indicates the rain.
- Kakifu**: Lifted up by approximately 150 men.
- Kazarimaku**: The golden embroidery called "Kazarimaku" is characterized by a pair of decorative dragons "Futonjime" near the top. Gods and prayers related to the sea appear on the lower layers.
- Shihonbashira**: A pillar that supports the ceiling on the inside of the curtain. Represents the North, South, East and West.

Be sure to look at the two enormous decorative dragons near the top of each taiko!

MAP B-3

MAP b-ii

MAP E-3

MAP a-ii

MAP B-3

MAP D-1

MAP F-IV

Local cuisine

Fuguzaku
Blowfish seasoned with ponzu sauce with green onions and liver of stephanolepis crab. A dish which is said to have originated in Niihama. It goes well with Sake.

Zanki
"Zanki", which is fried boneless chicken, is characterized by its simple taste and crispy batter. The chicken is said to be fried in the method taught by a Chinese chef who worked at the Besshi copper mine.

Besshi Ame
[Besshi Ame Honpo]
Soft candy made using the same method since it was first created, where starch syrup is cooked in a copper kettle.

Hittoyaki mini pancakes
[Hittoyaki Keyakiya]
A hit product on Niihama citizens' recommendation, packed with reduced-sugar bean paste. Available with azuki bean paste or white bean paste.

Akagane waffles
[Hatada]
Baked waffle inspired by Akagane (copper). The illustration and logo of the package is by Katsuya Kondo, who illustrates for STUDIO GHIBLI.

Ebiten
[Akizuki food industries]
Deep-fried tofu pressed with fresh jaco shrimp and fish such as goby and hairtail. Characterized by its fluffy texture.

Souvenirs
Shichifuku Shochu Anbun
[Shichifuku Honpo]
Niihama's first sweet potato shochu made from Oshima Shichifukuimo (white potato). Has a pleasant fruity and smooth taste.

Kinukawanasu
[Moriya Pickles]
Pickles made from silky, smooth and curved eggplant (Kinukawanasu), chunky and sweet.

Hanahimezakura
[Kondo Sake Brewing]
Pure rice sake made by carefully polishing Matsuyamamii rice cultivated by contracted farmers to bring out a soft and smooth flavor.

lyokanzuke
[lyokanzuke Honpo]
lyokan peel processed with a gently sweet sugar without additives, it has a light sweetness balanced by a subtle tartness. Enjoy the scent of lyokan and the flavor of Ehime.

Niihamasodachi
[Eikyudo]
A Japanese confectionery that is made by blending a Niihama specialty, Shichifukuimo, with white bean paste using a unique manufacturing method.

Miniature Taiko decoration
[Maekawa]
A unique craft that involves framing a futon on the drum structure for the Niihama Taiko Festival. Futon bedding embroidered with gold thread and silver thread is dedicated as a guardian deity of five-grain fertility, family safety, and prosperous business.

Seto no Genjimaki
[Kaho Ebisudo]
Sweet yokan wrapped in castella dough. Available in three flavors: white bean, yuzu, and matcha.

lyokan soft serve
[Minetopia Besshi]
Characterized by the subtle acidity of lyokan and its refreshing citrus scent.

What's in Niihama? The must-cats

Niihama Events and Flower Calendar

January
♦ Todookuri (Oshima)
● Winter Cherry (Minetopia Besshi/Hadeba zone)

February
● Camellia (Hirose park)
● Ume Blossom (Plum) (Takinomiya park)

March
● Camellia (Hirose park)

April
Early season ● Cherry Blossom (Hirose park·Yamane park, etc.)
Mid season ● Cherry Blossom (Minetopia Besshi/Hadeba zone)
● Peony (Jigan temple)
Late season ● Wild (Mountain) Cherry Blossoms (Along the Besshi·Suiha flower road)
● Cypripedium Japonicum (Besshiyamauriuno)

May
Early season ● Paeonia Obovata (Japonica) (Sumitomo no Mori Eco System)
● Fresh green (Besshi·Suiha flower road)
● Akebono azalea (Mount Nishi Akaishi, Mount Tsunakuri)
Early-mid season ● Paeonia albiflora (Minetopia Besshi/Hadeba zone)
● Wisteria (Forest park Yuraginomori)
Mid-late season ● Satsuki Azalea (Besshi Copper Mine Memorial Museum)
● Phyllodoce nipponica (around Dozan-mine)

June
Early season ● Siberian iris (Sumitomo no Mori Eco System)
Early-mid season ● Iris (Ikeda lake park)
Mid-late season ● Gaultheria adenothrix (around Dozan-mine)

