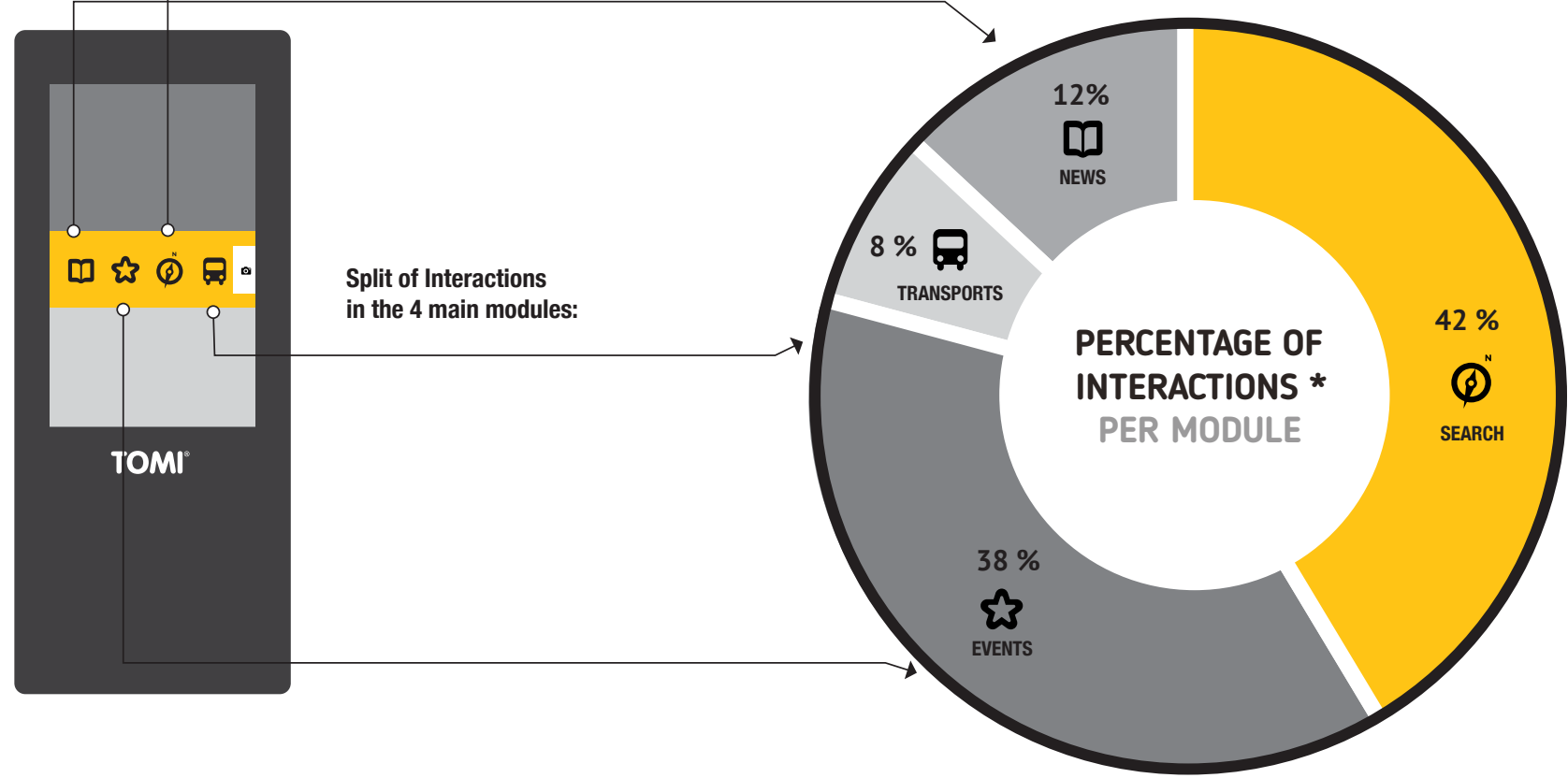


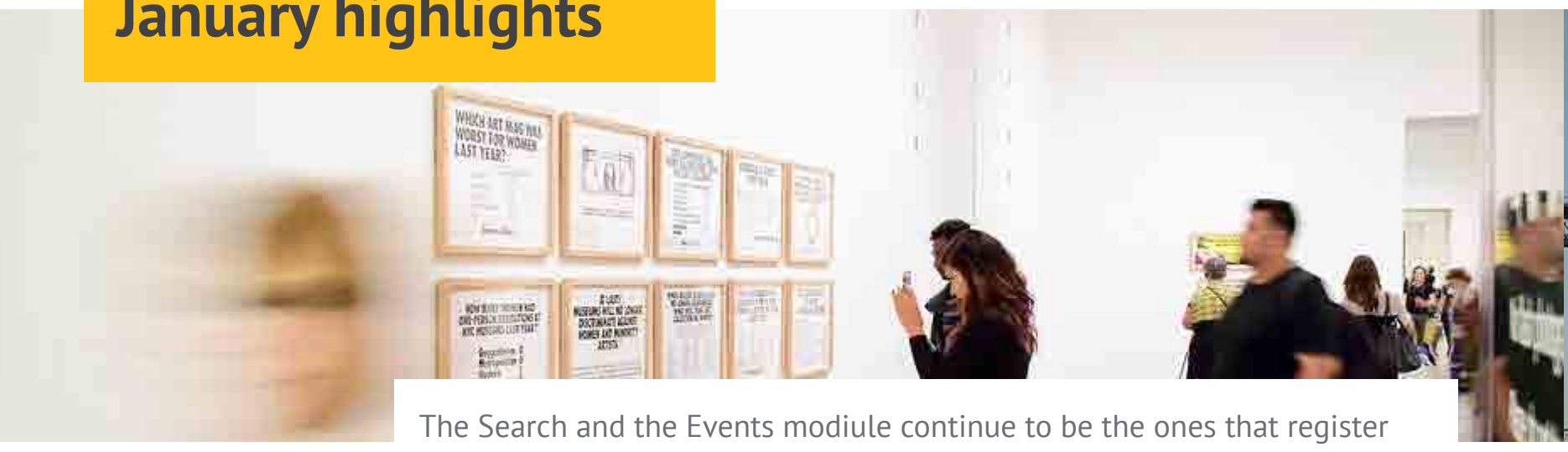
# The first month of the year

TOMI starts another great year in the Porto and the North region, showing its potential to promote cultural events and the local economy.

<p><b>TOTAL Views</b></p> <p><b>+27 Million</b></p>	<p><b>TOTAL Interactions</b></p> <p><b>+ 283 Thousand</b></p>	<p><b>TOTAL Photos sent</b></p> <p><b>+ 10 Thousand</b></p>	<p><b>Interactions by Language</b></p> <p><b>60 %</b></p> <p>Interactions made in a foreign language</p> <ul style="list-style-type: none"> <li>PT 40 %</li> <li>ES 18 %</li> <li>EN 42 %</li> </ul>
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## January highlights

