

TOMI registers over 2.6 million touches!

The Algarve had a spectacular 2019 summer season, with thousands of new tourists discovering this wonderful holiday destination with TOMI's help! In August, the busiest month, this network registered over 2.6 million touches.

TOUCHES



2.6 million

PHOTOS / GIFS SENT



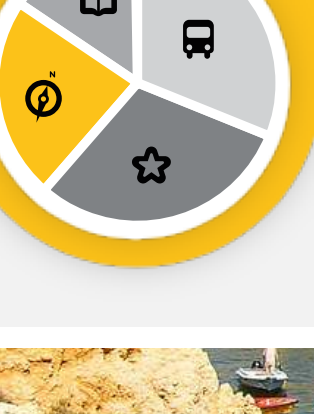
54 thousand

CONTENT DISPLAY

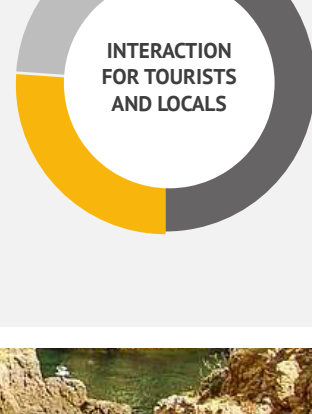


19 million

MODULES



- 23% SEARCH
- 31% EVENTS
- 15% NEWS
- 31% TRANSPORTS



- EN 24%
- PT 50%
- ES 26%

Half of the touches were made in a foreign language. Portuguese and foreign tourists found things to do and places to eat with TOMI, making the best of their vacations in this beautiful sunny place.