July
♦ Niihama Summer fireworks display (Kokuryogawa riverbank)
Mid season ● Kirengeshoma (Forest part Yuraginomori)

August
♦ Niihama Summer festival (Showadori street·Noborimichi shopping street)
● Kanoko Lilium speciosum (Minetopia Besshi/Hadeba zone)

September
♦ Imodaki (Kokuryo Green space by the river)

October
♦ Niihama Taiko Festival (The Area)
● Maple (Along the Besshi·Suiha flower road)

November
● Maple (Along the Besshi·Suiha flower road)
● Ginkgo (Zuio-ji temple)
● Winter Cherry (Minetopia Besshi/Hadeba zone)

December
● Winter Cherry (Minetopia Besshi/Hadeba zone)

Ginkgo (Zuio-ji temple)

Furusato support character, Niihama Machuri, produced by young people
Born and raised in Niihama, gentle but hard-working. Machuri loves to walk in Niihama and spread bright smiles. She's always friendly to visitors and knows all the lovely things about Niihama.

Niihama City Tourist Guide Book

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2021.1

Learning from history

Ruins of the Besshi copper mine industry

The 'Machu Picchu' of the East, Tonaru

TONARU MAP E-3

From Taisho to the early Showa period (1916~1930), the Besshi Copper Mine mining headquarters was set up and schools and entertainment halls were built, making it a busy mountain town.

A journey through time and space

Tonaru History museum

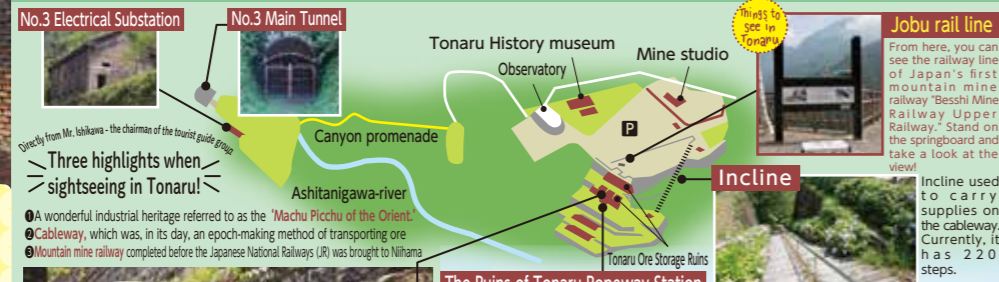
Introducing the history of Tonaru with dioramas, terrain models, photographs, videos, etc. Various types of ore and the nature of the Akaishi mountain range are also displayed.

Tel 0897-36-1300
 10:00 - 17:00 Free
 Holidays Closed on Mondays (the following day, if it is a national holiday), closed from December to the end of February
 Address 654-3 Tatsukawacho, Niihama city

Mine studio

Experience copper crafts in the workshop. Make use of the ruins that were originally used as security headquarters and employment offices.

Tel 0897-36-1300 10:00-16:30
 Entrance free, Copper Craft Experience: 500 yen (until 15:00)
 Holidays Closed on Mondays (the following day if it is a national holiday), closed from December to the end of February
 Address 654-3 Tatsukawacho, Niihama city



Directly from Mr. Ishikawa - the chairman of the tourist guide group

Three highlights when sightseeing in Tonaru!

- A wonderful industrial heritage referred to as the 'Machu Picchu of the Orient'
- Cableway, which was, in its day, an epoch-making method of transporting ore
- Mountain mine railway completed before the Japanese National Railways (JR) was brought to Niihama

This is where copper ore was brought to Hadeba by cableway.

The Ruins of Tonaru Ropeway Base

The place where sorted copper ore was put in a bucket and transported by cableway.

Approximate time to complete tour Around 2 hours

Ruins of the Besshi copper mine industry

Hadeba

HADEBA MAP E-3

Old Hadeba Hydroelectric Power Plant

Mine railway crossing the Hadeba railway bridge (registered tangible cultural property) (restoration)

Explore the mine via the mine railroad!

Travel back in time to a prosperous copper mine

The mine railroad runs slowly from Hadeba Station to the tourist tunnel. After passing through the tunnel and iron bridge that was built when the railroad opened in 1893, you will arrive at Uchiyake Station. The 333m-long tunnel, through which you may walk, is divided into an "Edo Zone," "Modern Zone," and "Explorational Zone," where you can learn about how mining was done at that time.

Highlights of the Niihama Tourist Area

Minetopia Besshi character Dota-kun

•Niihama IC▶20 minutes
 •JR Niihama station▶15 minutes

Michi-no-Eki, "Minetopia Besshi"

Mining tourist facility that takes advantage of the industrial heritage of the Besshi Copper Mine. Fun to be had all day long learning about the history of the copper mine, as well as enjoying the Tonaru sightseeing bus, bicycle rentals, meals, gold panning experience, hot bath facilities, and children's play facilities.

