TOMI

OCTOBER
NEWS & DATA
COVID-19 PREVENTION

01.10.2021
31.10.2021

PORTO AND THE NORTH
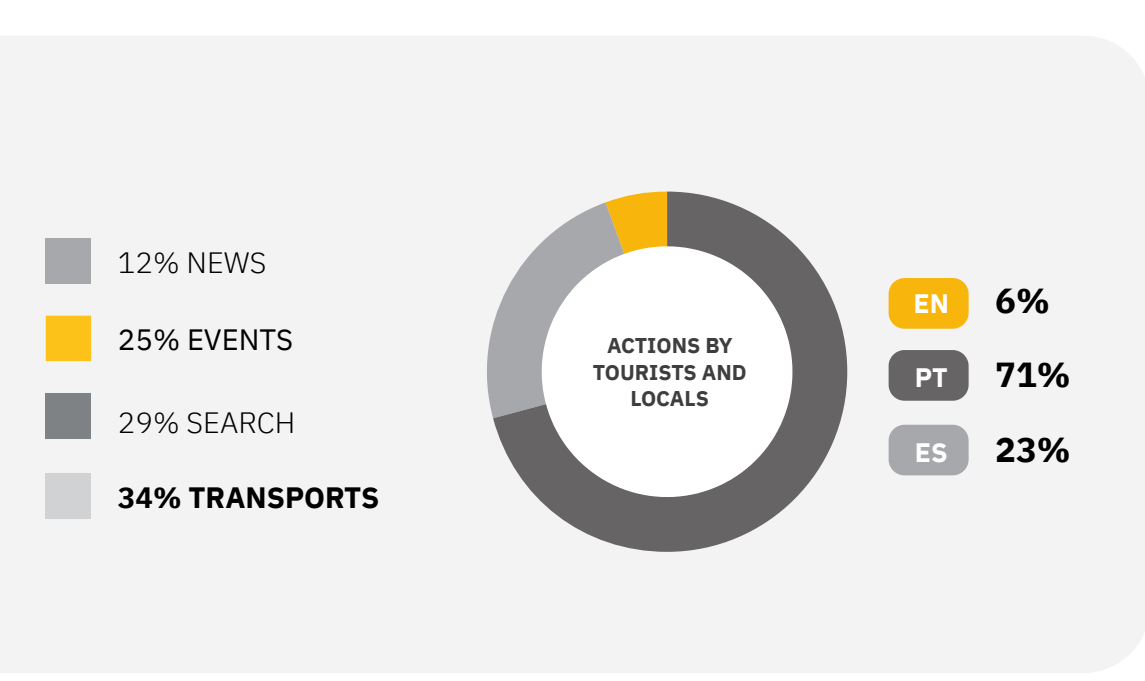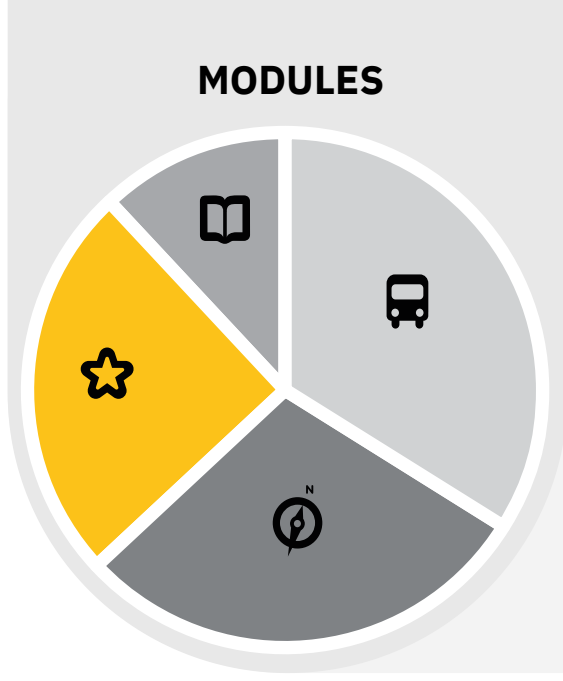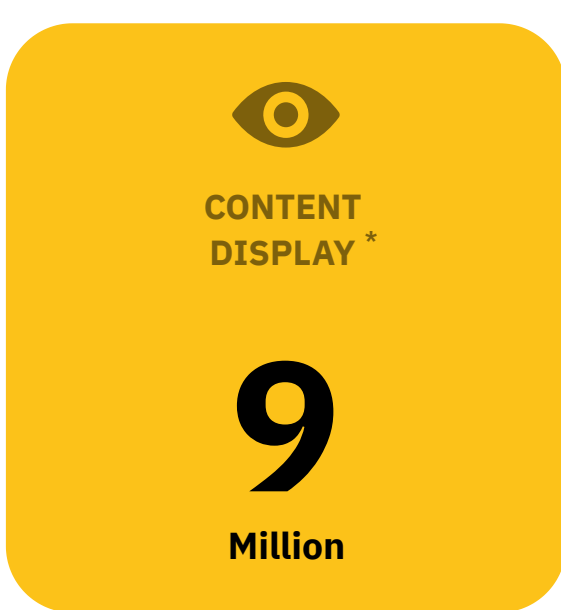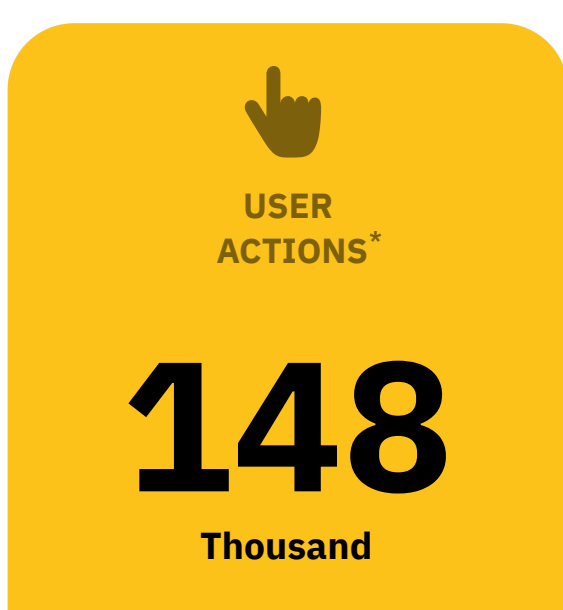
TOMI is at the Expo Dubai 2020

