


TOMI wins a new Award

TOMI won a new Award of Interactive Urban Solution of The Year, given by Corporate LiveWire at Innovation & Excellence Awards. TOMI's innovative way of promoting information and helping citizens was awarded as the best interactive urban solution of the year.




USER ACTIONS




17
thousand

PHOTOS / GIFS SENT



230

CONTENT DISPLAY



6
million

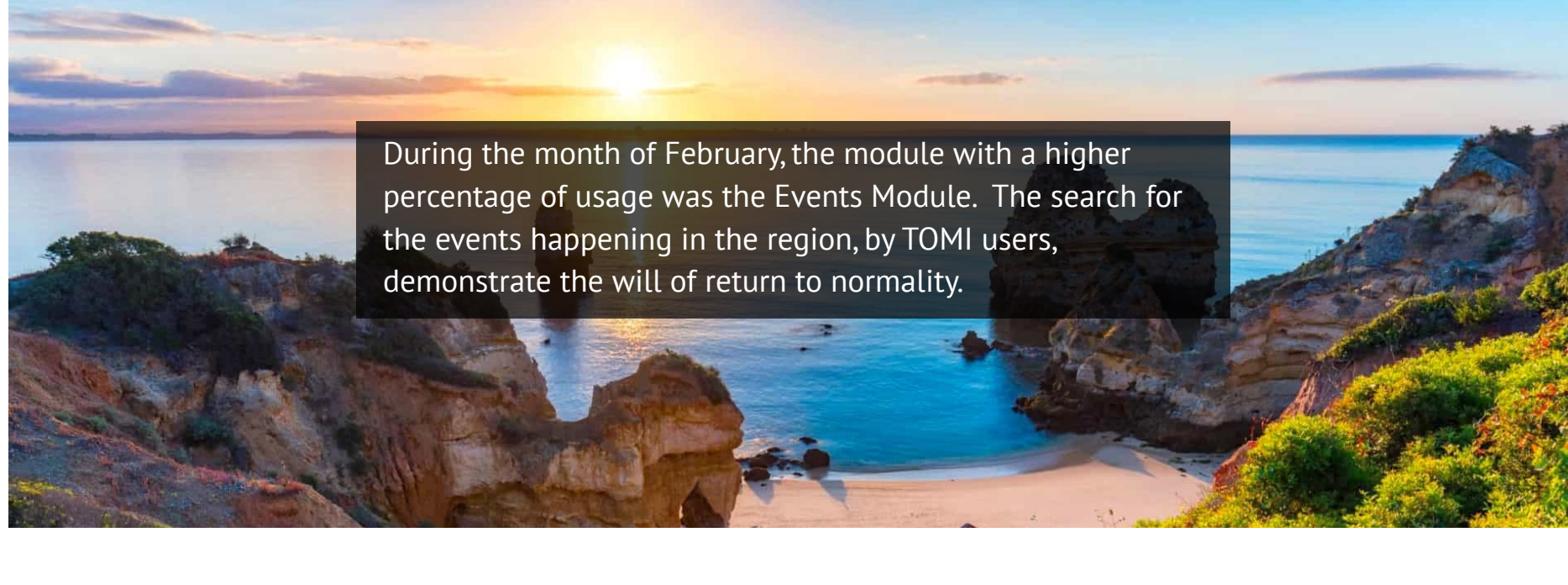


- 18% NEWS
- 43% EVENTS
- 11% SEARCH
- 28% TRANSPORTS



February main topic:

The month of February was marked by extension of the lockdown in Portugal and Europe, because of the pandemic. This search for the events that are happening in the region, by the TOMI users, demonstrate the will of the return to normality.

