

Minami Shinshu & Iida City Guide Map



Tourism in Iida

Iida City, the main city of Southern Nagano Prefecture, is located in the approximate center of Japan.

It has a population of about 105,000 people, and an area of about 658 km². The city is bordered by the Southern Alps to the east and the Central Alps to the west, and straddles the Tenryu River, which flows through the middle of the city. The area at the foot of the mountains rises like steps, with a vertical rise of more than 2,700m. Ensclosed in abundant nature and beautiful scenery, its clearly distinguished four seasons make for a very livable climate.

For centuries, Iida City has thrived as a crossroads between eastern and western

Japan. A passion for research is a part of the character of the people of Iida, and they strive to preserve tradition, while also being quick to adopt new cultural aspects, which has led to a very colorful local flavor.

Recently, the city has become known for Ringo-Namiki (Apple Boulevard) in the center of downtown Iida, the beautiful river gorge of Tenryu-kyo, its unique folk culture, and the popular annual puppetry festival.