TOP MODULES

SEARCH

EVENTS

NEWS

TRANSPORTS

1° What to Do

Music

Local

Quarteira

2° Where to Eat

Culture

Culture

Carvoeiro

3° Where to Shop

Exhibition

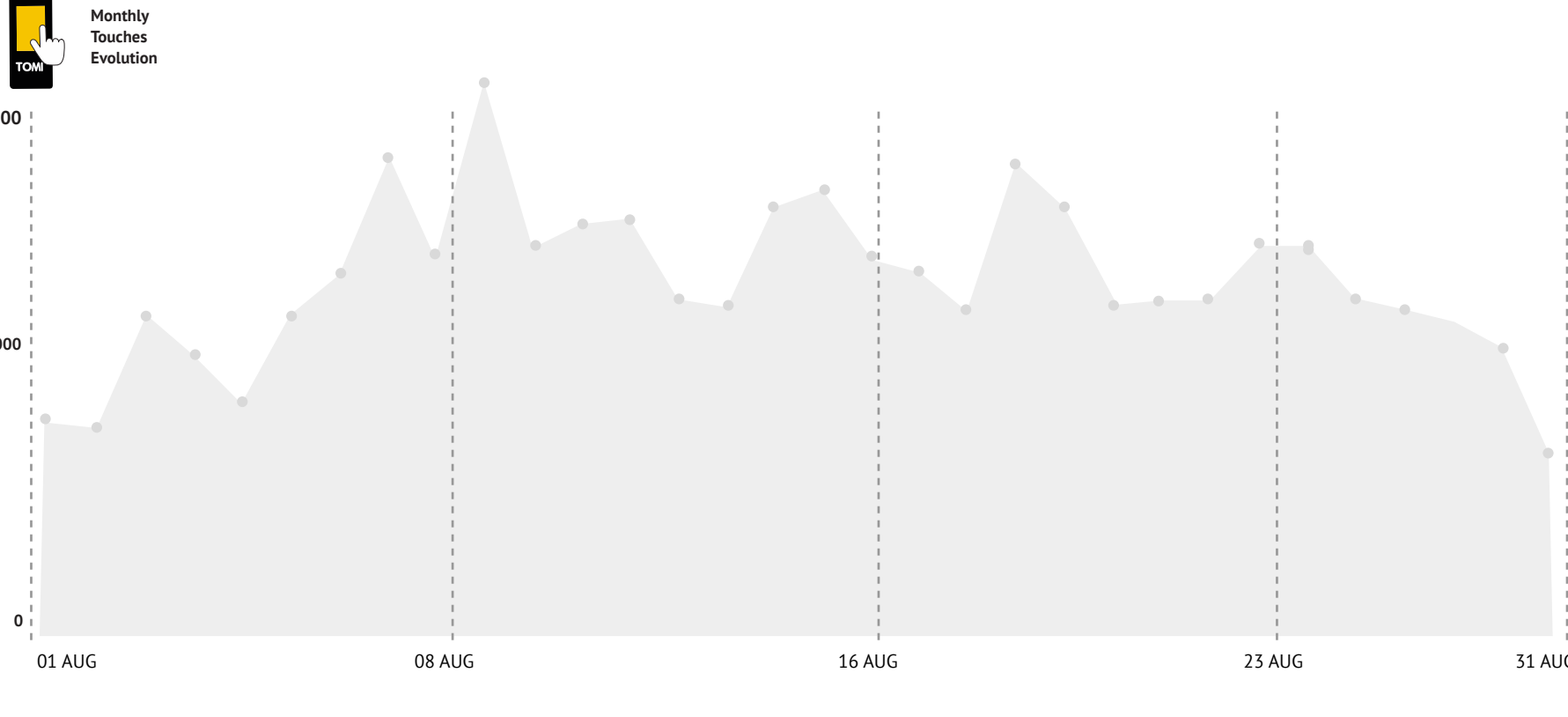
Economy

Ferragudo

EVENTS IN THE REGION

Summer is the most lively time in the Algarve, with many music events and parties. This month, the Agenda module was highlighted, with the Music category registering the most touches.

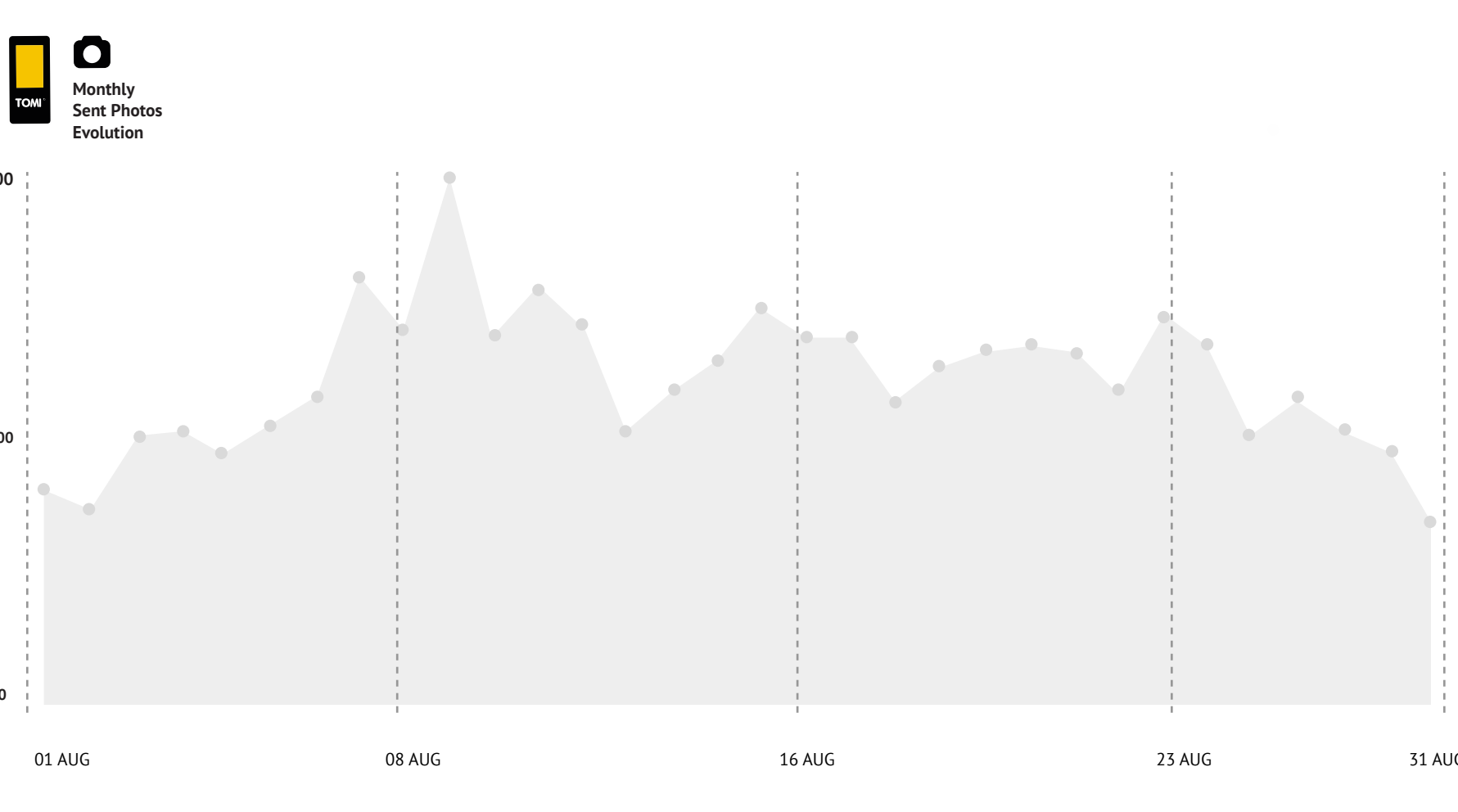
DURING THE MONTH



THEMATIC SELFIES

Summer frame for August!

