

TOMI My Business: new support to the local economy

TOMI WORLD launched the platform "TOMI My Business" as a way to promote the local economy, for free. The new platform allows everyone to add or change their business on the Search module in TOMI.



TOUCHES



PHOTOS / GIFS SENT



CONTENT DISPLAY



MODULES



- 25% SEARCH
- 30% EVENTS
- 18% NEWS
- 27% TRANSPORTS



- EN 16%
- PT 56%
- ES 28%

The four main modules showed a very similar percentage regarding the number of touches. There is an increase in interaction for tourist and residents, with emphasis in the demand in Spanish.

TOP MODULES

Rank	Search	Events	News	Transports
1°	What to Do	Exhibitions	Local	Avenida Cerro da Vila
2°	Where to Eat	Music	Society	Avenida Tivoli
3°	Transports	Teather	Turism	Avenida da Marina

NOTE:

The month of July was marked by the return of tourists to the country, despite restrictions on travel.

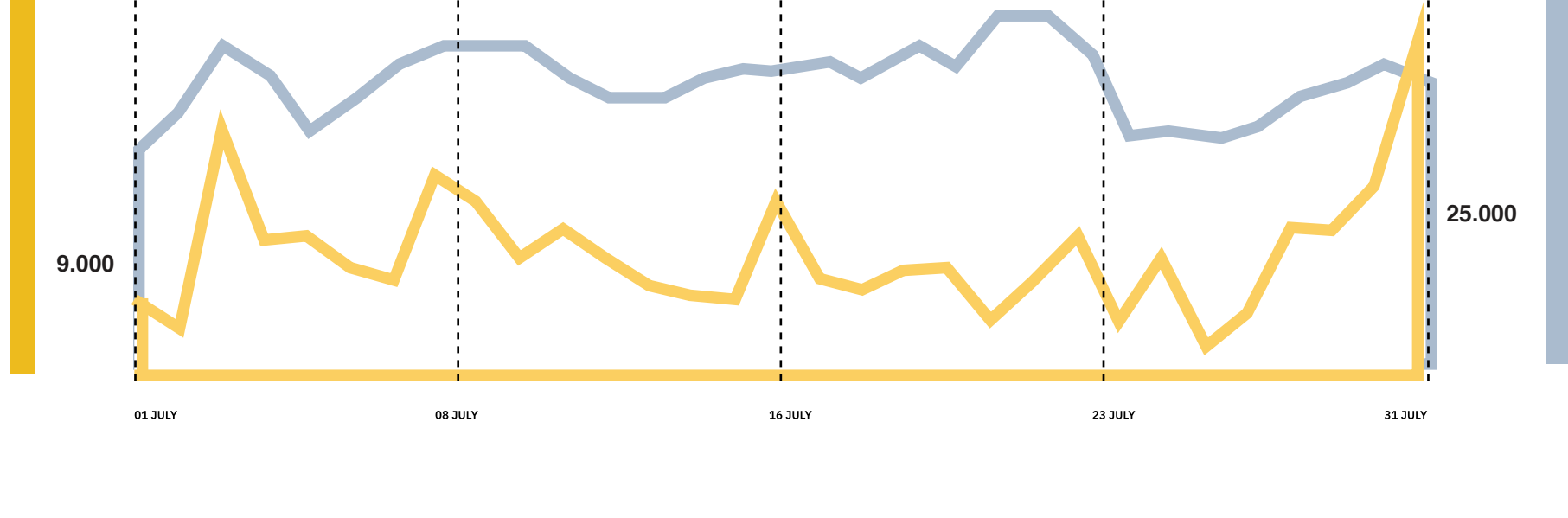
DURING THE MONTH

TOUCHES

Monthly Touches Evolution

PEDESTRIANS

Monthly Pedestrian Evolution



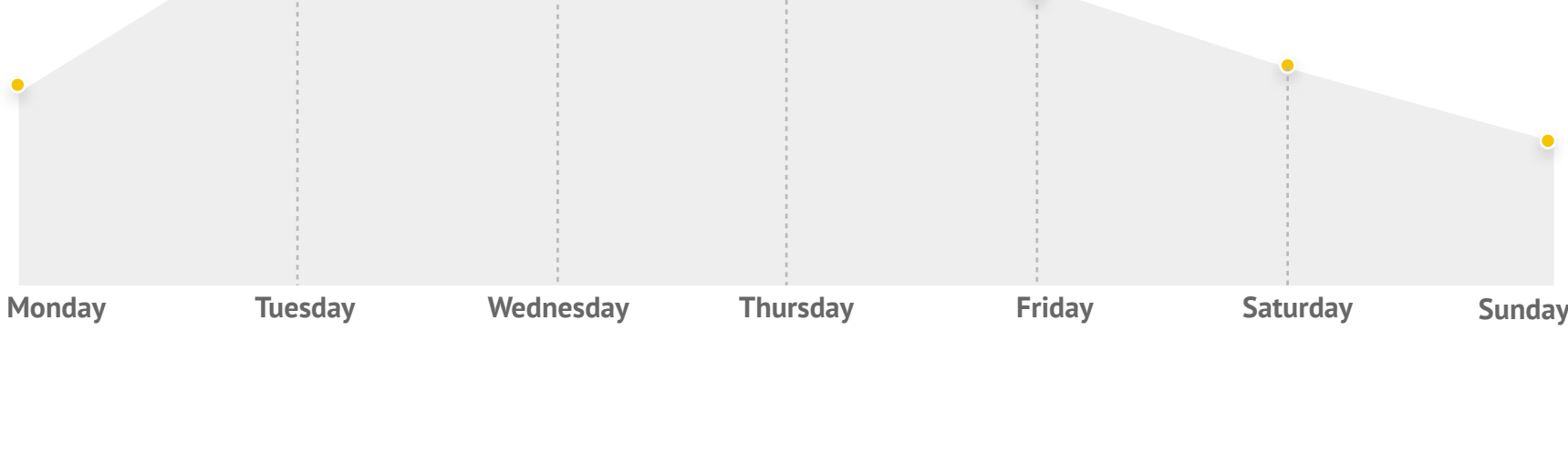
PEAK DURING THE WEEK

There was a peak during the week, especially during Tuesday and Wednesday, and a decrease over the weekend, due to the beginning of the return to work.



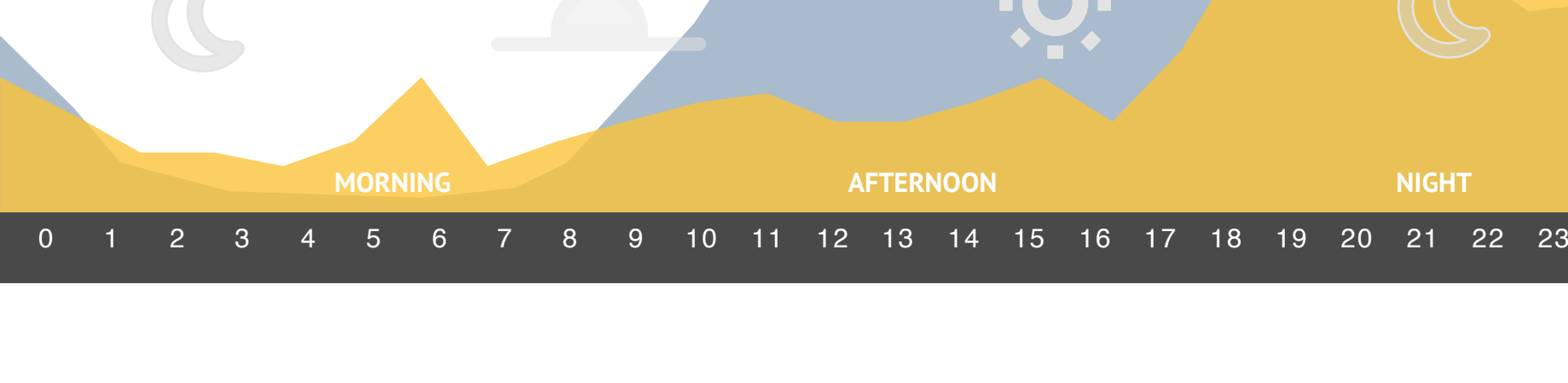
WEEKLY TREND

Average weekly pedestrian count during the month



DAILY TREND

Touches (hand icon) and Pedestrians (person icon)



THE PODIUM LOCATIONS

BY LOCATION

TOUCH CHAMPION



226 138
Faro Câmara Municipal

INTERACTION CHAMPION



440
Vilamoura Praça dos Artistas

