

## The Most Trusted Restaurants Search Site in Japan

Number of restaurant listings with **detailed** information:

**158,000** /500,000

Monthly unique users:

**65 million**

**The Gurunavi Mission:**

**To Preserve and Enrich  
the Gastronomy of Japan**



# Restaurants



**5 0 0 , 0 0 0**  
in Japan



# Different Restaurants

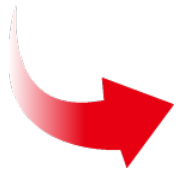
= Valuable



Consumer



Information through **GURUNAVI** by restaurants themselves using the website management screen for Accurate and real time updates.



Restaurant owner

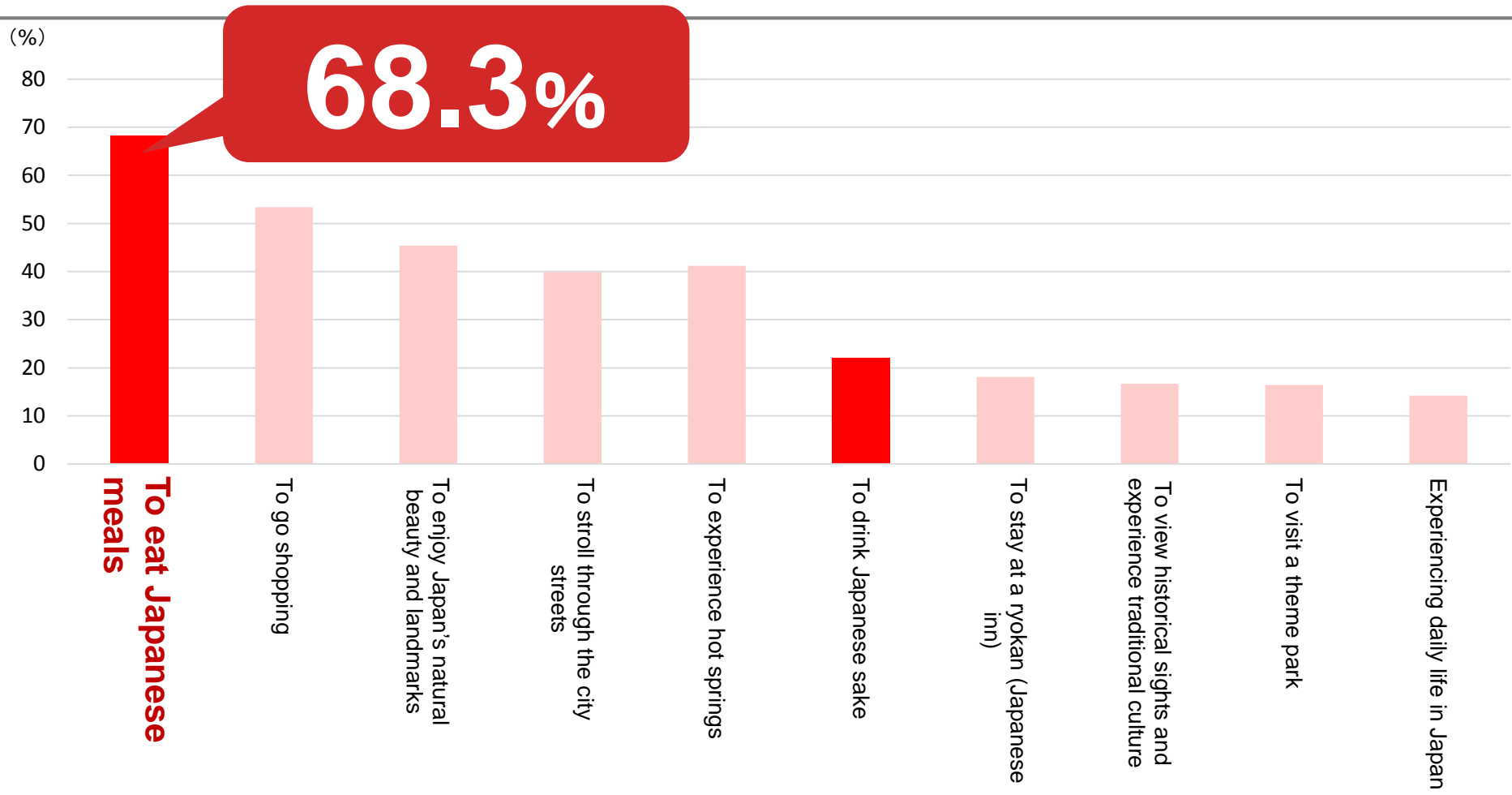


# Gastronomy Tourism in Japan

**In particular, we focus on  
ensuring people from all over  
the world can feel comfortable  
and enjoy Japanese cuisine**

