





Introduction 200 characters or less	Experience Ehime's food and drink culture A friendly local guide will show you around some restaurant and izakaya spots in "Matsuyama," where there is a rich mix of food culture. Also, at one of Ehime's famous restaurants that is inaccessible to tourists alone, please enjoy some food and sake that can only be recommended in the local area. For the third activity, you will visit the "Haiku Bar" unique to Matsuyama, which is a city of literature and haiku poetry. There, you can enjoy a cultural exchange with the locals, while experiencing Japan's distinct and profound "haiku culture," where poems consist of seventeen syllables arranged in lines of five, seven, and five syllables.		Languages Supported	Languages Supported	<input checked="" type="checkbox"/> Japanese <input checked="" type="checkbox"/> English <input type="checkbox"/> Chinese <input type="checkbox"/> Other	
	Key Point (1) Show with photo	I. Drink and eat at three of Ehime's hidden izakaya and bar spots in three hours! After meeting up with the tour guide, you will be led through the lively local shopping district. Make a toast at a small long-established izakaya, a hidden bar, and other famous establishments recommended by the guide!			Explanatory Materials in English	<input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
		II. You can enjoy the local food recommended by the locals! Enjoy the local dishes such as Jakoten (minced fish tempura), Iyo beef, and seafood that you should eat when you come to Ehime. You can also have a taste of the different sake made locally in Ehime.			Availability of Interpreter Guide	<input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No
		Key Point (2) Show with photo		III. Experience haiku with a master at the "Haiku Bar" where locals gather Lastly, you will go to the "Haiku Bar" where you can have a unique experience. At the bar run by friendly locals, you can actually challenge yourself to writing a haiku, while learning about haiku poetry! A special service is also offered where the master will give you a pen-name according to your name and interests.		Guide Information
Key Point (3) Show with photo			Other Information	Participation Requirements	5 years old or older	
Example Itinerary	(1) Local sake in Ehime Kuramotoya (2) Sandaime Robata Matsuyama AKIRA 459 Bettei (3) Hoyaken			Cancellation Policy	Cancellation fee up until the previous day: 0% Cancellation fee if you cancel on the day of or are a no-show: 100%	
Availability	Period	Number of Instances		Note	<ul style="list-style-type: none"> The tour can be held in rainy weather. Contact the operator in advance if you have any allergies. In accordance with Japanese law, you must be at least 20 years old to order alcohol. 	
	All year	Once a day (Every day of the week except Monday and Sunday)		In Case of Incident (No-show, bad weather, arriving late, etc.)	<ul style="list-style-type: none"> The tour may be cancelled due to weather conditions (strong winds, heavy rain, etc.). 	
	Duration / Start Time	Number of Participants (Min/Max)		Insurance	<input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No	
	3 hours, starts at 6:00PM	1-6 people		Inventory Management	<input checked="" type="checkbox"/> Yes / <input type="checkbox"/> No	
Meeting Place and Access	Access Using Public Transportation			Point of Contact / TEL	MagicalTrip Inc. / Ryosuke Iwase	
	About 15 minutes on foot and by tram from JR Matsuyama Station			Contact - Hours	10:00 AM - 6:00 PM	
	About 1 minute on foot from Okaido Station			Contact - Email Address	support@magical-trip.com	
	Address of Meeting Place			Price (Without Tax)	¥18,000 (per person)	
	In front of Matsuyama Mitsukoshi(3-1-1 Ichiban-cho, Matsuyama-shi, Ehime-ken)			Price with Add-Ons	-	
			Included in Above Price	<ul style="list-style-type: none"> Guide, Japanese sake tasting set, 4 drinks (non-alcoholic drinks are also available), 5 dishes 		
			Not Included in Above Price	<ul style="list-style-type: none"> Transportation costs to the meeting place, additional food/drink costs 		