TOMI is present at the Dubai Expo 2020, in Portugal Pavilion, since October 1st until March 2022! During this 6 months, every visitor is able to interact with TOMI in Dubai, being able to experience something unique with TOMI.

USER ACTIONS*
148 Thousand

PHOTOS & GIFs SENT
2 Thousand

CONTENT DISPLAY*
9 Million

MODULES

12% NEWS
25% EVENTS
29% SEARCH
34% TRANSPORTS

ACTIONS BY TOURISTS AND LOCALS
EN 6%
PT 71%
ES 23%
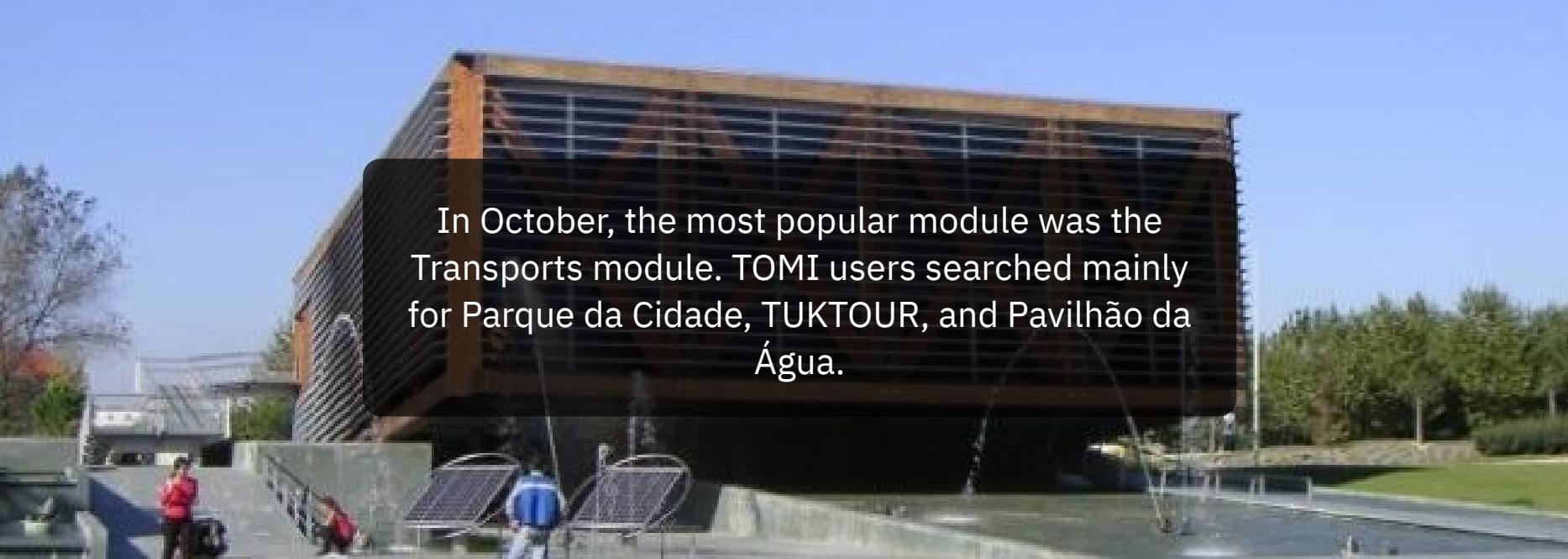
In October, the most popular module was the Transports module. TOMI users searched mainly for Parque da Cidade, TUKTOUR, and Pavilhão da Água.

