

Rio counted on TOMI on Carnival!

In the month of Carnival, TOMI was a great help in publicizing the Carnival agenda, consolidating the relationship between TOMI, locals and tourists.

TOUCHES

587 thousand

PHOTOS / GIFS SENT

7 thousand

CONTENT DISPLAY

7 million

MODULES

11% SEARCH

57% EVENTS

12% NEWS

20% TRANSPORTS

INTERACTION FOR TOURISTS AND LOCALS

EN 4%

PT 68%

ES 28%

The Agenda was the main module most used in February. More than half of the touches made in this module were in the special category "Carnival".

TOP MODULES				
	SEARCH	EVENTS	NEWS	TRANSPORTS
1º	Art and Culture	Carnival	Local	Baixo Gávea
2º	Where to eat	Music	Carnival	Ipanema
3º	What to do	Sport	Society	Arpoador

RIO'S CARNIVAL BREAKS RECORD

Riotur reported that Rio's carnival attracted 31.2% more tourists this year compared to last year. According to the agency, the Marvelous City received 2.1 million tourists, highlighting the various parades held on Rio's beaches.

Monthly Touches Evolution

Carnaval

February had a carnival holiday, an inviting date for people to explore and have fun in the city with the help of TOMI and its personalized frames.

Monthly Sent Photos Evolution

TOMI SMART MEDIA

TOMI is the best mode to communicate and reach the desired target audience in an interactive and creative way.

DAILY PATTERN

THE PODIUM LOCATIONS

BY LOCATION

TOUCH CHAMPION

120 853

TOMI in front of Rua Rodolfo Dantas

SELFIE WINNER

2 336

TOMI in front of Rua Rodolfo Dantas

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

TOMI

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MAIN AWARDS AND HONORS

Smart Cities USA, UK and Latam awards

Award UI & UX

Accessibility & inclusion

DOOH media

Tourism