

New partnership with Turismo de Portugal

TOMI and Turismo de Portugal have built a new partnership as a way to promote the business establishments and other points of interest that have the "Clean & Safe" certification regarding Covid-19 compliance rules. This new partnership has been already launched in all TOMIs in Portugal.

USER ACTIONS

189
thousand

PHOTOS / GIFS SENT

1,27
Thousand

CONTENT DISPLAY

8,18
million

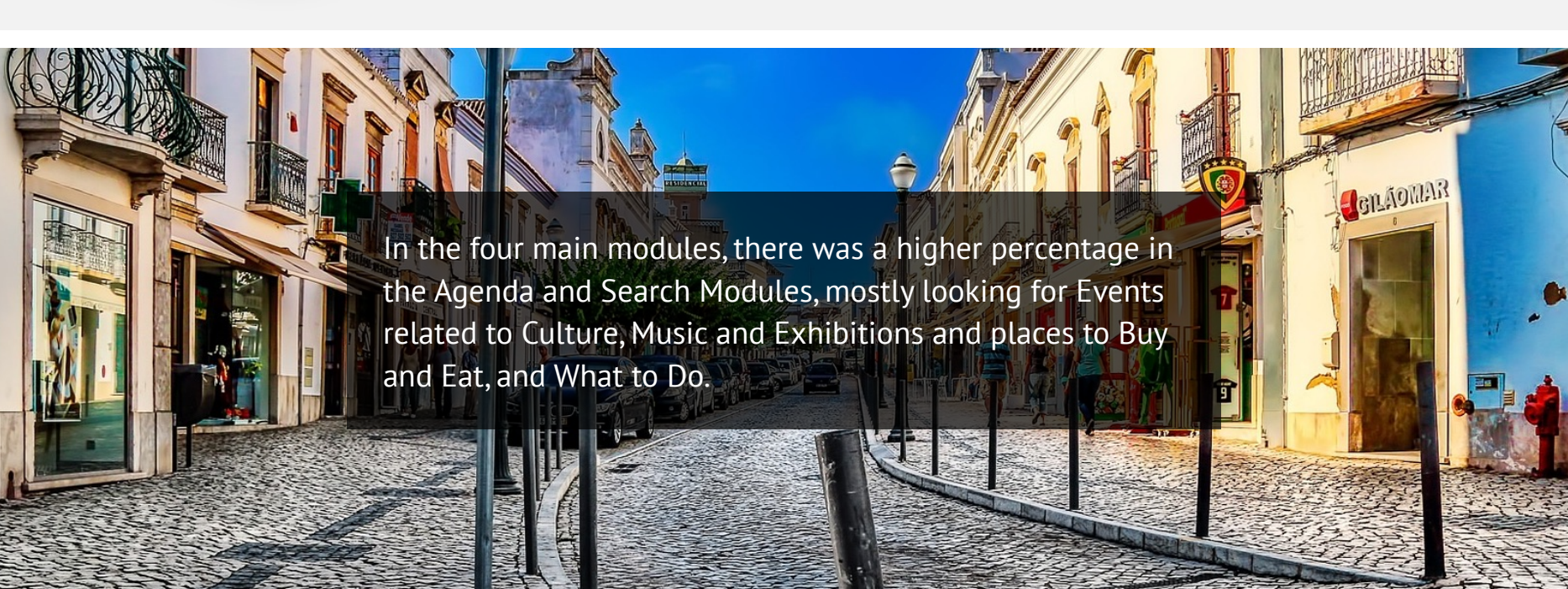
MODULES



- 17% NEWS
- 28% EVENTS
- 28% SEARCH
- 27% TRANSPORTS



- EN 19%
- PT 71%
- ES 10%



In the four main modules, there was a higher percentage in the Agenda and Search Modules, mostly looking for Events related to Culture, Music and Exhibitions and places to Buy and Eat, and What to Do.