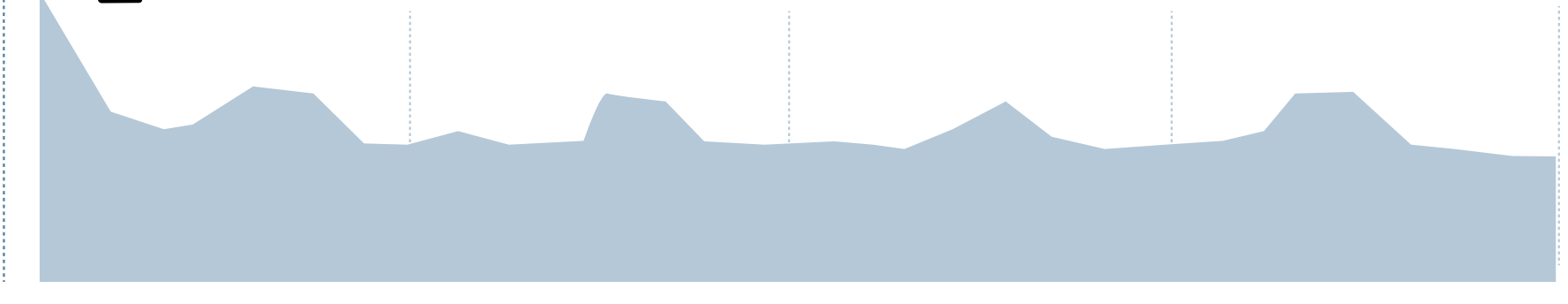
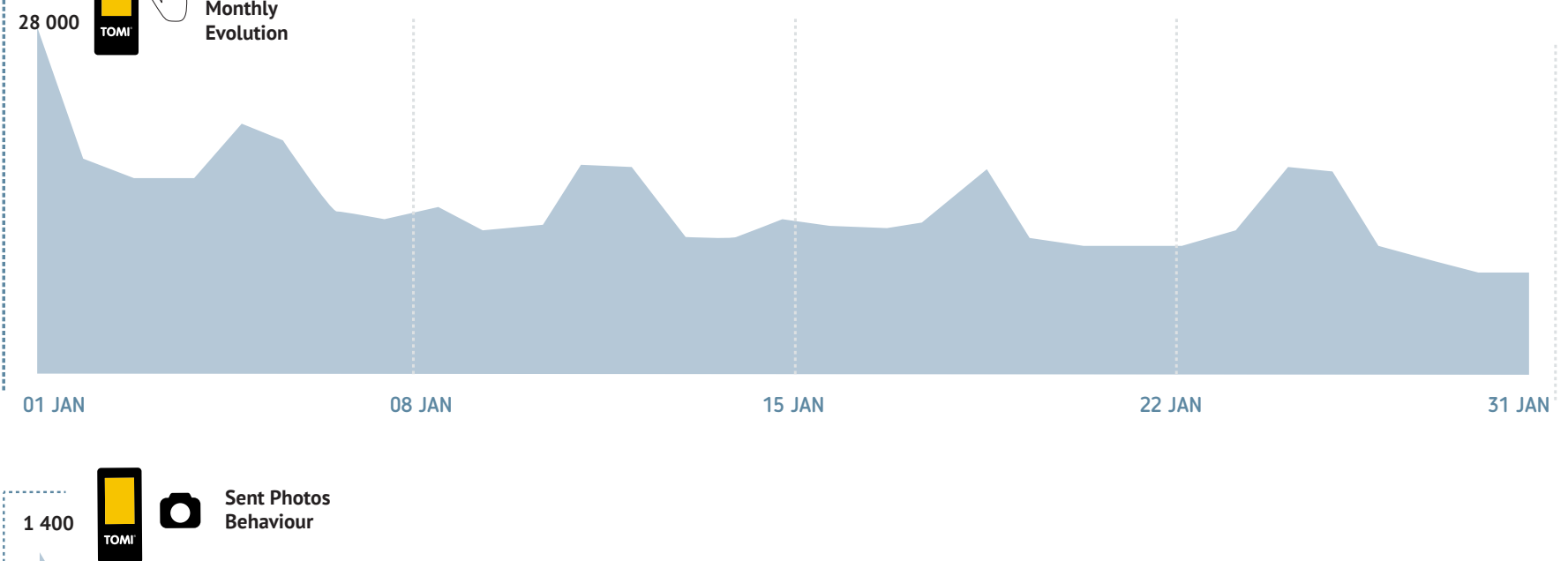


The Search and the Events module continue to be the ones that register the highest number of interactions.