TOP CONTENT CATEGORIES
USER ACTIONS*
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Art & Culture	What To Do	Parque da Cidade
Culture	Exhibitions	Where to Eat	TUKTOUR
Tourism	Cinema	Where to Stay	Pavilhão da Água

DURING THE MONTH
USER ACTIONS
Monthly User Actions Evolution

11.000
2.000

01 OCTOBER — 08 OCTOBER — 16 OCTOBER — 23 OCTOBER — 31 OCTOBER
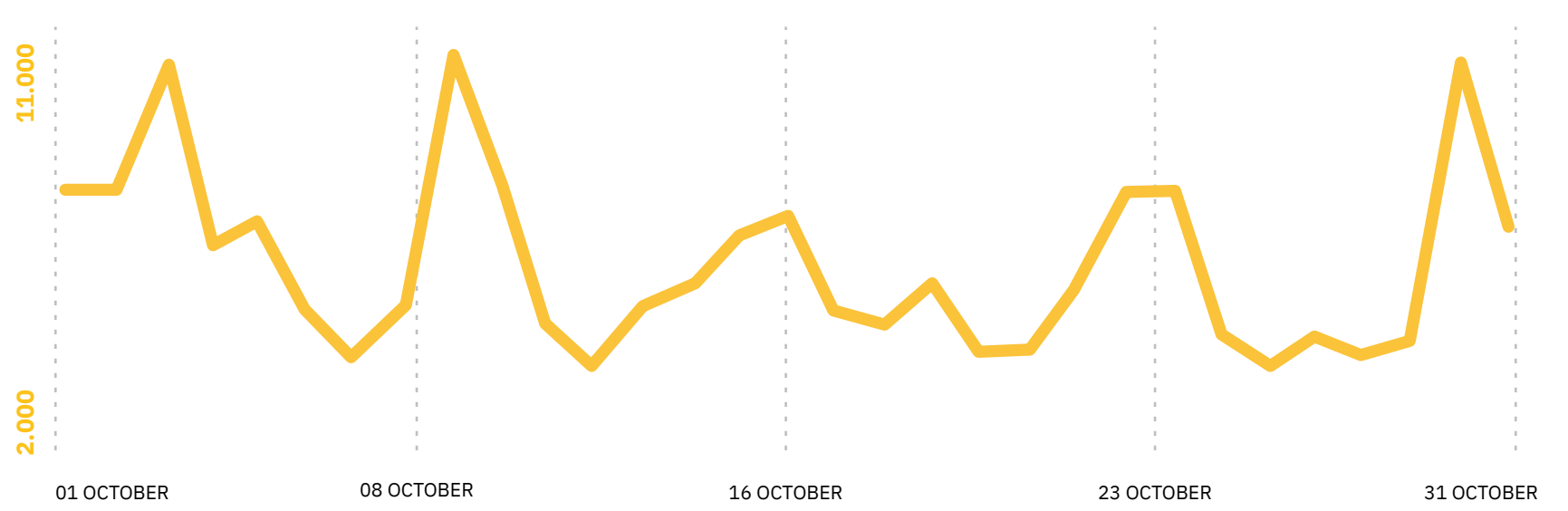
DAILY TREND
USER ACTIONS
Monthly User Actions Evolution

