[ABSTRACT]

Congestion in transportation facilities is eased by efficiently guiding users who stay in the transportation facilities such as railway stations. A people flow guiding system 1 comprises a required stay volume calculating part 20 acquiring the number of people who are able to get on at a station according to an operation condition of a railway line, and calculating the number of people who are unable to get on at the station by subtracting the number of people with demand of usage for each station retained beforehand from the number of people as acquired as a required stay volume for each station, a stay area selecting part 30 retaining a plurality of areas available from each station as stay areas for allowing a user to stay with correlated to capacities each being the number of people who are able to stay at each of the stay areas, and repeatedly performing a process of selecting the stay area from the stay areas as a guiding destination stay area in a predetermined order until a sum of the capacities of the guiding destination stay areas as selected is made equal to or larger than the required stay volume, and a guiding part 40 delivering guidance information for guiding people to the guiding destination stay areas selected.