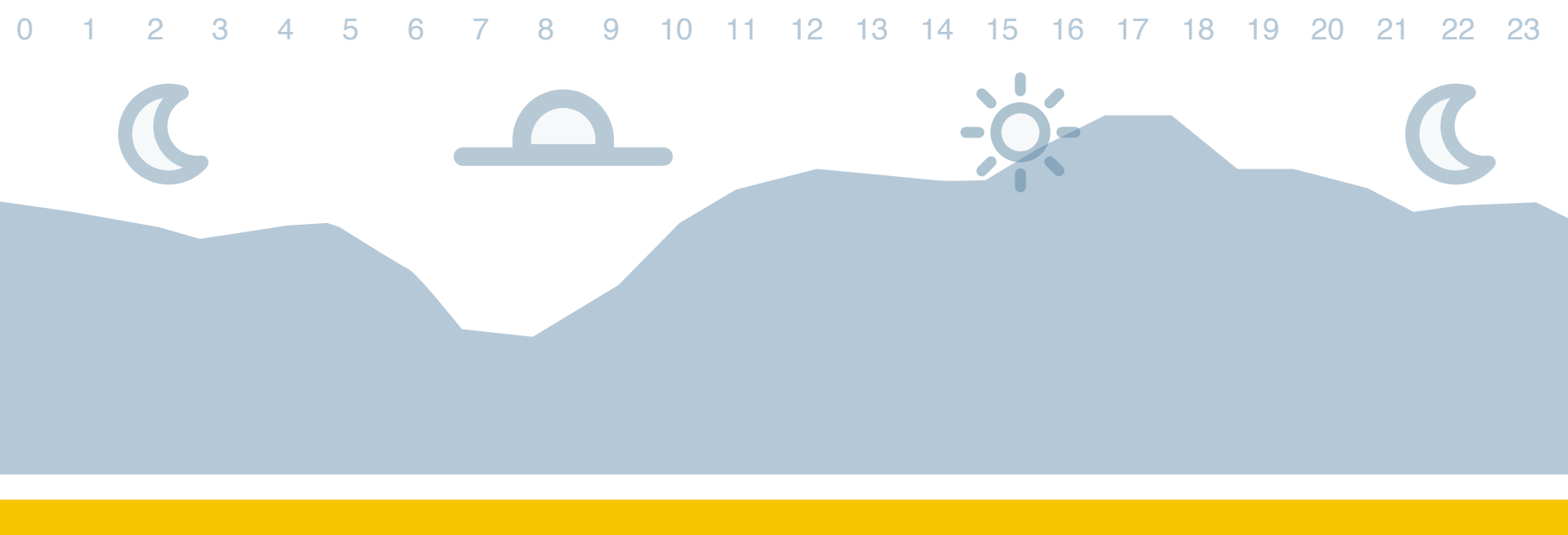
## TOP Modules

SEARCH	EVENTS	NEWS	TRANSPORTS
1º What to Do	Culture	Local	Terminal Rodoviário
2º Where to Eat	Kids	Society	Marina da Póvoa
3º Where to Stay	Music	Culture	Muralha Fernandina

## DURING THE MONTH



## BY HOUR



## TOP Updates of the month

### SEARCH

- Carrazeda de Ansiães
- Fafe
- São João da Pesqueira
- Vila Nova de Famalicão
- Paredes de Coura

Highest number of points of interest published

### EVENTS

- Guimarães
- Vila Nova de Famalicão
- Póvoa de Varzim
- Vila Real
- Vila do Conde

