CLAIMS

1. An information processing apparatus characterized by comprising:

a processor configured to:

provide, on-line, a first service associated with movement of a first vehicle;

automatically generate an itinerary as the first service, wherein the itinerary includes a plurality of spots proposed to the user to visit; and

when a user uses a second service while using the first service, wherein the second service is a vehicle rental service of the first vehicle, provide the user with a first incentive for the first service and a second incentive for the second service, wherein the rental service has an upper limit of allowable mileage in a predetermined period;

calculate a mileage that the first vehicle of the second service will travel to reach the plurality of spots of the itinerary of the first service;

determine a content of the second incentive for the second service based on the calculated mileage, wherein the second incentive is an extension of the upper limit and an amount of the extension is based on the calculated mileage; and

determine a content of the first incentive for the first service, wherein the first incentive for the first service is displayed to the user as an icon in association with a spot of the plurality of spots of the itinerary.

2. The information processing apparatus according to claim 1, wherein the first service is a platform service that provides information associated with the movement or works as an agent for a procedure associated with the movement.

3. The information processing apparatus according to claim 1 or 2, wherein an operator of the first service is an operator who is the same as or associated with an operator of the second service.

4. The information processing apparatus according to any one of claims 1 to 3, wherein the second service is a service that allows the user to use the first vehicle by receiving a payment of a fee from the user at every predetermined period, and the second incentive is a reduction in the fee.

5. The information processing apparatus according to claim 2, wherein the first service includes a service that receives a reservation for the spot, wherein the user stops by the spot during the movement.

6. The information processing apparatus according to claim 5, wherein the first incentive includes a free or discounted service received at the spot.

7. The information processing apparatus according to claim 6, further comprising:

a storage unit configured to store content of a plurality of incentives in association with the plurality of spots, respectively.

8. The information processing apparatus according to claim 6 or 7, wherein the processor is configured to propose, to the user, the spot at which the user is allowed to stop by during the movement and to receive a provision of the first incentive.

9. The information processing apparatus according to any one of claims 1 to 8, wherein the first incentive includes a right to receive maintenance of the first vehicle at the spot.

10. The information processing apparatus according to any one of claims 1 to 9, wherein the first incentive includes a right to park the first vehicle at the spot.

11. The information processing apparatus according to any one of claims 1 to 10, wherein the processor is configured to, when providing the user with the first service, present content of the first incentive on a user display.

12. The information processing apparatus according to claim 11, wherein the processor is configured to further acquire data on a usage status of the second service by the user and determine the content of the second incentive based on the data.

13. The information processing apparatus according to any one of claims 1 to 12, wherein the processor is configured to generate data indicating content of the first incentive and transmit the data to an external device of the spot.

14. A reservation system characterized by comprising:

a reservation server configured to provide, on-line, a first service associated with movement;

a user terminal of a user that communicates over a network with the reservation server; and

a contract management server associated with a second service which is a vehicle rental service of a first vehicle, wherein the vehicle rental service has an upper limit of allowable mileage in a

predetermined period, and the contract management server communicates over the network with the reservation server wherein:

the contract management server is configured to provide the reservation server with data on a usage status of the second service by a user; and

the reservation server is configured to, when the user uses the second service while using the first server, provide the user with a first incentive for the first service and a second incentive for the second service;

wherein the reservation server is configured to:

automatically generate an itinerary as the first service, wherein the itinerary includes a plurality of spots proposed to the user to visit,

calculate a mileage that the first vehicle will travel to reach the plurality of spots of the itinerary,

determine a content of the second incentive for the second service based on the calculated mileage, wherein the second incentive is an extension of the upper limit and an amount of the extension is based on the calculated mileage; and

determine a content of the first incentive for the first service, wherein the first incentive for the first service is displayed to the user as an icon associated with a spot of the plurality of spots of the itinerary.

15. The information processing system according to claim 14, wherein the first service is a platform service that provides information associated with the movement or works as an agent for a procedure associated with the movement.

16. The information processing system according to claim 14 or 15, wherein an operator of the first service is an operator who is the same as or associated with an operator of the second service.

17. The information processing system according to any one of claims 14 to 16, wherein the first device is configured to, when providing the user with the first service, present content of a providable first incentive.

18. The information processing system according to any one of claims 14 to 17, wherein the first device is configured to generate data indicating content of the first incentive and transmit the data to an external device associated with the spot of the itinerary.