Tel 0897-43-1801
 Changes by season
 Holidays Open every day (Closes in February)
 Address 707-3 Tatsukawacho, Niihama city

•Niihama IC▶10 minutes
 •JR Niihama station▶15 minutes



Besshi Onsen "Tenku no Yu"

There are various bathhouses, including an open-air bath where you can feel the great outdoors. The rare rock salt bath is said to be effective as a beauty enhancement.

10:00~22:00 (Entrance 21:00)
 [Hot springs] Adults (high school students and above): 500 yen, Children (elementary and junior high students): 300 yen, Infants (3 years old and above): 200 yen, 65 years old and above: People with disabilities: 400 yen
 * Additional charge for bedrock bath

Restaurant Mori no Kaze

Enjoy Somen noodles in the gentle breezes of the covered hermitage.

11:00~15:00
 Open on Saturdays, Sundays, and holidays from April to October (open every day during August)
 [Adults (junior high students and above): 600 yen, Elementary students: 400 yen, Kids younger than elementary school ages: 200 yen]

Akagane Kids Park

An all-weather amusement facility. Playground equipment and toys for different age groups.

10:00-18:00 (Entrance 16:00)
 [Elementary students and younger: 500 yen, Junior high students and older: 300 yen]

Somen Nagashi Minetopian

Enjoy Somen noodles in the gentle breezes of the covered hermitage.

11:00~15:00 (Last Orders 15:00)

Higurashi Villa Memorial Museum

MAP C-2

"Higurashi Villa" is a Western-style building built in 1906 as a villa of the Sumitomo family in Shisakajima Island, about 20km off the coast of Setonaikai Sea from Niihama. In 2018, 110 years after it was built, it was relocated to Niihama city where you can see the island the distance. It is open to the public as a memorial hall that widely conveys the history of Shisaka Island.

Tel 0897-31-5017 9:00-16:30 Free
 Holidays Mondays, national holidays (open if the holiday falls on a Sunday), regional festival (17-18 October), Year-end and New Year holidays (29 December - 3 January)
 Address 1-11 Ojicho, Niihama city

•Niihama IC▶20 minutes
 •JR Niihama station▶15 minutes

Hirose Memorial Museum

MAP D-2

A facility that traces the history of Niihama City and the history of modernization of Japan through the footsteps of Saihei Hirose, who supported the management of the Besshi Copper Mine and fostered modern Japanese industry.

The former Hirose residence constructed in the Meiji period is in a Japanese build style but with western technologies incorporated, its architecture provides a glimpse of the enterprising nature of Saihei.

Tel 0897-40-6333 9:30-17:30 (Admission until 17:00)
 Adult 550 yen, Free for under 18 years old or university students, etc.
 Holidays Monday, the day after national holidays (except Sundays), Year-end and New Year holidays (29 December - 3 January)
 Address 2-10-42 Uwabara, Niihama city

•Niihama IC▶10 minutes
 •JR Niihama station▶20 minutes

Besshi Copper Mine Memorial Museum

MAP D-3

This memorial hall was opened by the Sumitomo Group in 1975, and has a semi-underground structure with the image of an underground mine. Exhibits valuable materials such as history, technology, and people's lives since the opening of the Besshi Copper Mine. Outside there is a steam locomotive purchased from Germany as a mining railway.

Tel 0897-41-2200 9:00-16:30 Free
 Holidays Mondays, national holidays (open if the holiday falls on a Sunday), regional festival (17-18 October), Year-end and New Year holidays (29 December - 3 January)
 Address 3-13 Suminoshindencho, Niihama city

•Niihama IC▶5 minutes
 •JR Niihama station▶10 minutes

Ehime Prefectural Science Museum

MAP D-1

A facility where you can learn all kinds of scientific knowledge such as nature, environment, biology, astronomical science, industry, and technology through experience. There are many attractions such as the world's largest planetarium and a full-scale moving dinosaur robot.

Tel 0897-40-4100 9:00-17:30
 [Permanent exhibition admission fee] Adults (high school students and above): 520 yen, 65 years old and above: 270 yen, elementary/junior high students [Planetarium admission fee] Adults (high school students and above): 520 yen, 65 years old and above, elementary and junior high students: 270 yen
 Holidays Mondays (however, open on public holidays and the first Monday, closed on the following weekdays), Year-end and New Year holidays *Open every day during spring break and summer vacation
 Address 2133-2 Ojoin, Niihama city

•Niihama IC▶20 minutes
 •Iyo Saizyo IC▶5 minutes
 •JR Niihama station▶15 minutes

Akagane Museum

MAP C-2/d-iv

A comprehensive cultural facility that serves as a base for transmitting art and culture in Niihama City. Centered around the museum, there are the Taikodai Museum, Niihama Gallery, and Akagane Theater (multipurpose hall).