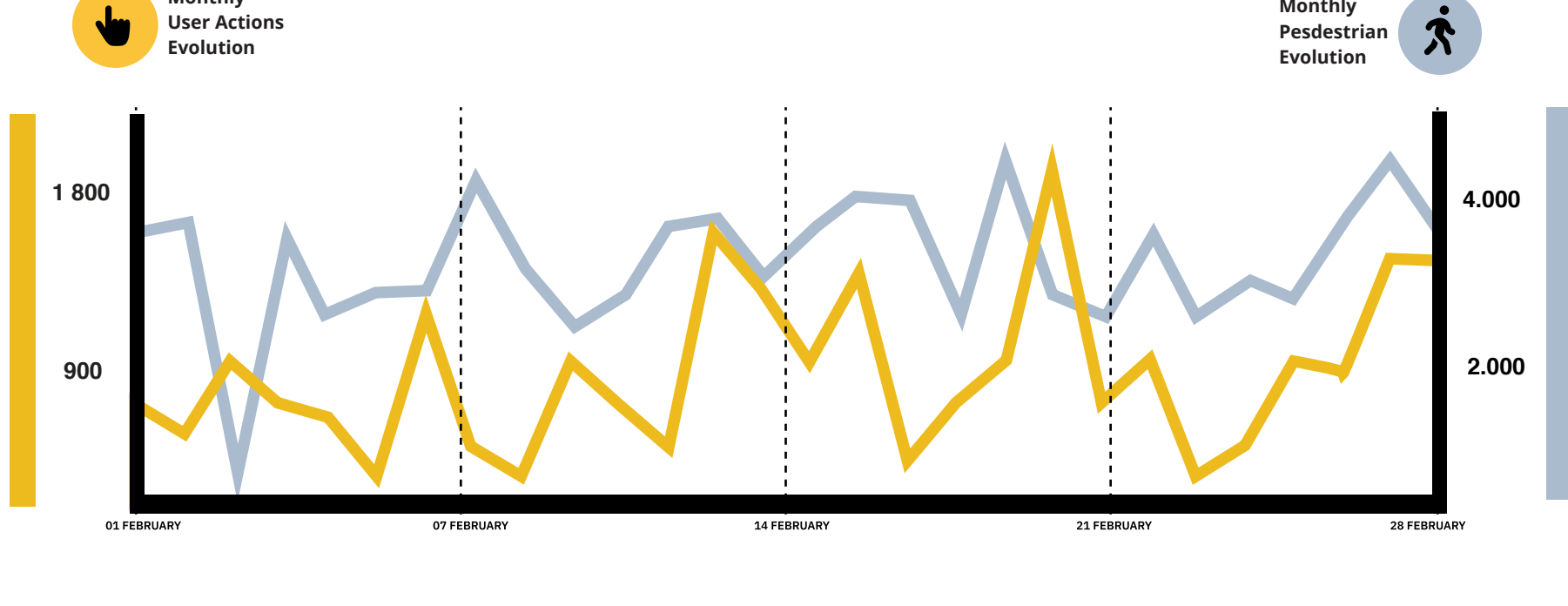


During the month of February, the module with a higher percentage of usage was the Events Module. The search for the events happening in the region, by TOMI users, demonstrate the will of return to normality.

TOP MODULES

	NEWS	EVENTS	SEARCH	TRANSPORTS
1°	Society	Exhibitions	Where to Stay	Rua do Prior
2°	City	Others	What to Do	Rua Vasco da Gama
3°	Culture	Literature	Art & Culture	Rua Primeiro de Maio

