

TOMI celebrated the Carnival in Algarve

February was the month of Carnival and Valentine's Day. The Algarve is a region that gives a lot of importance to Carnival and the TOMI statistics prove it. During these commemorative days, the number of touches on the TOMI increased.

TOUCHES

498 million

PHOTOS / GIFS SENT

6 thousand

CONTENT DISPLAY

16 million

MODULES



- 23% SEARCH
- 32% EVENTS
- 15% NEWS
- 30% TRANSPORTS



- EN 28%
- PT 58%
- ES 14%

All modules recorded a percentage of relevant touches in February, highlighting the dynamic role of TOMI in the Algarve region.

TOP MODULES

SEARCH

EVENTS

NEWS

TRANSPORTS

1° Where to Eat

Exhibition

Society

Ilha de Faro

2° What to Do

Theater

Culture

Rua de Santo António

3° Public services

Culture

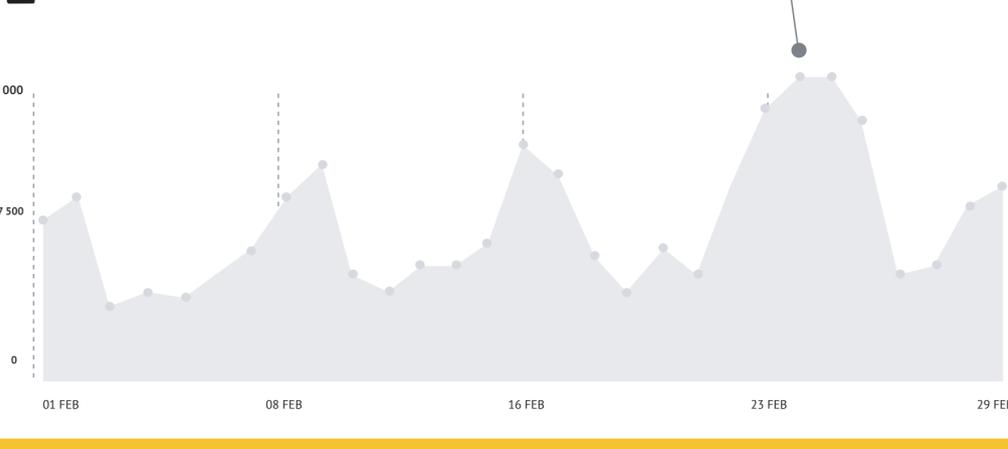
Local

Quarteira

CARNIVAL

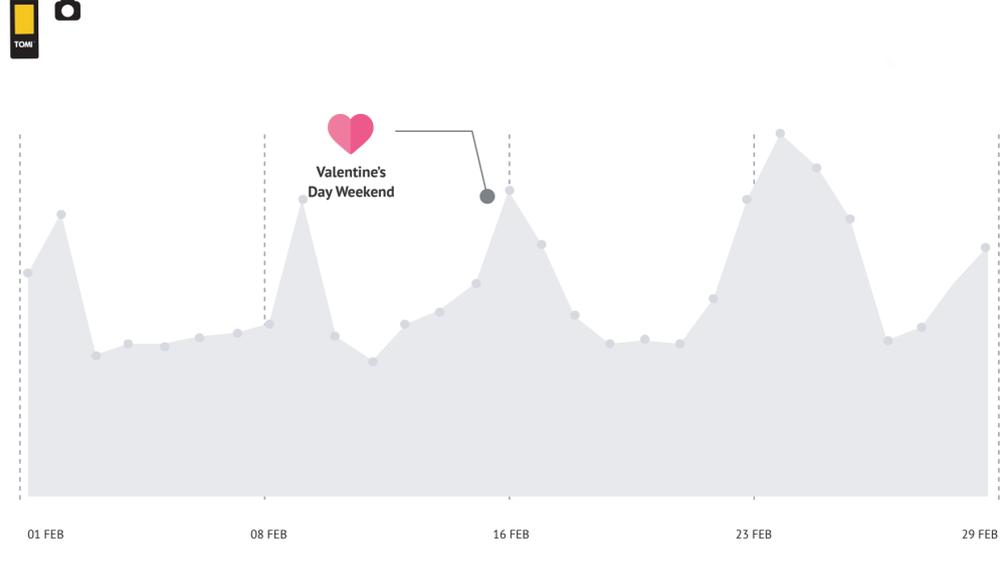
The Algarve is one of the regions in Portugal where Carnival is a celebration deeply rooted in the population. During this festive time, TOMI registered a lot of adherence from the population of the Algarve.

DURING THE MONTH

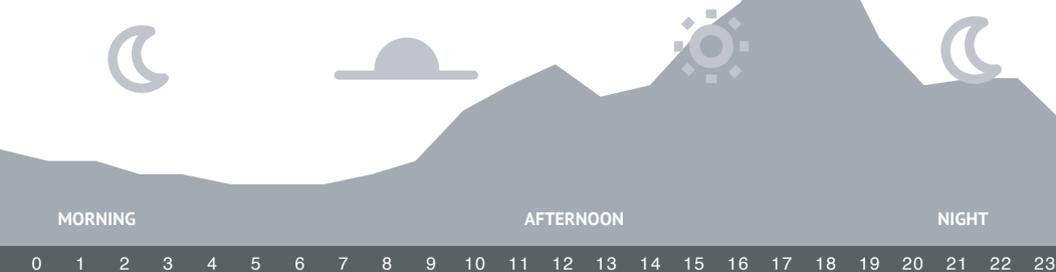


THEMATIC SELFIES

On Valentine's Day and Carnival, TOMI provided special frames available for users to celebrate and register these commemorative



DAILY TREND



THE PODIUM LOCATIONS

BY LOCATION

TOUCH CHAMPION



981 571

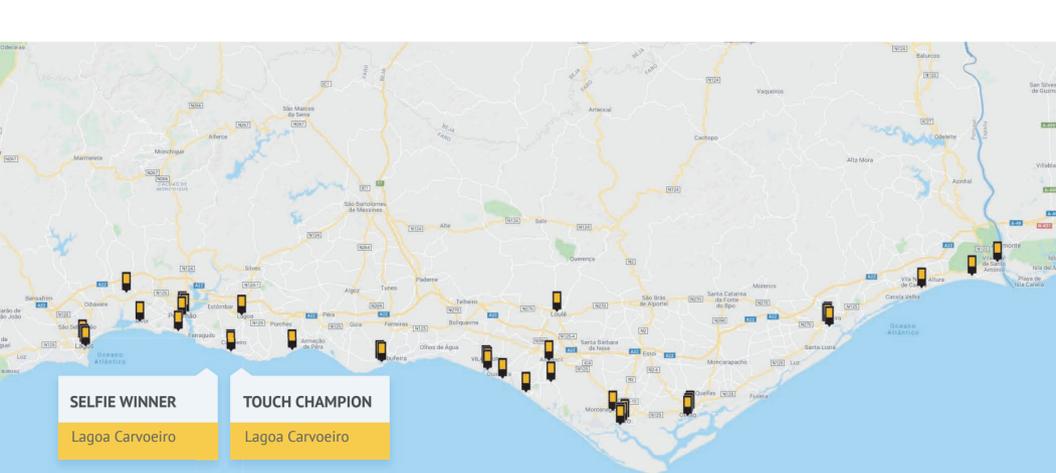
Lagoa Carvoeiro

INTERACTION CHAMPION



22 905

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.

