



A top location to visit with TOMI's help

August is always a good month, registering a peak in the interactions! Lisbon is a great vacation destiny, offering colourful history, beautiful architecture, lively nightlife, great restaurants and cafes and much more. August is always an excellent month to visit the capital, and that's why the number of touches increased significantly.

TOUCHES



1.3 million

PHOTOS / GIFS SENT



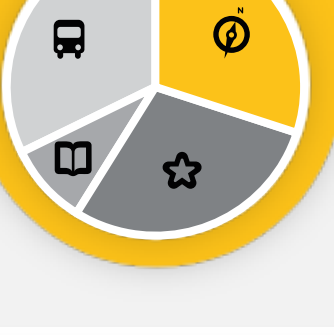
18 thousand

CONTENT DISPLAY



21 million

MODULES



- 30% SEARCH
- 21% EVENTS
- 8% NEWS
- 41% TRANSPORTS



- EN 49%
- PT 51%

Almost half of the touches were made in English this month! August is the favourite month for traveling and since Lisbon is a popular tourist destination, it's no surprise that the most searched category in the Search module was the Art and Culture. In this section, tourists can discover museums, monuments, cinemas, and other places of interest in this charming city.

TOP MODULES

SEARCH

EVENTS

NEWS

TRANSPORTS

1° Art and Culture

Exhibitions

Culture

Baixa-Chiado

2° Where to Eat

Music

Alerts

Aeroporto

3° What to Do

Others

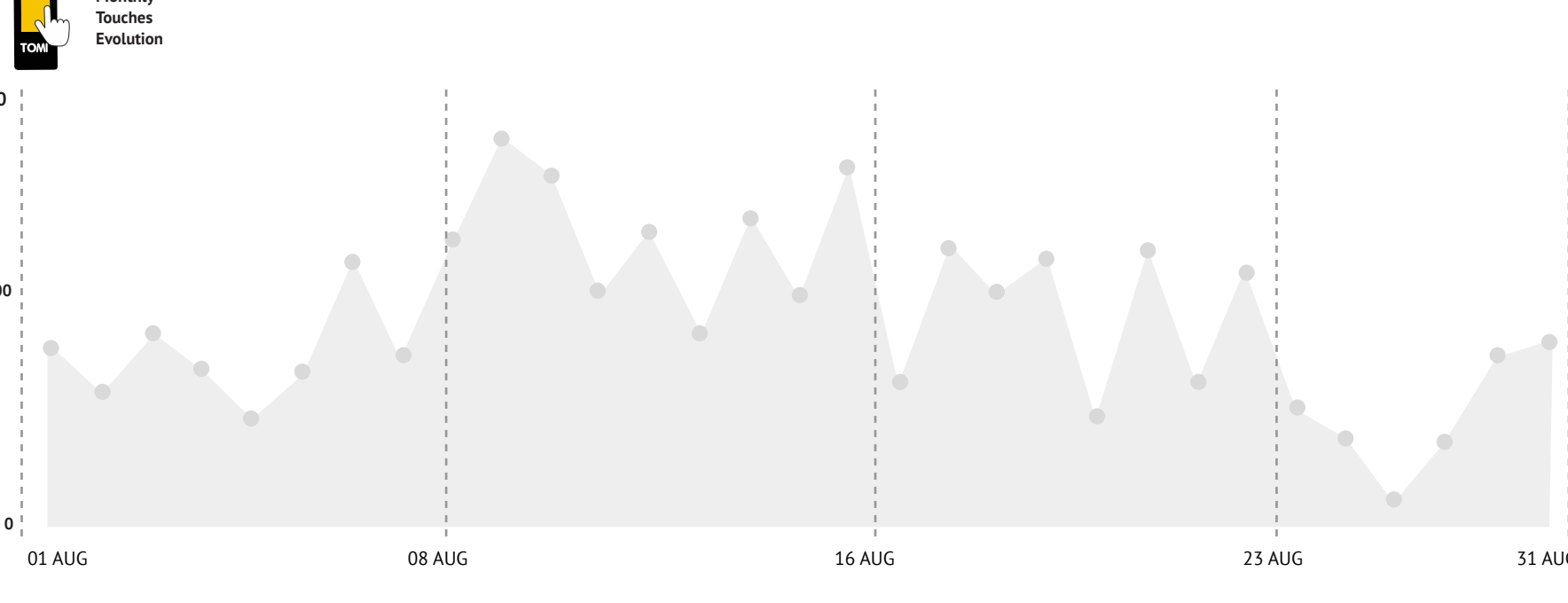
Culture

Praça dos Restaurantes

August: top month

August is a month with several events, varying from cultural exhibitions to jazz concerts and all over the city. Saturdays, the typical days for going out and taking advantage of the city's agenda, registered peaks of touches.

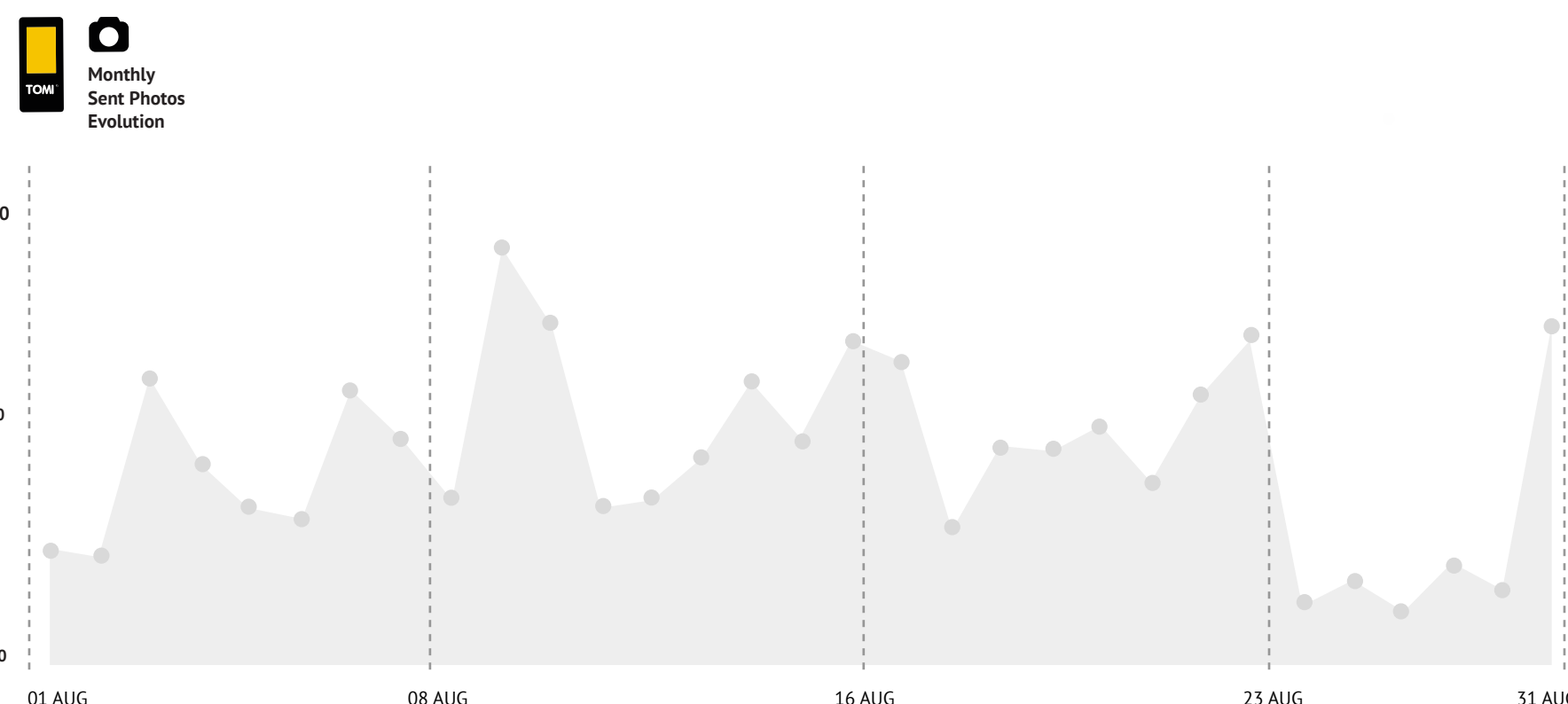
DURING THE MONTH



THEMATIC SELFIES

Summer frame for August!

