

## ABSTRACT

To provide a guidance device which provides guidance on a guidance target in accordance with the movement status of a user, characteristics of the guidance target, and the like, a guidance program, and a storage medium, a guidance device 1 includes a storage unit 11 which stores content information 112 including at least information regarding the reproduction time of content and a providing region of the content, movement status calculation means for calculating the current position and the moving speed of a user 2, content selection means 102 for selecting from the content information 112, based on the current position and the moving speed of the user 2 calculated by the movement status calculation means 101, content whose content providing region includes a position at which the user 2 is estimated to be located at the time when the reproduction time of the content has passed, and content reproduction means 103 for reproducing the content selected by the content selection means 102.