TOP MODULES

	NEWS	EVENTS	SEARCH	TRANSPORTS
1º	Culture	Culture	Where to buy	Avenida do Mar
2º	Society	Music	Where to eat	Avenida Cerro da Vila
3º	Local	Exhibitions	What to do	Quarteira

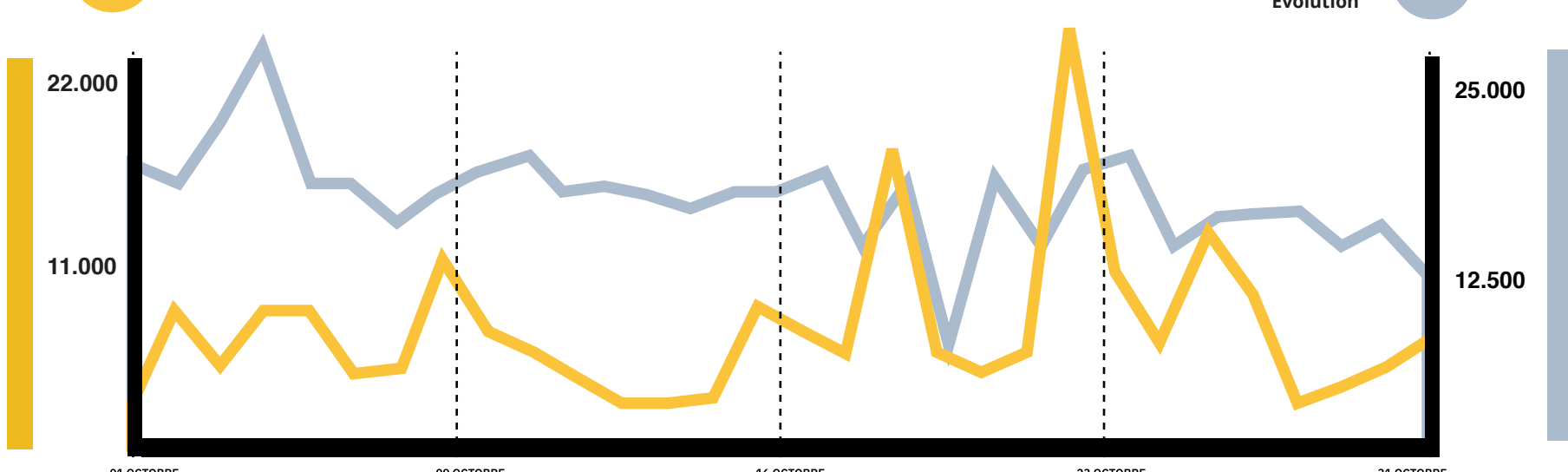
October main topic:

The month of October was marked by new restrictions around Europe due to the increase of new cases of Covid-19, as well as the decreed of Emergency Status in some municipalities in Portugal.

