

Tobe, Ehime Prefecture

四國愛媛
とべ
陶街道
をゆく



Toishiyama Park, the 41st of the 53 Stations of the (Pottery) Tōkaidō

The “To” of Tobe comes from toishi
 (“whetstone”)
Its roots go back to Mt. Toishi-yama

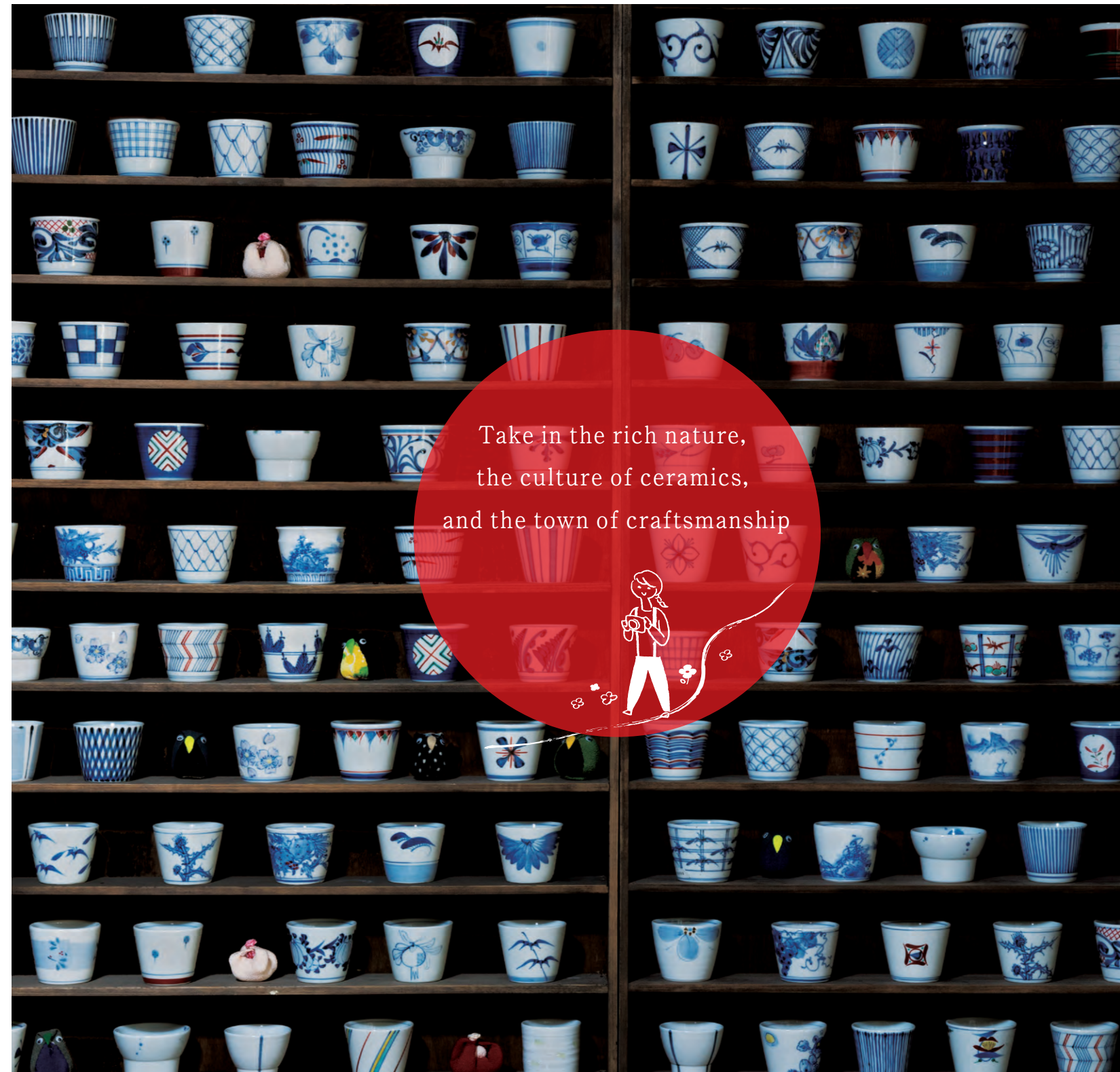
Mt. Toishi-yama, now reduced to sheer
columnar rock, was once a well-known source
of natural stone called iyoto. The stoneground
shavings used as raw material for the original
Tobeyaki porcelain was harvested here. Mt.
Toishi whetstone is mentioned as far back as
the 8th century in the Shōsoin documents. The
entire area became known as Toyama and as
time went by, its name was changed to Tobe.