DURING THE MONTH

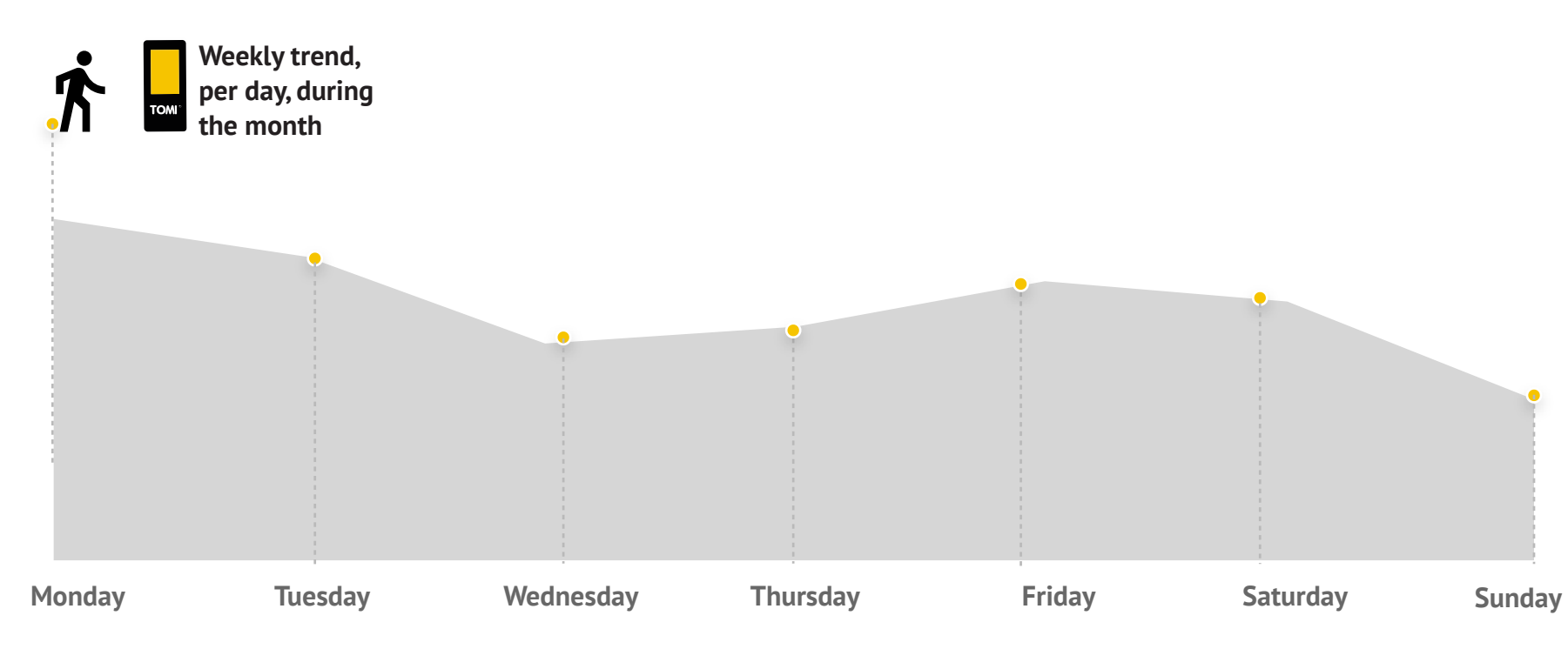


TREND OF PEDESTRIANS SHOWS A HIGHER FLOW ON MONDAYS

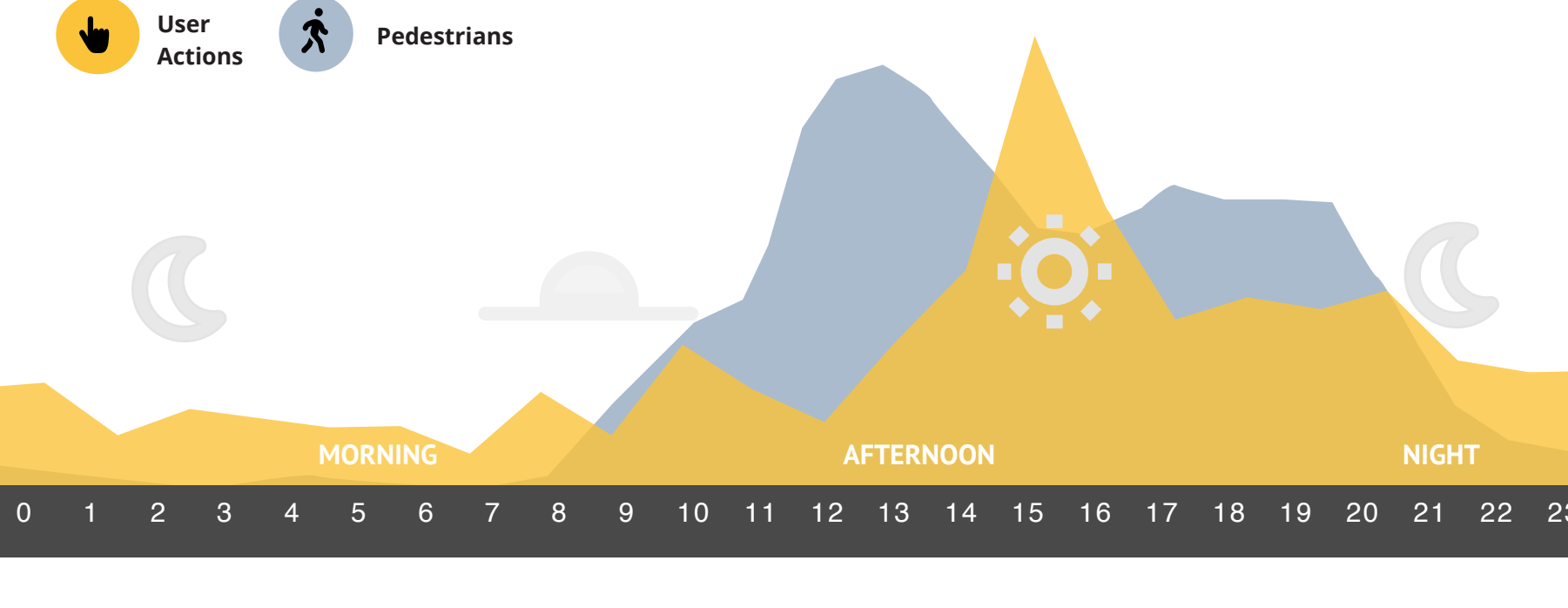
In February, there was a higher flow of pedestrians on Mondays, while in the other days the flow was lower and similar.



PEDESTRIANS WEEKLY TREND

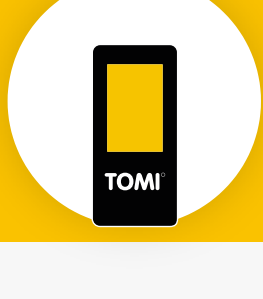


DAILY TREND OF USERS AND PEDESTRIANS




THE PODIUM

BY LOCATION




ACTION CHAMPION



10 532
Faro
Câmara Municipal

INTERACTION CHAMPION



41
Vilamoura
Bar do Figo

