TOMI®

SEPTEMBER
NEWS & DATA
COVID-19 PREVENTION

01.09.2021
30.09.2021

PORTO AND
THE NORTH

TOMI was present at Velo-City

In September, TOMI was present at the global bicycle mobility conference, Velo-City. TOMI presented its solution and how it helps mobility in cities. This conference was attended by more than 45 countries and

USER ACTIONS*

171 Thousand

PHOTOS & GIFs SENT

3 Thousand

CONTENT DISPLAY*

9 Million

MODULES

- 8% NEWS
- 53% EVENTS
- 18% SEARCH
- 21% TRANSPORTS

ACTIONS BY TOURISTS AND LOCALS

- EN 7%
- PT 89%
- ES 4%

In September, the most popular module was the Events module. TOMI users searched mainly for events related to Art&Culture, Exhibitions, and Cinema.

TOP CONTENT CATEGORIES

USER ACTIONS*
Top Content Categories by Module

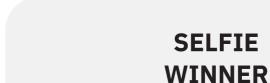| NEWS	EVENTS	SEARCH	TRANSPORTS
Culture	Art & Culture	What To Do	TUKTOUR
Society	Exhibitions	Worship Places	Parque da Cidade
Tourism	Cinema	Where to Eat	Forte de São Francisco Xavier | Castelo do Queijo

DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution

14.000

3.000

01 SEPTEMBER · 08 SEPTEMBER · 15 SEPTEMBER · 22 SEPTEMBER · 30 SEPTEMBER

DAILY TREND

USER ACTIONS
Monthly User Actions Evolution

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

In September, there were three peaks in user actions, during the day. The first took place at 2:00 pm, the second at 5:00 pm and the third, and the last one, took place between 9:00 pm and 10:00 pm.

THE PODIUM

USER ACTIONS
TOMI With Most User Actions

PHOTOS & GIFS SENT
TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

Vila Nova de Gaia CM TOMI - 28 205

Matosinhos Loja TOMI - 26 380

Vila Nova de Gaia TOMI - 25 139

Carrazeda TOMI - 18 097

Arouca TOMI - 14 782

SELFIE WINNER

Matosinhos Loja TOMI - 644

Vila Nova de Gaia TOMI - 636

Arouca TOMI - 383

Mondim de Bastos TOMI - 281

Matosinhos Leça TOMI - 165

September Overall Analysis:

In September, the number of Covid-19 cases detected in Portugal decreased. This month, Portugal also reached 85% of the population vaccinated against Covid-19.

User Actions*: Values indicate the number of touches made on TOMI. Content Display*: Values show the number of each content exhibited on lists, selections and search. Pedestrians*: This data is completely anonymous and privacy is respected.

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