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(54) Title: COMMUNICATIONS SERVER APPARATUS, METHODS AND COMMUNICATIONS SYSTEMS FOR RECOMMENDING ONE OR MORE POINTS-OF-INTEREST FOR A TRANSPORT-RELATED SERVICE TO A USER

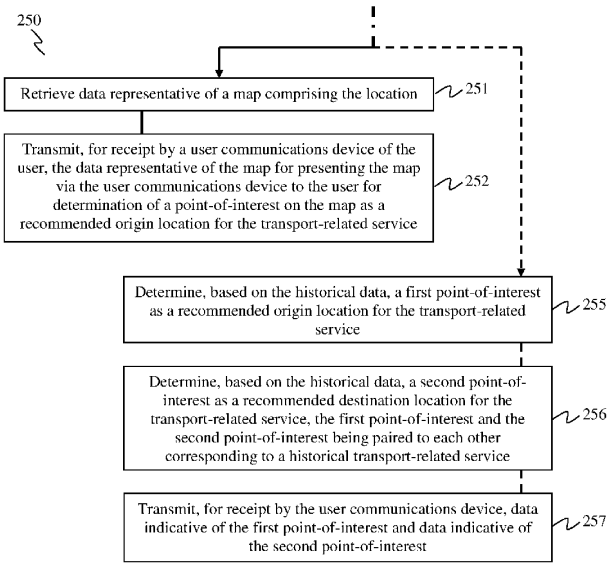


FIG. 2B

(57) Abstract: Provided are communications server apparatus for recommending one or more points-of-interest (POIs) for a transport-related service to a user, such as when the user wish to request or make a booking for a transport-related service. The POIs are recommended at different actions/scenarios or at different stages of the booking, based on a plurality of data/information, which may be from a plurality of data sources. Recommendation may be done using data relating to one or more pairings of origin locations and destination locations corresponding to historical transport-related services, or using historical data and data corresponding to top ranking points-of-interest in at least one destination category in a geographical area, or based on resultant scores of candidate POIs that are determined from individual scores assigned to a plurality of criteria for the candidate POIs, where the individual scores for at least

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[Continued on next page]

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some of the criteria are determined based on historical data.