August had a new special frame to share the summer vibes! This frame was a great success.



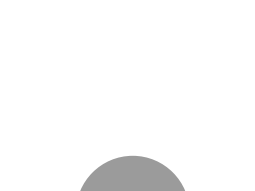
TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the audience in Algarve and interact in a creative way.

Tur4All Campaign on TOMI



DAILY TREND



MORNING

AFTERNOON

NIGHT

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

THE PODIUM LOCATIONS

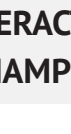
BY LOCATION

TOUCH CHAMPION

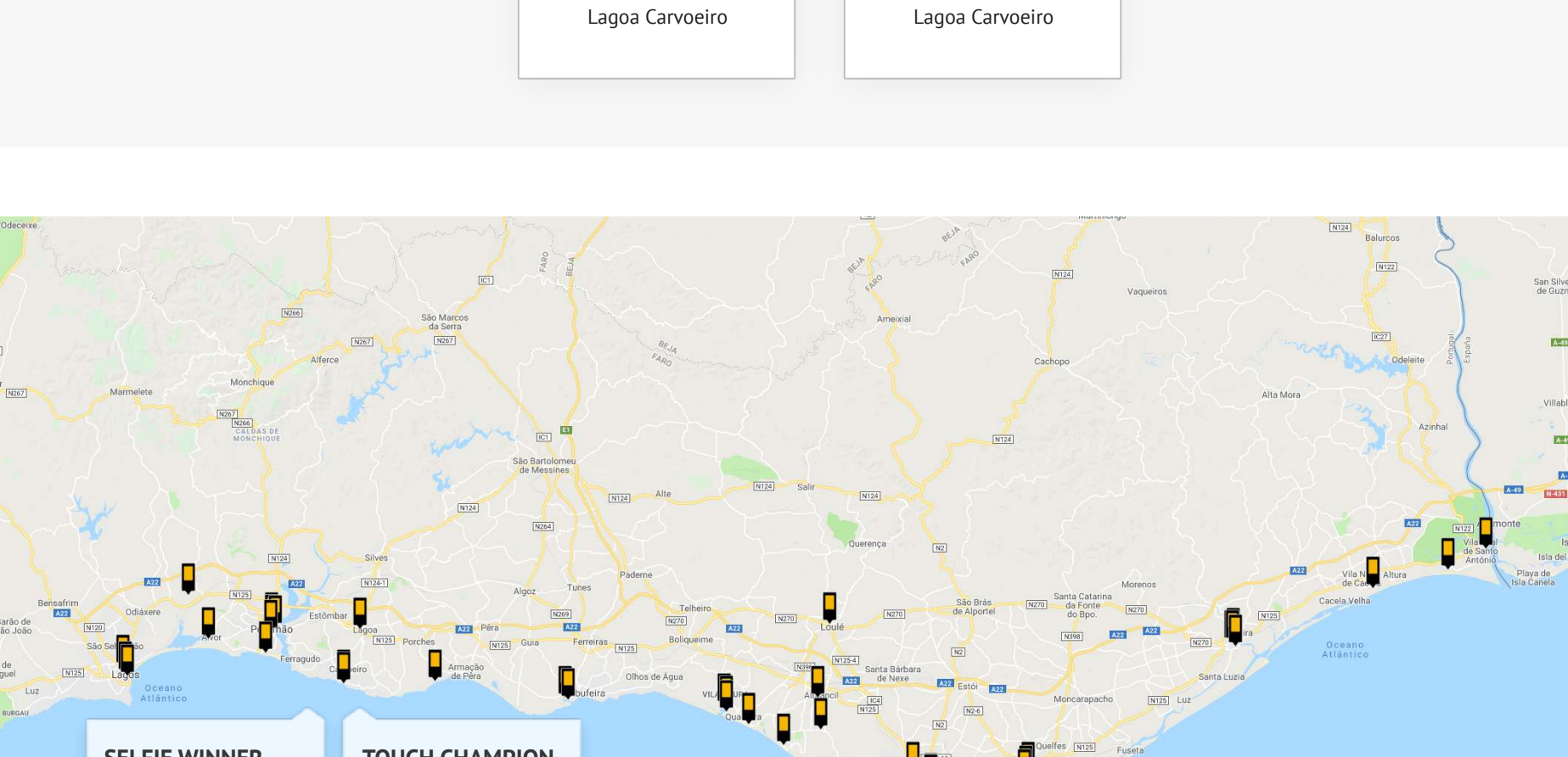


237 440
Lagoa Carvoeiro

INTERACTION CHAMPION



6205
Lagoa Carvoeiro



The "Touches" values indicate the number of touches made on TOMI. The "Content Display" values show the number of each content exhibited on lists, selections and search.