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



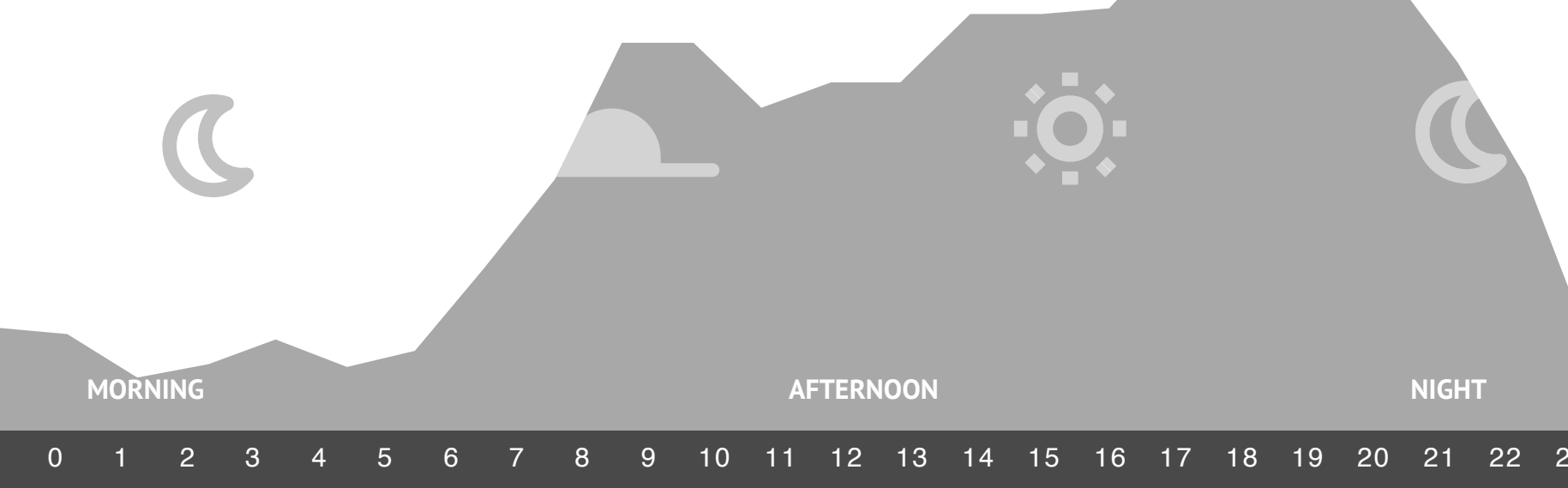
TOMI SMART MEDIA

Communication in the right place at the right time!

