

TOMI keep helping tourist during the end of Summer

All the information was available in TOMI network about points of interest and also about the prevention about Covid19.

INTERACTIONS

300
thousand

PHOTOS / GIFS SENT

1,7
Thousand

CONTENT DISPLAY

13
million

MODULES

- 17% SEARCH
- 57% EVENTS
- 5% NEWS
- 19% TRANSPORTS

INTERACTION BY TOURISTS AND LOCALS

- EN 19%
- PT 81%

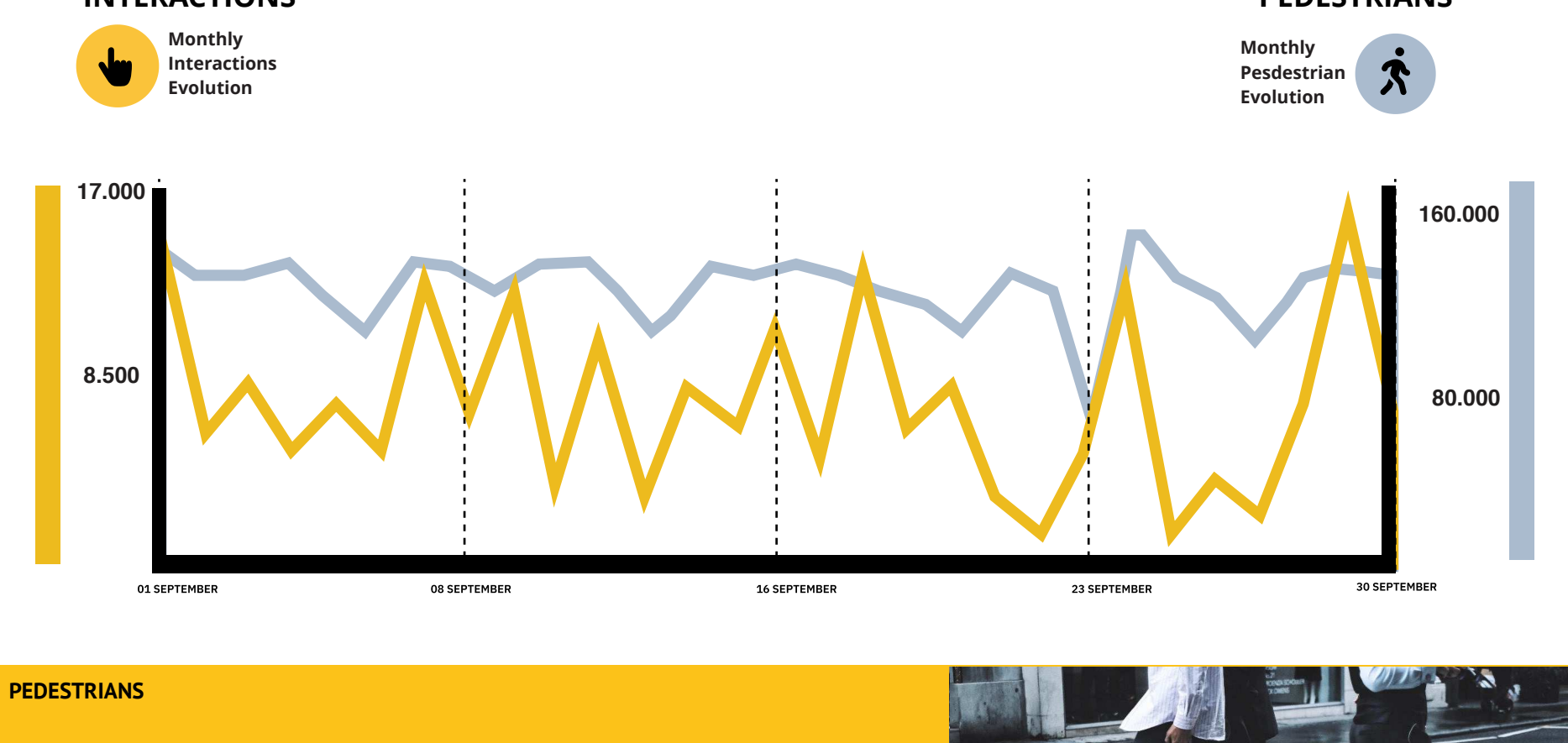
During the month of September, the Events Module stood out, with 57%. Users have shown a great demand for Exhibitions, Music and Outdoor Events.