# What did you look forward to before visiting Japan?

## The answer: Eat Japanese food.

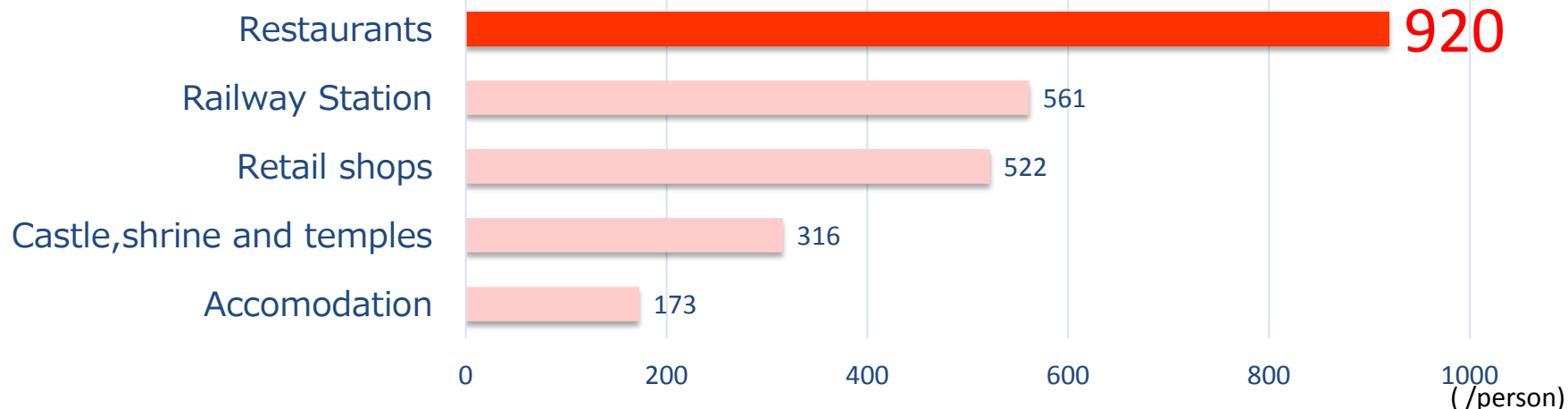


2017 Annual Report, Japan Tourism Agency

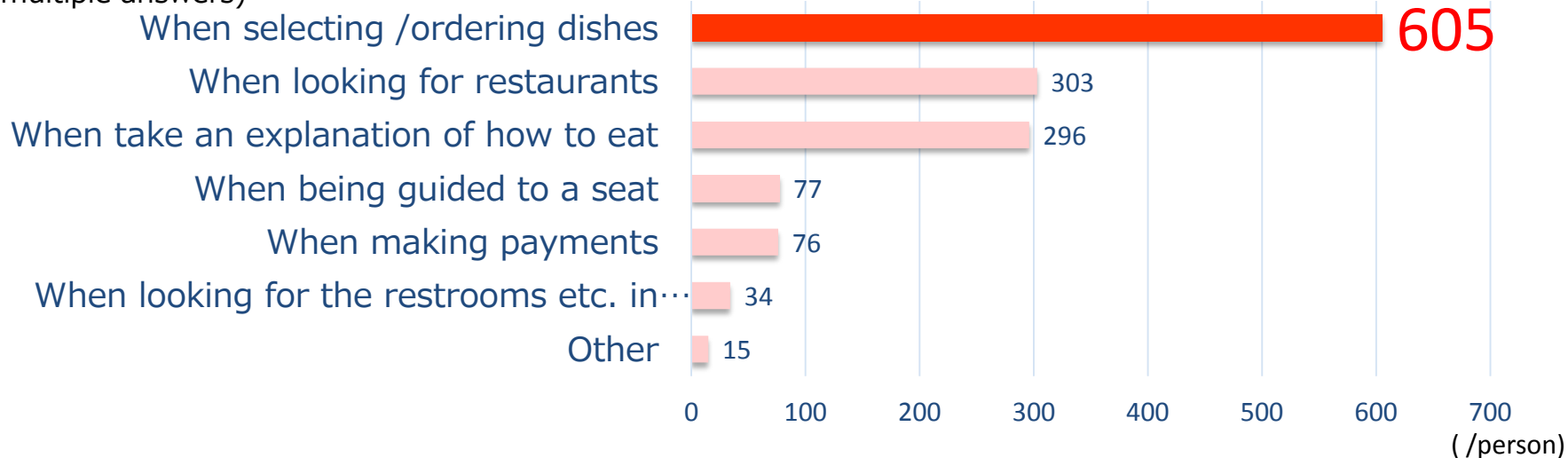


# Foreign visitors to Japan find hard to eat in Japan

The place the visitors visited and had trouble at regarding multilingual signage / communication (multiple answers)



The issues around multilingual signage / communication of situation in **restaurants** (multiple answers)



# Gurunavi's Innovation

What is

親子丼