DURING THE MONTH

USER ACTIONS

Monthly User Actions Evolution



PEDESTRIANS

Monthly Pedestrian Evolution

PEDESTRIANS

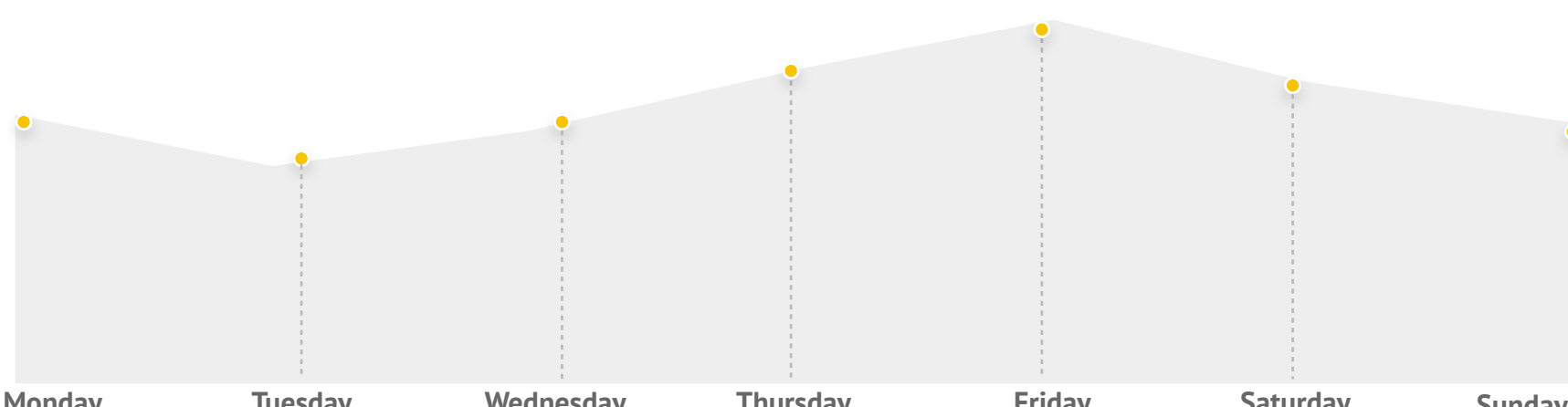
PEAK ON FRIDAY

The trend over the week was stable, when comparing working days and the weekends with the existence of a peak on Friday.



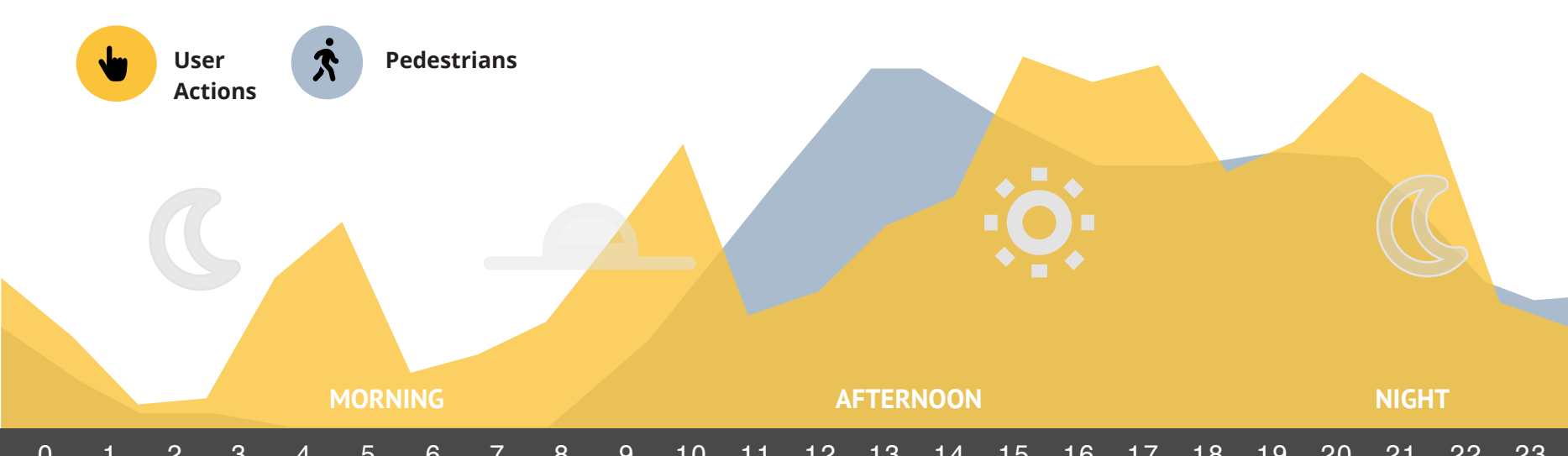
WEEKLY TREND

Trend per day of the week during the month



DAILY TREND

User Actions / Pedestrians



THE PODIUM LOCATIONS

BY LOCATION

ACTION CHAMPION



85 970

Quarteira

INTERACTION CHAMPION



162

Vilamoura - Praça dos Artistas

