CLAIMS

1. A route guidance device comprising:

a guiding and restricting information calculation unit that calculates a movement demand prediction value based on a movement actual value of a moving object collected in the past, and creates guiding and restricting information in which sum of the movement demand prediction value is in association with position information of a location or a facility for movement to which the moving object is to be guided, or a location or a facility for movement from which the moving object is to be restricted;

a movement route searching unit that searches for a plurality of movement routes to a destination, including a facility for movement to be used, based on information regarding the facility for movement and map information;

a priority calculation unit that finds priorities of the plurality of movement routes which are obtained from searching by the movement route searching unit, based on the guiding and restricting information;

an incentive setting unit that gives incentives to the movement routes, based on the priorities that are found by the priority calculation unit; and

a route guidance unit that provides route guidance for the movement route, and the incentives that are given by the incentive setting unit.

2. The route guidance device according to Claim 1,

wherein the incentive setting unit obtains an incentive depending on the movement route, based on the guiding and restricting information, or an actual value of a movement demand of the moving object.

3. The route guidance device according to Claim 1 or 2,

wherein the movement route searching unit searches for a movement route that passes through the location or the facility for movement to which the moving object is to be guided, or a movement route that does not pass through the location or the facility for movement from which the moving object is to be restricted, based on the guiding and restricting information.

4. The route guidance device according to any one of Claims 1 to 3,

wherein the movement route searching unit searches for the movement route, based on a timetable that is provided for public transportation and the movement demand prediction value for the moving object.

5. A route guidance method comprising:

a guiding and restricting information calculation step of calculating a movement demand prediction value based on a movement actual value of a moving object collected in the past, and creating guiding and restricting information in which sum of the movement demand prediction value is in association with position information of a location or a facility for movement to which the moving object is to be guided, or a location or a facility for movement from which the moving object is to be restricted;

a movement route searching step of searching for a plurality of movement routes to a destination, including a facility for movement to be used, based on information regarding the facility for movement and map information;

a priority calculation step that finds priorities of the plurality of movement routes which are obtained from searching in the movement route searching step, based on the guiding and restricting information;

an incentive setting step of giving incentives to the movement routes, based on the priorities that are found in the priority calculation step; and

a route guidance step of providing route guidance for the movement route, and the incentives that are given in the incentive setting step.

6. A program causing a computer to function as:

guiding and restricting information calculation means of calculating a movement demand prediction value based on a movement actual value of a moving object collected in the past, and creating guiding and restricting information in which sum of the movement demand prediction value is in association with position information of a location or a facility for movement to which the moving object is to be guided, or a location or a facility for movement from which the moving object is to be restricted;

movement route searching means for searching for a plurality of movement routes to a destination, including a facility for movement to be used, based on information regarding the facility for movement and map information;

priority calculation means for finding priorities of the plurality of movement routes which are obtained from searching by the movement route searching means, based on the guiding and restricting information;

incentive setting means for giving incentives to the movement routes, based on the priorities that are found by the priority calculation means; and

route guidance means for providing route guidance for the movement route, and the incentives that are given by the incentive setting means.