???

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## Literal translation

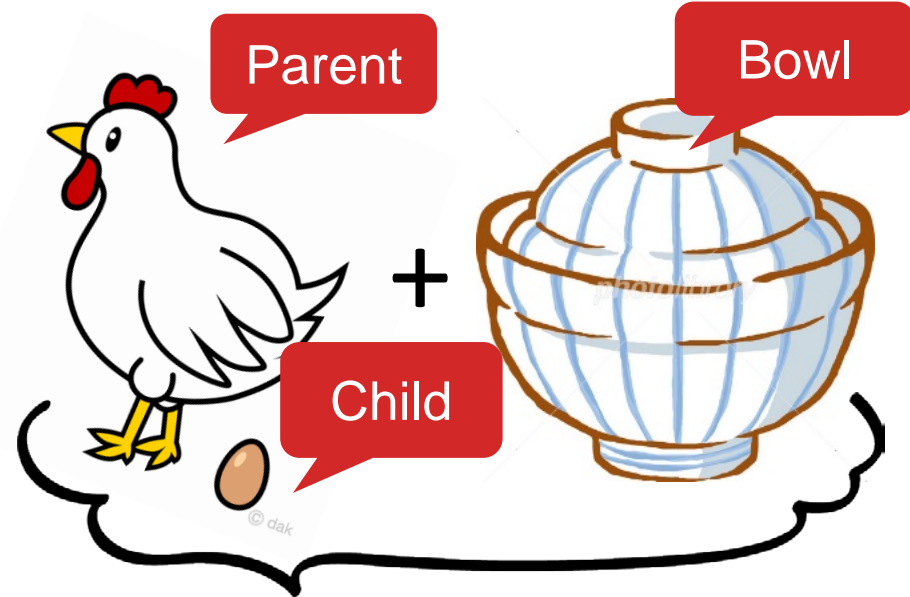
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親子丼 (Oyako-donburi)  
child  
parent bowl



# Literal translation

親子丼 (Oyako-donburi)  
 child  
 parent bowl



- Parent and Child bowl ?
  - Chicken and Egg over rice ?
  - Mother and Child Reunion ?
  - Bowl of rice topped with chicken and eggs ?
  - Chicken meat cooked with egg
- ⋮

There are as many translated names for menu items as there are translators.