TOP MODULES

Module	1°	2°	3°
SEARCH	What to do	Art and Culture	Transportation facilities
EVENTS	Exhibitions	Music	Outdoor
NEWS	City	Culture	Tecnology
TRANSPORTS	Aeroporto	Cais do Sodré	Praça Martim Moniz

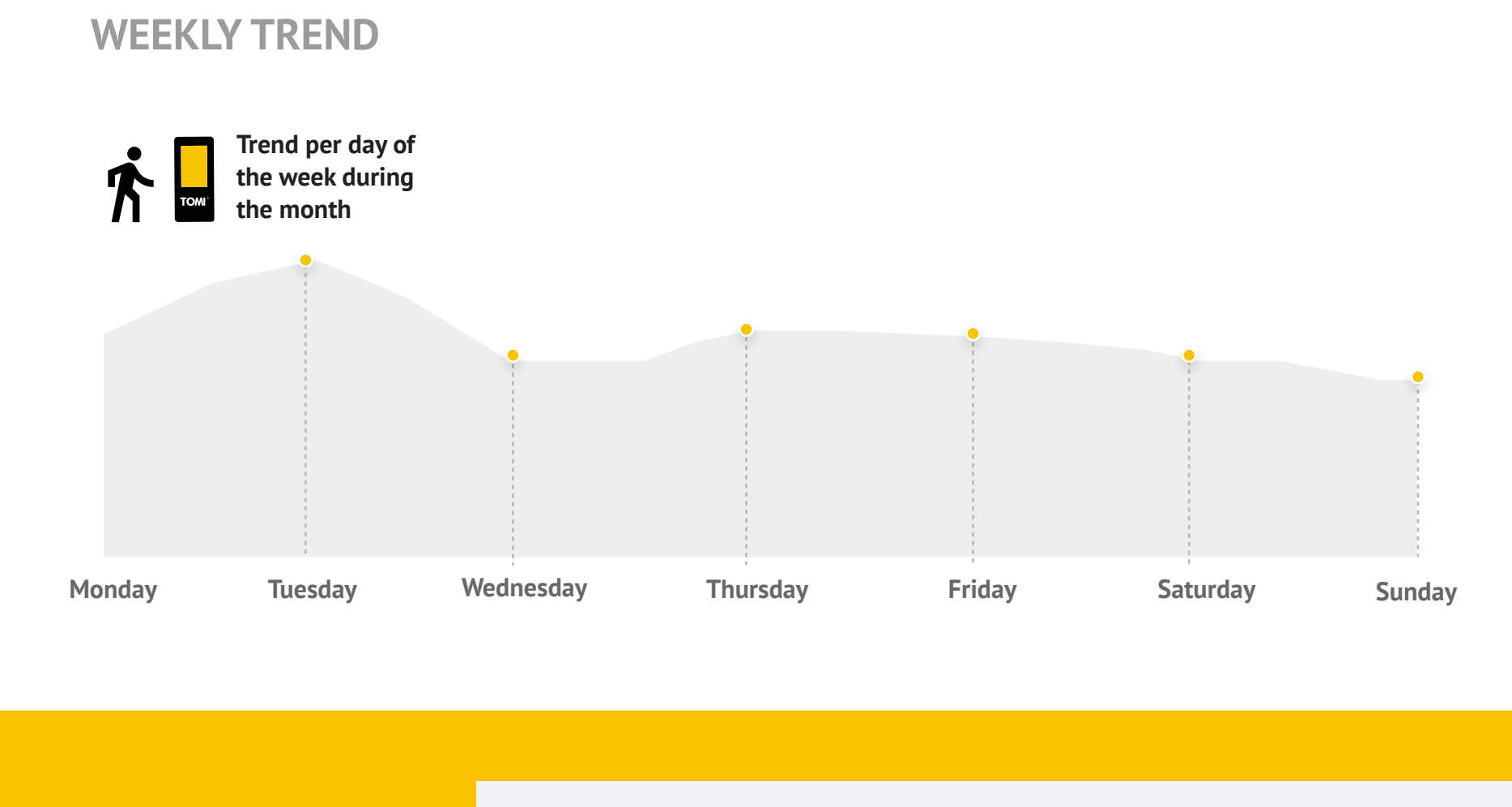
September main topic:
The month of September was marked by the return to school and the increase of new cases of Covid19 in Europe and Portugal.

