

食ビジネスから訪日観光への取組



ぐるなび



レストランをサポートする 2つのインフラ

オンラインのインフラ

オフィシャルサイト
ぐるなび

オフラインのインフラ

1,000人の
人的サポート体制

オフライン 1000人の営業体制

加盟店営業

販促を中心とした精鋭化した
コンサルティング集団
400人

食材
チーム



レストラン加盟店



巡回
スタッフ

加盟店へのきめ細かいサポーター
300人

ぐるなび
通信

飲食店向け月刊情報誌
約80,000部

コール
センター

外食に特化したスキルを持つ
150人

ぐるなび
大学

成功事例を中心に年間3,000回以上開催
50人

ぐるなび インバウンドの取組み

外国人に最も支持されるグルメサイトへ

The screenshot displays the GURUNAVI website interface. At the top, there is a search bar with the text "search restaurants by Station Landmark/Hotel Cuisine Other options". Below the search bar, the website logo "ぐるなび GURUNAVI" is visible, along with navigation links for "Japan Restaurant Guide", "Restaurant Features", "Gourmet Event", "Beginner's Guide to Japan", and "Columns". A prominent banner for "Tokyo Restaurant Guide" features a close-up image of salmon nigiri sushi. Below the banner, a navigation bar lists various Japanese locations: Tokyo, Osaka, Kyoto, Hokkaido, Kanagawa, Aichi, Hyogo, and Fukuoka. The main content area includes a "Quick Search" section with "Select Location" and "Select Cuisine" dropdowns, a "Location" section with a map of Japan and buttons for "Area", "Landmark", and "Hotel", and a "Restaurant Feature" section with a grid of food images and links to guides for Yakimiku, Sukiyaki, Tempura, Nabe, Unagi, and Steak restaurants. Other sections include "Popular Places" (Ginza, Yurakucho/Hibiya, etc.), "Station" (Tokyo Station, Shinjuku Station, etc.), and "Cuisine" (Modern Japanese Cuisine Nabe, Sushi/Seabod, Okonomiyaki/Takoyaki, etc.).

2015年1月19日
大幅リニューアル！

外国人ニーズに応える事を徹底追及。
検索機能を大きく向上。

駅、ランドマーク、
ホテルから検索

This screenshot shows the "Location" search filter interface. It features a dropdown menu with "All" selected, and a list of location options: "Tokyo", "Shibuya station", "Shibuya stationShibuya station", and "Shibuya station". A "more..." link is visible at the bottom of the list.

設備、
サービスから
検索

カレンダー、
営業時間から
検索

This screenshot shows the "Hours" search filter interface. It includes two input fields: "Set the visit date" and "Set the coming time". A "Search" button is located at the bottom of the form.

This screenshot shows the "Add options" search filter interface. It features a list of checkboxes for various amenities: "Accepts Credit Cards", "Free WiFi", "Private Room", "No Smoking", and "Smoking". A "more..." link is visible at the bottom of the list.

食領域におけるアクティビティプランの展開

日本の文化を体験できる外国人旅行者向けアクティビティプランコンテンツの展開

GURUNAVI Japan Gourmet Experience

Enjoy "Gourmet Experiences" of Japanese food culture.

"Japan Gourmet Experience" is a service allowing you to search and make reservations for activities through which you can experience Japan's food culture provided by local restaurants, from 10 November 2014 to 15 December 2014.

NEWS | Oct. 21, 2014 | Japan Gourmet Experience site was opened.

How It Works

- STEP1 Search the WEB
- STEP2 Make a reservation by telephone
- STEP3 Experience
- Learn more

Please answer this 3 minute survey. We are conducting this survey to improve our services.

TOKYO | OTHER

TOKYO

- [Akasaka] Live tiger globefish course (7 items)/Live tiger globefish hot pot course... November 10, 2014-December 15, 2014. TOKYO. Others: 2 hours, 4,880 JPY.
- All you can eat carefully selected domestic beef shabu shabu November 15, 2014-November 30, 2014. TOKYO. Others: 2 hours, 4,298 JPY.
- [Shinjuku] Hoshun - Specially selected marbled Wagyu meat shabu November 10, 2014-December 15, 2014. TOKYO. Others: 2 hours, 5,180 JPY.

- TOKYO. Others: 2 hours, 4,880 JPY.
- TOKYO. Others: 2 hours, 4,298 JPY.
- TOKYO. Others: 2 hours, 5,180 JPY.

●寿司握り体験



築地の寿司屋で
カウンターに立って握寿司づく
りが体験できる

●そば打ち教室体験



手打ちそばを体験できる
そば打ち教室

●お茶体験



お茶体験の後
会席料理を愉しめる
セット体験プラン

●押し寿司づくり体験



金沢名物
押し寿司づくりを
体験できる