# “Gurunavi developed the Multilingual Menu Conversion System”

## 1. One name



親子丼

"Oyako" chicken and egg rice bowl

# “Gurunavi developed the Multilingual Menu Conversion System”

## 2. What is it?



鶏子丼

"Oyako" chicken and egg rice bowl

Chicken covered with scrambled egg and other ingredients while being simmered in broth, served over a bowl of rice.

# “Gurunavi developed the Multilingual Menu Conversion System”

## 3. In a glance



鶏子丼

### "Oyako" chicken and egg rice bowl

Chicken covered with scrambled egg and other ingredients while being simmered in broth, served over a bowl of rice.

**Cooking:** Simmer

**Flavor:** Sugar, Warishita sauce

**Ingredients:** Chicken: thigh, Rice, Hen's egg



# “Gurunavi developed the Multilingual Menu Conversion System”



親子丼

## "Oyako" chicken and egg rice bowl

Chicken covered with scrambled egg and other ingredients while being simmered in broth, served over a bowl of rice.

**Cooking:** Simmer

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500

tax included

# Conclusion

## Benefits for Foreign Visitors

- **Visitors can imagine what dishes look like just by viewing the menu, resulting in a stress-free experience.**
- Find easily which restaurants they would like to go to eat before their visit

## Benefits for Restaurant Owner / Staff

- **Overcome multiple language barriers, simultaneously**
- Printing the Gurunavi page will give a « Menu Book for Visitors »
- Provides a smooth ordering experience
- Significantly reduces wait times for foreign guests
- Visitors may share store experiences/reviews on SNS

## Benefits for the Regions

- **Positive economic impact not only to F&B but to other industries such as hospitality, shopping, etc.**
- Shops that handle multiple languages in areas with more foreign visitors receive higher ratings

# Our Useful Sites for foreign visitors

- **GURUNAVI**

- **LIVE JAPAN**  
PERFECT GUIDE **TOKYO**

For  
Eat

[gurunavi.com/](https://gurunavi.com/)

Trusted Restaurants Search Site in Japan.

Total number of restaurant listings:

**85,000**

Language :