Tel 0897-31-0305 9:30-17:00
 Holidays Mondays (open on public holidays, substitute holidays and the first Monday, closed on the following Tuesday), Year-end and New Year holidays
 Address 2-8-1 Sakaicho, Niihama city

•Niihama IC▶15 minutes
 •Opposite JR Niihama station

Take a closer look at the copper roofing!

About 22,500 copper plates used! Weighs in at 42 tons. When converted to a 10-yen coin, it is equivalent to 100 million yen. Note the copper color that changes over time.

Minato Oasis Marine Park Niihama

MAP A-4

A marine leisure base that is also designated as a Niihama sea station. As well as being Shikoku's largest marina, there are beaches and campgrounds.

Tel 0897-46-4100 8:30-18:00
 Holidays Tuesdays (the following day if it is a national holiday), Year-end and New Year holidays (29 December - 3 January)
 Address 3-324 Habu, Niihama city

•Niihama IC▶17 minutes
 •JR Niihama station▶15 minutes

Minato Oasis Marine Park Niihama

MAP A-4

A marine leisure base that is also designated as a Niihama sea station. As well as being Shikoku's largest marina, there are beaches and campgrounds.

Tel 0897-46-4100 8:30-18:00
 Holidays Tuesdays (the following day if it is a national holiday), Year-end and New Year holidays (29 December - 3 January)
 Address 3-324 Habu, Niihama city

•Niihama IC▶17 minutes
 •JR Niihama station▶15 minutes

Performance of the light representing the copper mine

At noon on 9 May, which is the anniversary of the mine opening, "Kanki no Hikari" shines into the hall via the skylight.

Highlights of the Niihama Tourist Area

Niihama Marina

MAP A-4

There are land and marine storage facilities for boats and yachts as well as a clubhouse.

Tel 0897-46-5636
 April - September 8:30-18:30
 October - March 8:30-17:00

BLANC & BLEU

A special restaurant where you can enjoy authentic French cuisine while looking out over the picturesque Seto Inland Sea.

Tel 0120-34-4501
 (Lunch) 11:30-15:00
 (Dinner) 17:30-22:00

Oshima Rent-a-Cycle

MAP A-4

The bicycle rental area is on your right when coming off the port at Oshima. There are a limited number of rentals available so pre-booking is essential.

Tel 090-1320-5500 (Kato)
 10:00~15:00
 Rent-a-Cycle: 300 yen
 Holidays Weekdays

15 minutes by ferry from Kuroshima by Niihama Municipal Ferry. Enjoy the refreshing sea breeze, relax and admire the beauty of Hiuchi Nada. Adult round trip: 120 yen, child round trip: 60 yen. Car parking: 220 yen
 0897-65-1261 (Niihama City Transport Tourism Division)

Jack's Bakery

Tel 0897-45-0016
 10:45 - first-come first served
 Holidays Monday-Thursday (Open Friday, Saturday and Sunday)

Oshima's specialty, "Shichitukumo"

Characterized by its light colored skin and high sugar content. Due to the harsh environmental conditions, it is said that the rich sweet white potatoes find it hard to grow anywhere other than in Oshima. This potato is also called the "phantom potato" because of its low production volume.

One lap approximately 9km Cycling course

(Approximately 90 minutes)

Enjoy beautiful sea and island views

Stroll through the quaint back streets!

This billboard is the sign for the shop.

Funakakushi

Funakakushi, Waita, Noboridate, Kawrake valley, Akebi, Jindeyama, Hotate, Oshima, Kisshouji, Gangyouji, Murakami House, Honmaruato, Bishamonren, Oshima hachimanjinja, Oshimako, Tokai Ship, Oshima Waiting Area, Murakami House, Kisshouji, Gangyouji.

Funakakushi

Funakakushi, Waita, Noboridate, Kawrake valley, Akebi, Jindeyama, Hotate, Oshima, Kisshouji, Gangyouji, Murakami House, Honmaruato, Bishamonren, Oshima hachimanjinja, Oshimako, Tokai Ship, Oshima Waiting Area, Murakami House, Kisshouji, Gangyouji.

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The compact island of Oshima is just right for cycling. Explore the ruins of the Murakami Suigun Navy and feel the fresh sea breeze on Hiuchi Nada.

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