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Travel Booking Tool With Integrated Event Information And Alerts

ABSTRACT

This disclosure describes provision of information and alerts regarding concurrently scheduled events in a travel or activity planning tool. Event information is integrated with the planning tool and enables users to obtain information or receive alerts regarding events that are concurrent with user travel or activity dates. The planning tool utilizes databases that include information about special events, holidays, closures, etc. The planning tool can be accessed via a website, through a virtual assistant, as an application, etc. Alerts of related events are provided to the user at a time of searching for an activity, making a reservation, or at any time prior to the activity.

KEYWORDS

- Travel planning
- Flight booking
- Reservation
- Activity planning
- Store closure
- Holiday weekend
- Festival
- Travel calendar

BACKGROUND

While planning travel to a different city, state, or country, users can be unaware of special events or holidays such as sporting events, festivals, etc. that are scheduled at the

location that coincide with the user's travel dates. In some cases, the special events or holidays can disrupt the user's travel experience due to congestion, establishment closures, etc.

DESCRIPTION

This disclosure describes provision of information and alerts regarding concurrently scheduled events to users of a travel planning tool. Per techniques of this disclosure, event information is integrated into the travel planning tool and enables users to obtain information and receive alerts regarding event(s) that are concurrent with user travel dates. For travel plans that are flexible, user experience is thus enhanced by providing suitable alerts of special events or holidays that are concurrent with the user's travel dates.

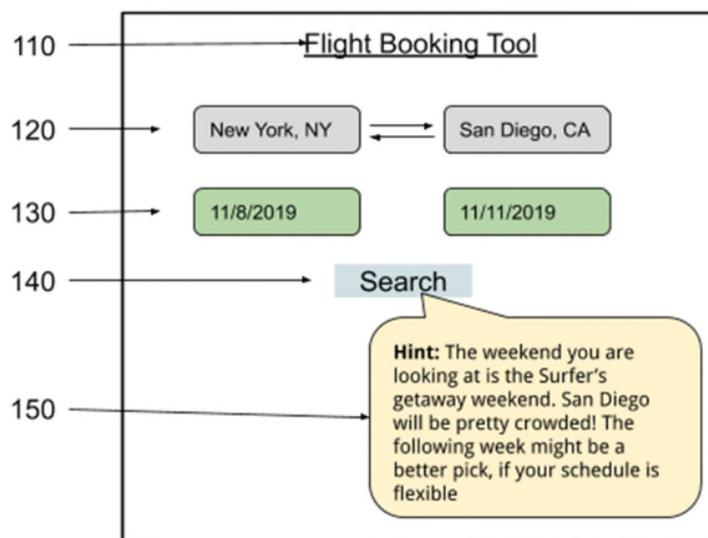


Fig. 1: User alerts are generated based on special events that coincide with travel

Fig. 1 illustrates an example of use of a flight booking tool (110) that includes event alerts, per techniques described herein. A user provides details (120) about the origin/destination for travel and the dates of travel (130) and performs a search (140) for possible flight options.

The flight booking tool accesses databases that include information about special events, holidays, closures, etc. In this illustrated example, analysis of the requested travel dates and destination leads to a determination that the requested dates coincide with a special event scheduled for the destination (“Surfer’s getaway weekend in San Diego”). Based on the analysis, an alert is provided (150) to the user regarding the concurrently scheduled event that provides details of the event and possible impact for the user’s consideration.

While the foregoing example illustrates a flight booking tool, relevant event information can be provided to the user via any suitable mechanism, e.g., a website (travel website, hotel website, etc.), through a virtual assistant, as an application (e.g., travel planning application), etc. Event information can be accessed from online event databases, e.g., ticket providers, venue websites, city websites, etc. and matched to user’s travel dates. The matching is performed with specific user permission to utilize the locations and dates of travel that the user has provided.

The described techniques can also be used in online review, recommendation and reservation tools or websites such as those for vacation home reservation, restaurant booking or recommendation, etc. Further to providing alerts at the time of searching for a review or recommendation, or to make a reservation, alerts can also be provided after a reservation is made if a relevant event is added to the online event databases. For example, if a user has made a dinner reservation for a future date at a particular location, events added to the database for that location are identified and corresponding alerts are provided to the user, e.g., “wine festival in downtown San Jose same day as your scheduled dinner with Jane.”

Further to the descriptions above, a user may be provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein

may enable collection of user information (e.g., information about a user's social network, social actions or activities, profession, a user's preferences, or a user's current location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

CONCLUSION

This disclosure describes provision of information and alerts regarding concurrently scheduled events in a travel or activity planning tool. Event information is integrated with the planning tool and enables users to obtain information or receive alerts regarding events that are concurrent with user travel or activity dates. The planning tool utilizes databases that include information about special events, holidays, closures, etc. The planning tool can be accessed via a website, through a virtual assistant, as an application, etc. Alerts of related events are provided to the user at a time of searching for an activity, making a reservation, or at any time prior to the activity.