**4+1** languages

**GURUNAVI**

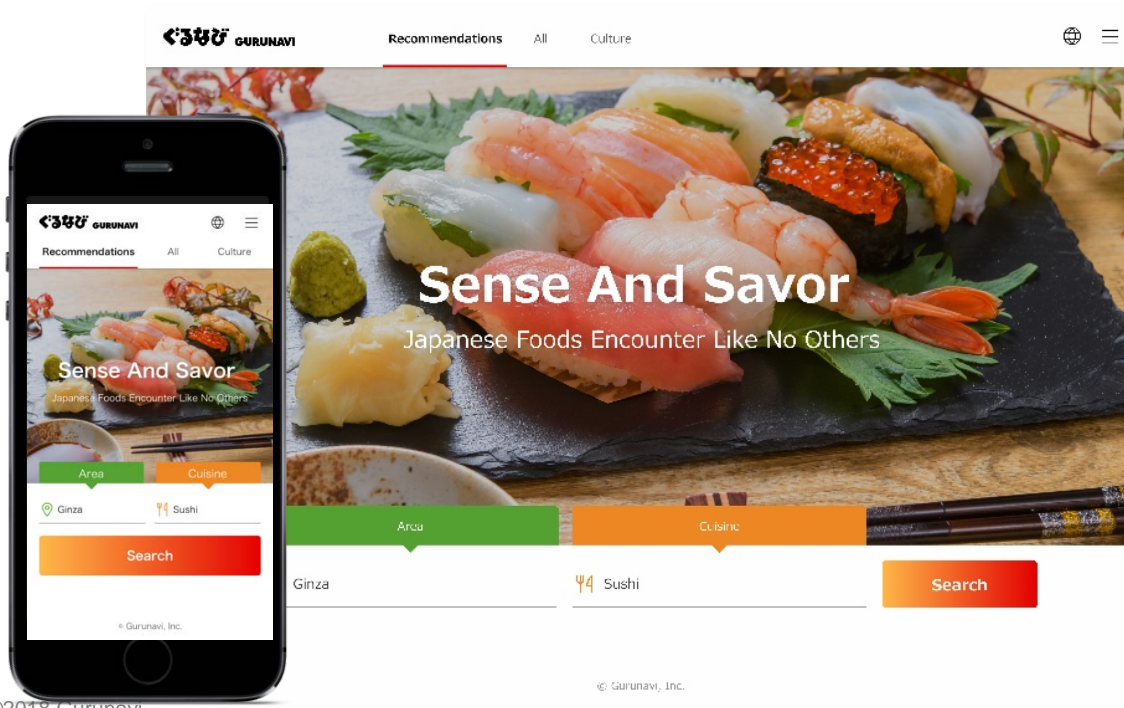
English

简体中文

繁體中文

한국어

日本語



For  
Travel

# livejapan.com/

The One Stop Guide Service with LIVE information.

## LIVE JAPAN

PERFECT GUIDE **TOKYO**

Language :

# 7+1 languages



English (United States)

简体中文

繁體中文

한국어

ไทย

Bahasa Melayu

Bahasa Indonesia

日本語

# Partnership



The latest reviews. The lowest prices. The perfect place to shop for hotels.

tripadvisor Ukaitei, Chuo

Find: Restaurants Near: Chuo, Japan Search

Asia > Japan > Kanto > Tokyo Prefecture > Tokyo > Chuo > Chuo Restaurants > Ukaitei

The lowest hotel prices are right here.

### Ukaitei

140 Reviews #10 of 7,488 Restaurants in Chuo Certificate of Excellence

5555 Ginza / Tokyo Nihonbashi Japanese

Overview Reviews (140) Details Q&A Location Save

Can a gluten free person get a good meal at this restaurant?  
 Yes  No  Unsure

Get directions

5-15-8 Ginza | Jijiyushin Bldg. 1F, Chuo 104-0051, T...  
Name/address in local language  
+81 3-3544-5252 Website  
Add hours  
Improve this listing  
More info

More information and reservation with GURUNAVI

**Find a table**  
**GURUNAVI**

Gourmet / Food / Restaurant information Inquiry Site Map English

search by Station Landmark / Hotel Cuisine Features Ginza Sushi

Japan Restaurant Guide Restaurant Features Gourmet Event Tips & Guides Column

HOME > Tokyo > Ginza > Teppanyaki (Iron Grill) Cuisine > Ginza Ukaitei  
More Nearby Restaurants

### 銀座うかい亭 Ginza Ukaitei

Credit Card Wi-Fi Private Room Smoking English Menu English OK

Map

Map >

- Teppanyaki (Iron Grill) Cuisine, Steak, Sashimi (Raw Sliced Fish)
- ¥ Lunch 10,000 JPY Dinner 30,000 JPY
- 03-3544-5252 (+81-3-3544-5252)
- Monday - Friday Lunch: 12:00 - 14:00 (L.O. 14:00) Monday - Saturday & Holiday Dinner: 17:00 - 23:00 (L.O. 21:00) Saturday & Holiday Lunch: 11:30 - 15:00 (L.O. 15:00)
- Ginza (Tokyo)  
Subway Higashi-Ginza Station Exit 6 2-minute walk

Restaurant Details

GURUNAVI Reservation Support  
Reservation Support (in English)  
"GURUNAVI Reservation Support" is a service for reservations provided by GURUNAVI, Inc.

TripAdvisor Traveler Reviews  
See Reviews

Overview Menu Photo Map

# TAT and Gurunavi Inc sign Comprehensive Partnership Agreement for food and tourism (2017.12.06)





Thank you

Seiichiro Kubo  
Gurunavi Inc.,  
President

日本“ぐるなび”

**GURUNAVI**