



# Japan Trend Ranking

## Launched for France, Taiwan, and Hong Kong

TOKYO, August 18, 2014 -- Gurunavi Inc. (Headquarters: Chiyoda-ku, Tokyo; President, Representative Director: Seiichiro Kubo; hereafter "Gurunavi"), operator of Japan's leading restaurant search site, GURUNAVI, has established Japan Trend Ranking, a website designed for audiences in various countries with the goal of creating Japan enthusiasts overseas. On August 20 (Wednesday), 2014, Gurunavi will launch three new Japan Trend Ranking website versions created specifically for France, Taiwan, and Hong Kong.

Under the concept of "Japan, one visit is never enough," Japan Trend Ranking aims to increase the understanding of Japanese food culture overseas by providing correct information and thus create Japan enthusiasts (members of Japan Trend Ranking). The website was launched in April 2013 with the objective of disseminating information tailored to the culture and national characteristics of its audiences and providing services that gain favor with native speakers in each country. So far, Gurunavi has launched a version of the website designed for Singapore (in English) with information on Japanese food culture and eating habits, a version for Los Angeles, the United States (in English) with information about Japanese culture that has set local roots, and a version for Thailand (in Thai), which specializes in Japanese cuisine. In order to provide detailed, accurate, and fresh local information, Japan Trend Ranking is linked with GURUNAVI, which is updated on a daily basis, Let's Enjoy Tokyo, a website operated in partnership with Tokyo Metro that offers travel information for Tokyo, Saitama, Kanagawa, and Chiba, and Gurutabi, a website recognized as the definitive source of sightseeing and local delicacy information.

The soon-to-be-launched three new versions of Japan Trend Ranking for France in the heart of Europe, and Taiwan and Hong Kong, two prominent East Asian hubs that boast a large number of visitors to Japan, reflect the inbound tourism strategy of Gurunavi. The company will carry out a launch campaign, in which winners will receive return airfare tickets to Japan, and will vigorously promote efforts to create Japan enthusiasts with the goal to double the FY2013 Japan Trend Ranking membership by March 2015.

Website versions	No. of visitors to Japan*	Characteristics
France (French) <a href="https://fr.sushiandsake.net">https://fr.sushiandsake.net</a>	Approx. 150,000	In consideration of the high cultural awareness of the French people, the website will provide information not only on food culture, but on a broad range of aspects of in-depth Japanese culture, such as architecture, performing arts, etc. The website will also introduce popular regional cities and information for long-term residents of each area.
Taiwan (Traditional Chinese) <a href="https://tw.sushiandsake.net">https://tw.sushiandsake.net</a>	Approx. 2.21 million	Taiwan is a nation friendly toward Japan, and 10% of its people visit Japan each year. Under the concept of discovering fresh attractions in Japan, the website will target repeat visitors and introduce them to the unfamiliar allure of Japan's regional cities, placing the focus on architectural information, which is of great interest to the Taiwanese people.
Hong Kong (Traditional Chinese) <a href="https://hk.sushiandsake.net">https://hk.sushiandsake.net</a>	Approx. 750,000	One in every five residents of Hong Kong has visited Japan more than 10 times. In order to promote repeated visits, the website will disseminate information on Japan's regional food culture, such as local delicacies and microbrewed sake, and sightseeing spots, with focus on regional cities.

\* Source: Japan National Tourism Organization (JNTO), Foreign Visitors to Japan by Nationality for 2013 (definite values)

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