DURING THE MONTH



STABLE TREND

In September there was a similar trend for pedestrians during the week and the weekend, excluding Tuesdays where there was a higher flow of pedestrians.



TOMI SMART MEDIA

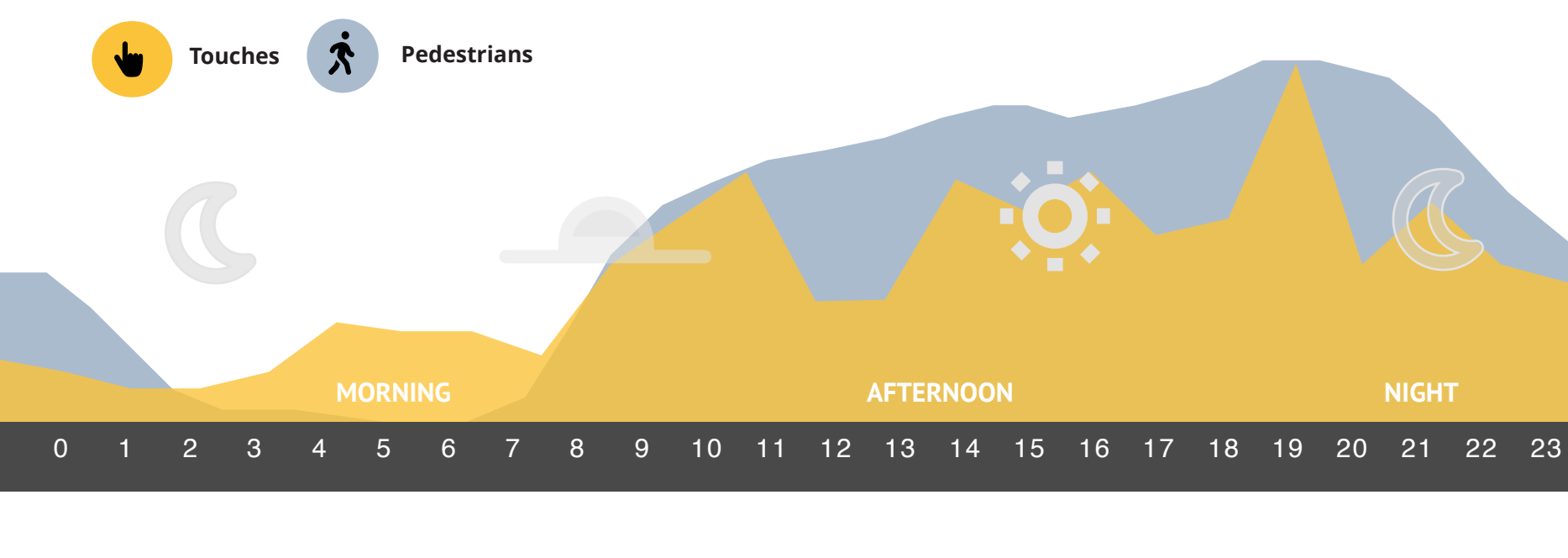
Communication in the right place at the right time!