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

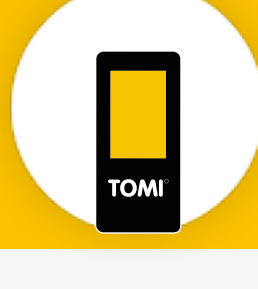


DAILY TREND

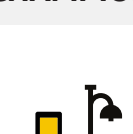


THE PODIUM LOCATIONS

BY LOCATION



TOUCH CHAMPION



outdoor

85 797

Rossio Rua 1 Dezembro

TOUCH CHAMPION



indoor

41 778

Baixa-Chiado Corredor

SELFIE WINNER



outdoor

2 193

Rossio Rua 1 Dezembro

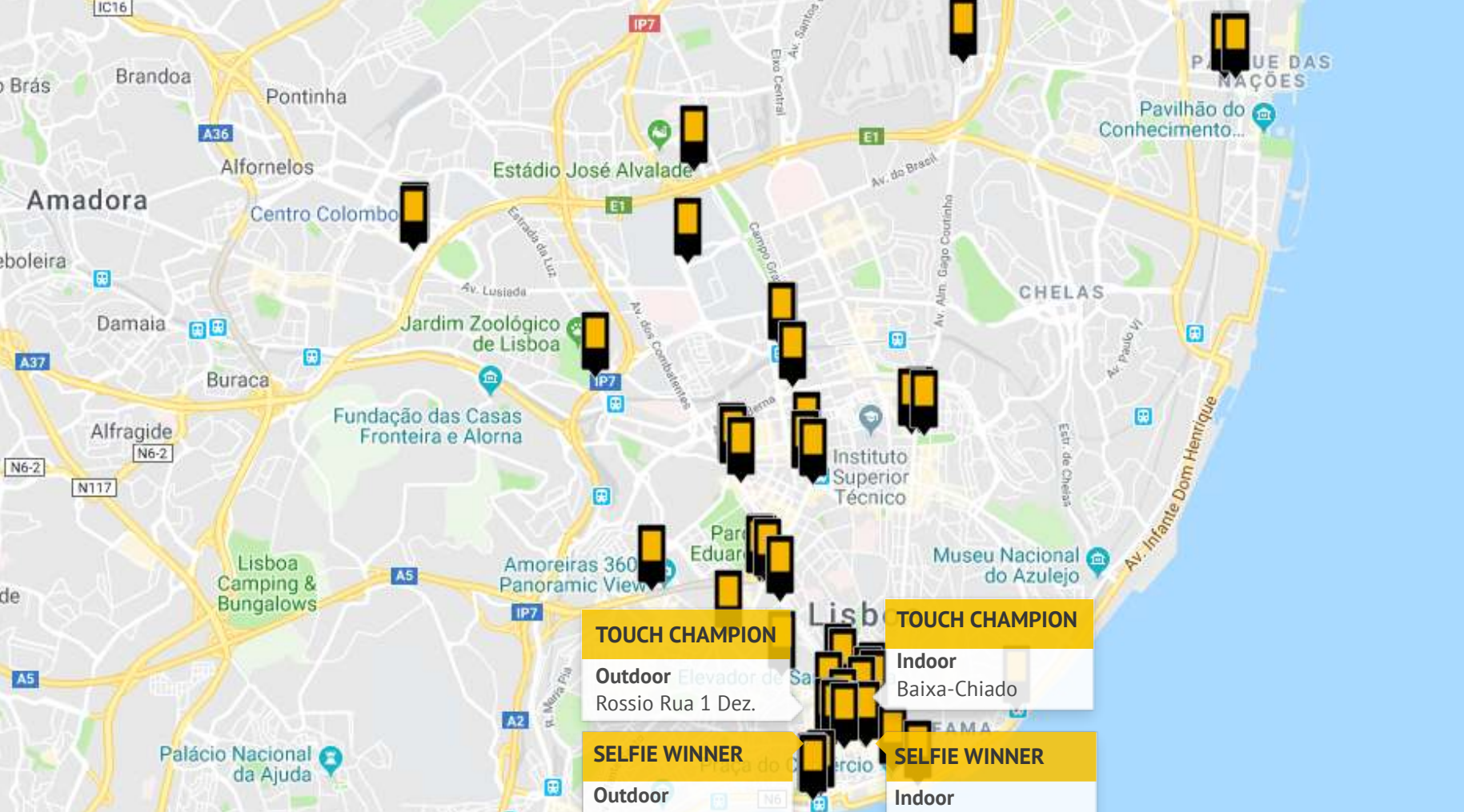
SELFIE WINNER



indoor

739

Baixa-Chiado Corredor



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

TOMI Keep in Touch

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LISBOA - PORTUGAL

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