Ask Maps explained: itineraries, agentic appointment booking and what local businesses should check

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Short answer: Ask Maps is the conversational, Gemini-powered feature in Google Maps, and on 16 November 2026 Google added day-by-day trip itineraries, “agentic” appointment finding for beauty, pet care, auto and home repair, and search across saved lists. It matters for local marketing because a person can now ask for an open 4 p.m. slot and get options across nearby businesses, so accurate hours, services and availability become inputs to the answer.

TL;DR The short version

- Ask Maps, the Gemini-powered chat in Google Maps, now builds day-by-day itineraries and finds appointments for beauty, pet care, auto and home repair.
- Google's announcement gives no data on how businesses are chosen or ranked among open slots.
- Local businesses should keep Business Profile hours, services and online availability accurate, because the assistant reads them.

Read online, listen to it, or change the text size: https://blogs.iictp.org/ask-maps-agentic-appointments-itineraries-local-seo-explained

What is Ask Maps?

Ask Maps is a chat-style way to ask Google Maps for plans and places. In the November update, announced by Maz Khorasani, Product Director for Google Maps, Google says people can build step-by-step itineraries, get real-time route tips, find local appointments and search their saved lists. The features were described as rolling out on Android and iOS.

How it works

- **Itineraries.** A day trip or a multi-day road trip becomes a day-by-day schedule with numbered map pins and tips. It can be shared or exported to Google Docs on desktop, and adjusted on the fly, for example by adding a scenic viewpoint.
- **Live details.** Google says the itinerary shows live traffic, whether a place is open and what the atmosphere is like, and directions can include “Know before you go” tips about parking, charging, weather, delays and tolls.
- **Agentic appointments.** With new agentic capabilities, a person can choose to have Ask Maps find beauty, pet care, auto and home repair appointments online and call local businesses. A request such as “Find me a 4 p.m. nail appointment near me” returns open slots across nearby businesses.

- **Saved lists.** Ask Maps can search a person's saved lists, for instance to find spots that are open right now for visiting guests.

What is new compared with earlier approaches

Maps has long shown hours and a booking link. The change is that an assistant can compare availability across several businesses and, when the person allows it, contact them by phone. This extends the same direction as Google Duplex in Gemini, which calls businesses on a user's behalf.

What Google reported

The post is a feature announcement and gives no performance figures, booking volumes or accuracy rates. It lists the new capabilities and the platforms they roll out on.

Limitations and open questions

- Google does not say in the post how businesses are chosen or ranked among open slots, or what a business must do to appear as bookable.
- Appointment finding works only where availability can be found online or a business can be called; coverage by category and country was not detailed in the post.

What it means for local businesses (our reading, not Google's claim)

1. Check that your Business Profile hours, holiday hours, categories and services are current, because an assistant will read them.
2. If you take bookings online, keep the booking system's live availability accurate; if you take calls, make sure someone can answer a short availability question.
3. Add the practical details Maps surfaces to travellers, such as parking and charging.
4. Track enquiries and bookings by source in your own analytics so you can see whether assistant-driven requests are arriving.

Frequently asked questions

- **What is Ask Maps?** A conversational feature in Google Maps for planning trips, finding places and now appointments.
- **Can it book appointments?** Google says it can find appointments online and call local businesses for beauty, pet care, auto and home repair when a person chooses to use it.
- **Can I export an itinerary?** Google says an itinerary can be shared with friends and family or exported to Google Docs on desktop.
- **Does it show live conditions?** Google says itineraries show live traffic, whether a place is open and the current atmosphere.

Related reading

- Google Duplex in Gemini: phone calls to businesses

- Gemini 4 Hydrogen in Google Search
- AI agents as intermediaries: identity and accountability
- AI Practitioner

Sources and currency

Sources were read on 24 November 2026. Products, rules and standards change, so check the linked originals before you rely on any detail.

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Sources and further reading

1. Maz Khorasani, Google Maps. New Ask Maps features to help with holiday travel and prep. 16 November 2026. blog.google/products-and-platforms/products/maps/ask-maps-holiday-travel-features-2026.

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