Highest number of events published

### NEWS

- Melgaço
- Póvoa de Varzim
- Felgueiras
- Ponte da Barca
- Tarouca

Highest number of news published

## The podium in January

### INTERACTION CHAMPIONS

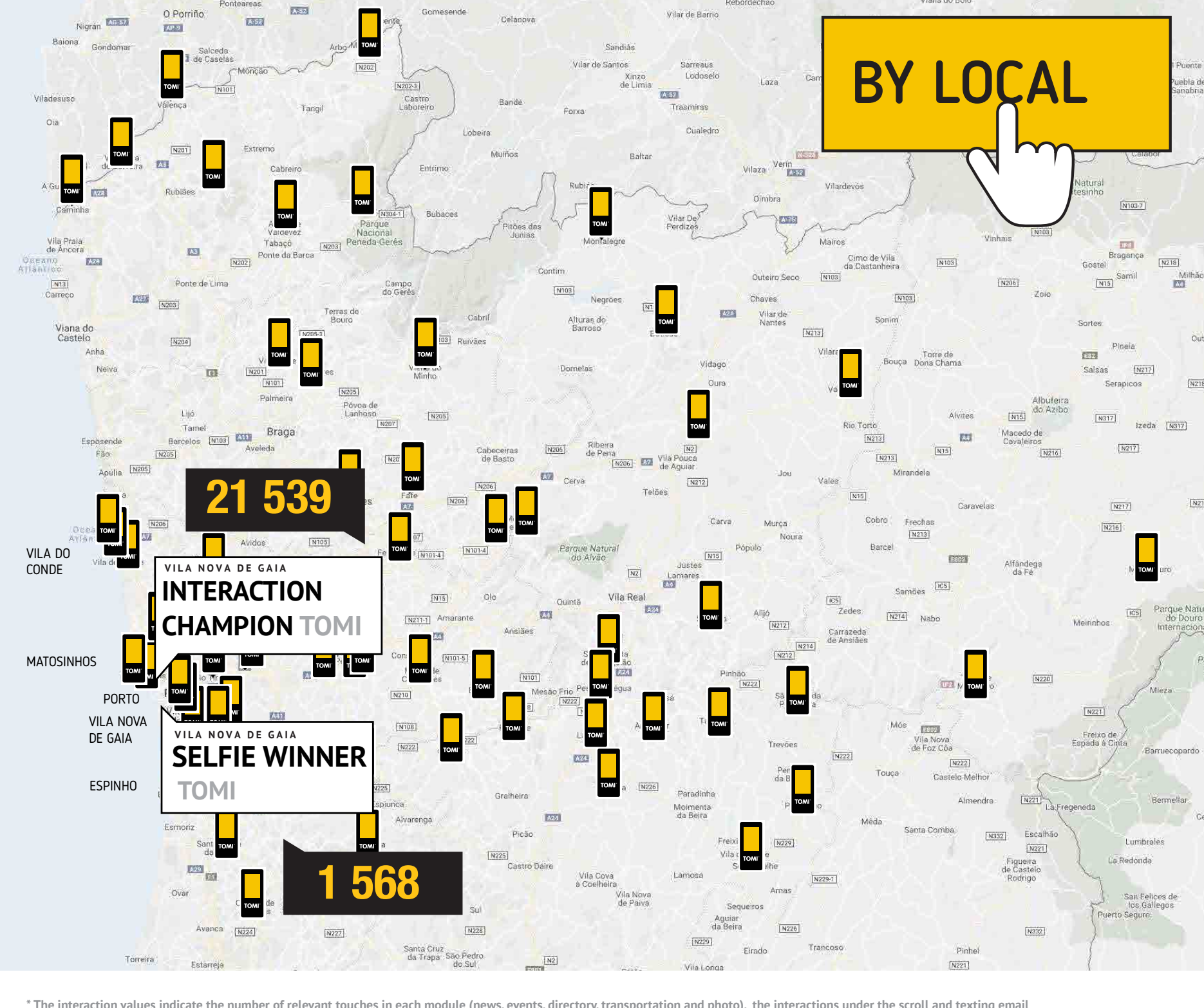
HIGHEST NUMBER OF INTERACTIONS

- Vila Nova de Gaia - Tourism Store
- Póvoa de Varzim - Tourism Store
- Vila Nova de Gaia - City Hall
- Caminha
- Marco de Canavezes

### SELFIE WINNERS

HIGHEST NUMBER OF PHOTOS SENT

- Vila Nova de Gaia - Tourism Store
- Guimarães
- Caminha
- Vila do Conde
- Marco de Canavezes



\* The interaction value indicates the number of relevant touches in each module (news, events, directory, transportation and search), the interactions under the scroll and texting email on the forms are not included. The views values presented are related to the module exhibited on lists, selections and search.

Interaction Champion - TOMI that registered the highest number of interactions during the period of analysis. Selfie Winner - TOMI that registered the highest number of sent photos and/or GIFs during the period of analysis.