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23
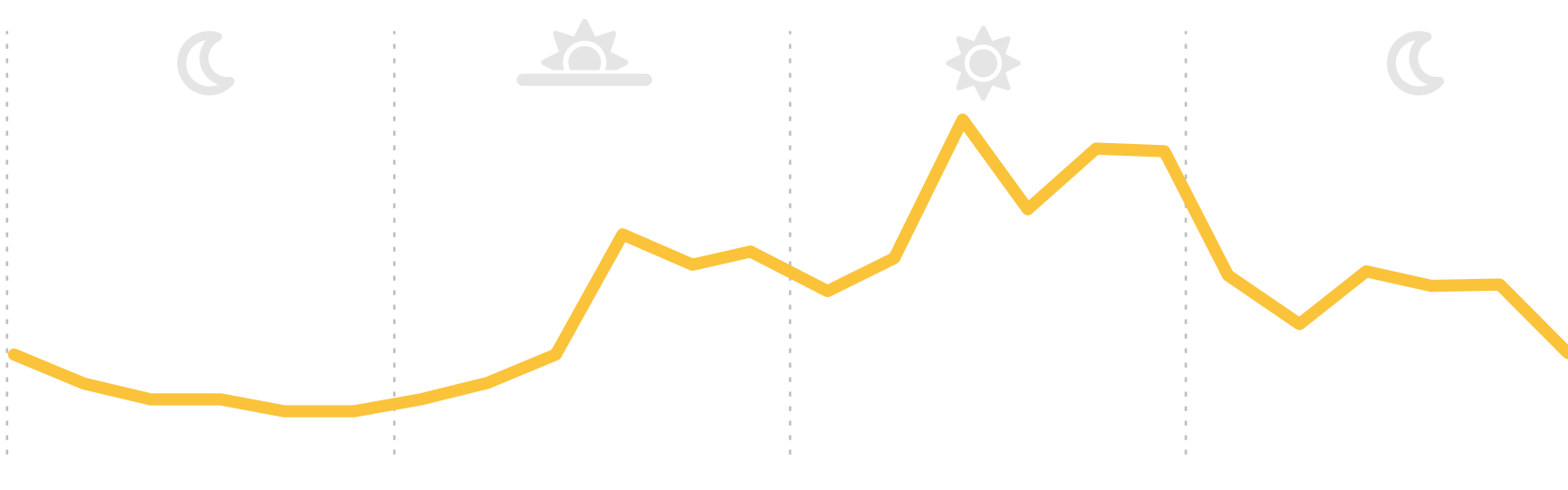
In October, there were four peaks in the user actions, during the day. The first took place at 9:00 am, the second at 11:00 am, the third at 2:00 pm, and the forth took place between 4:00 pm and 5:00 pm.

THE PODIUM
USER ACTIONS TOMI With Most User Actions
PHOTOS & GIFS SENT TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION
Matosinhos Loja TOMI - 25 272
Vila Niva de Gaia CM TOMI - 19 631
Vila Nova de Gaia TOMI - 15 391
Arouca TOMI - 12 752
Ponte de Lima TOMI - 13 785

SELFIE WINNER
Matosinhos Loja TOMI - 542
Valença TOMI - 432
Vila Nova de Gaia TOMI - 361
Arouca TOMI - 252
Mondim de Basto TOMI - 222

October Overall Analysis:
In October, there were signs of a reinforce return to normality.

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.

SUBSCRIBE NEWSLETTER

MAIN AWARDS AND HONORS
Smart Cities USA, UK and Latam awards
Citizen's engagement, E-Gov & urban innovation
Award UI & UX — Best interface
Accessibility & inclusion — Design for society & disability inclusion
DOOH media — Best innovation
Tourism — Best service