A Town of Clear Streams and Fireflies,
of Tobeyaki and Tangerines

Published by Tobe Town Commercial
and Industrial Tourism Section

〒791-2195
1392 Miyauchi, Tobe-chō, Iyo-gun, Ehime-ken
Tel: 089-962-7288
Fax: 089-962-4277
<https://www.town.tobe.ehime.jp/>

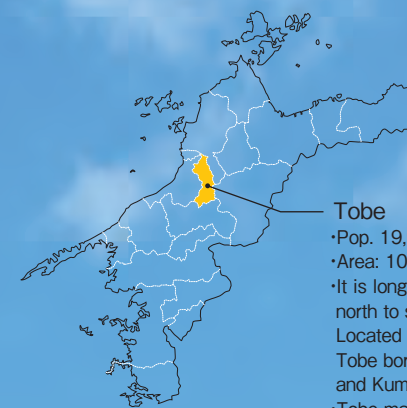
Issued May 2026



Feel the calm breeze here in the home of ceramics

The town with 53 Stations of the (Pottery) Tōkaidō

Make yourself at home and stay a while
Tōso-ga-oka, where the whispering winds blow through



Tobe

•Pop. 19,948 (as of April. 1, 2026)

•Area: 101.59km²

•It is long and narrow, stretching 21km from north to south and only 9km east to west. Located at the center of Ehime Prefecture, Tobe borders Matsuyama, Iyo, Masaki, and Uchiko, and Kumakōgen.