"To Good To Go"

"ACTIVO BANK"

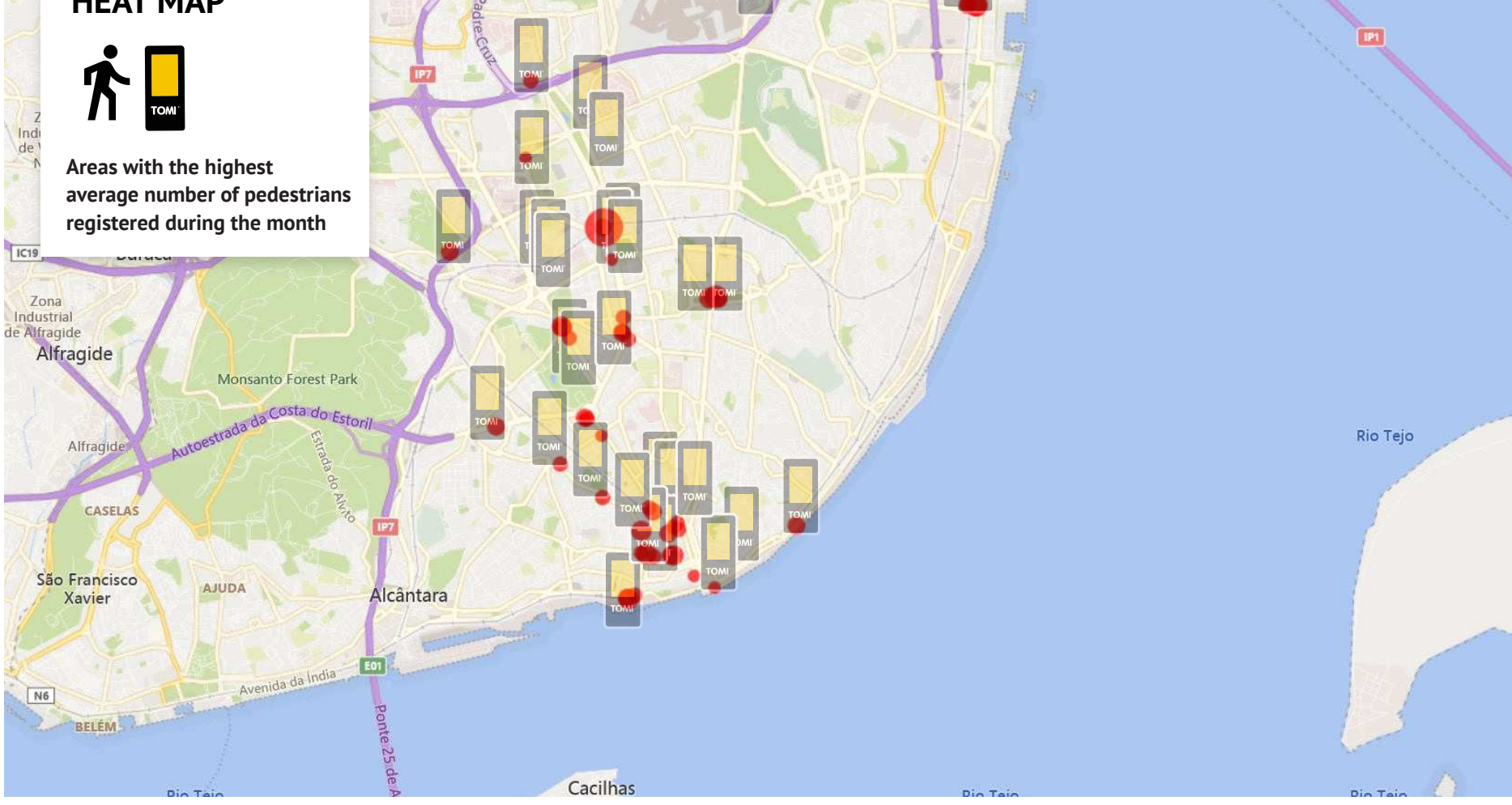
"Blue Burger"

"AMÁLIA"



THE PODIUM LOCATIONS BY LOCATION

Category	Location	Count
TOUCH CHAMPION (outdoor)	Avenida António Augusto de Aguiar	41 362
TOUCH CHAMPION (indoor)	São Sebastião I Átrio	61 071
SELFIE WINNER (outdoor)	Largo de Camões	136
SELFIE WINNER (indoor)	Rossio Rua 1 de dezembro	291



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