•Tobe mascot: Tobecchi

Table of Contents

Southern Tobe

Ōminami / Gohonmatsu — 2

Visit the Pottery Kilns — 6

Try Your Hand at Tobeyaki — 7

Northern Tobe

Zoological Park Vicinity — 8

Tobe Mountain Village in the Hirota District — 10

Seasonal Calendar of Events — 12

53 Stations of the (Pottery) Tōkaidō — 14

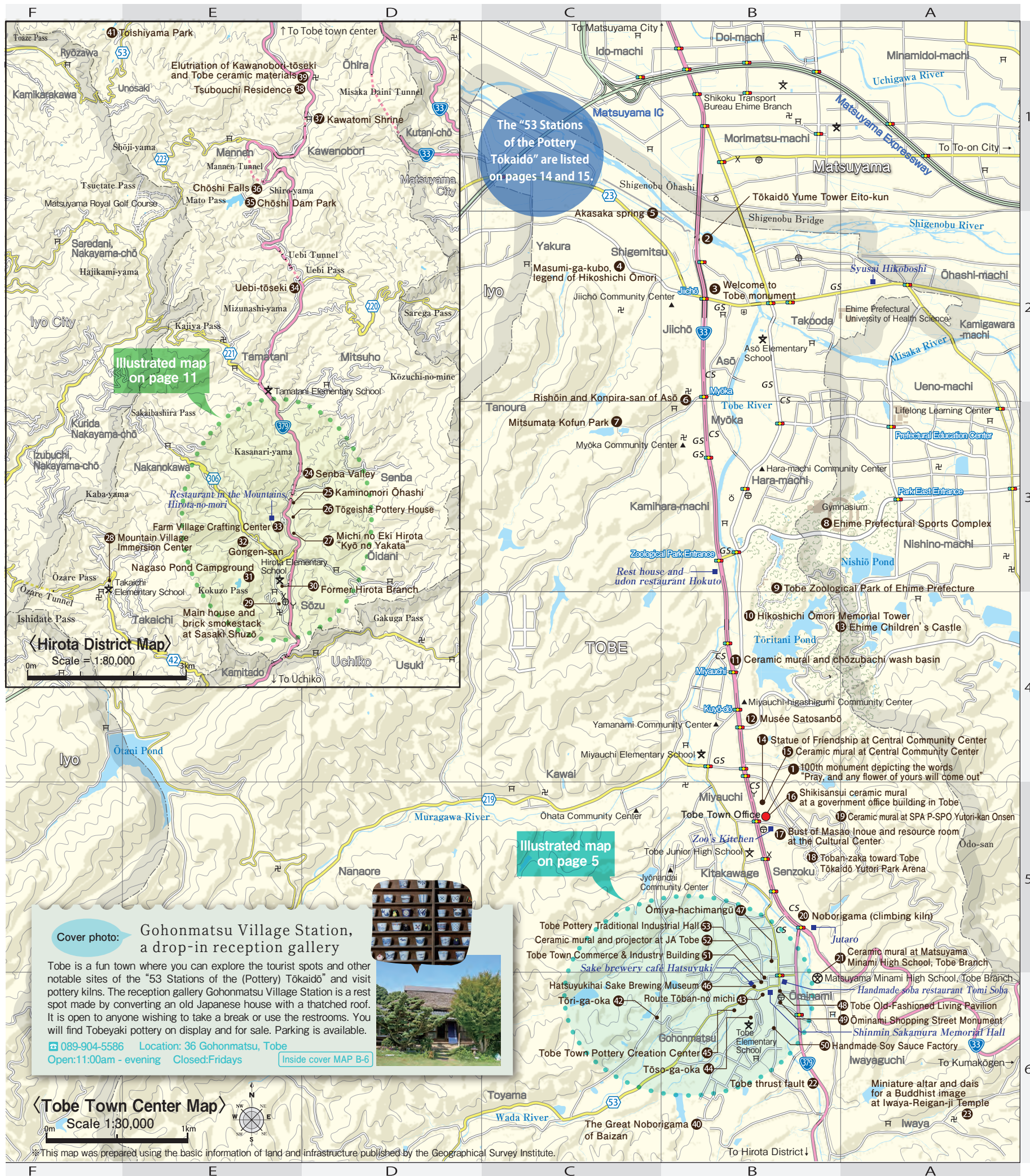
Access Information — 16

Made in Tobe / Eat in Tobe — 17

A village of rustic and artistic ceramics
The Tōkaidō pottery road connects people
with culture

While Tobe is a bedroom suburb adjacent to the prefectural capital of Matsuyama, it is also an indescribably tranquil village known for its ceramics and porcelains. With history that goes back to the Edo Period, the local handicraft techniques have been passed down through the generations to the 80 pottery kilns still operating throughout the town.

This town of ceramics has a road called the Pottery Tōkaidō. There is a “stamp rally” (a game to collect stamps from various places) that ties the charm of Tobe together, adding to the fun for people of all ages touring the town. Visitors will also see that this road is one that is valuable in learning about the 250-plus years of history of Tobeyaki pottery, the passion of unknown potters, and the preeminent skills of distinguished masters.



Fast Facts Map of Tobe

Tobe's tourist attractions are found concentrated in three general areas

"Northern Tobe, Zoological Park Vicinity" is enjoyable by visitors of all ages, "Southern Tobe, Ōminami / Gohonmatsu" has many pottery kilns and facilities for learning about the history of Tobeyaki, and the "Hirota District" is in the outskirts of Tobe. Points of attractions are all included in the 53 Stations of the (Pottery) Tōkaidō, so please refer to it for guidance.

The stamp rally card is available at the Tobe Pottery Traditional Industrial Hall.

