



Urban Analytics

Good Data. Better Decisions.

3. Tourism & Events

Affluence in urban environments

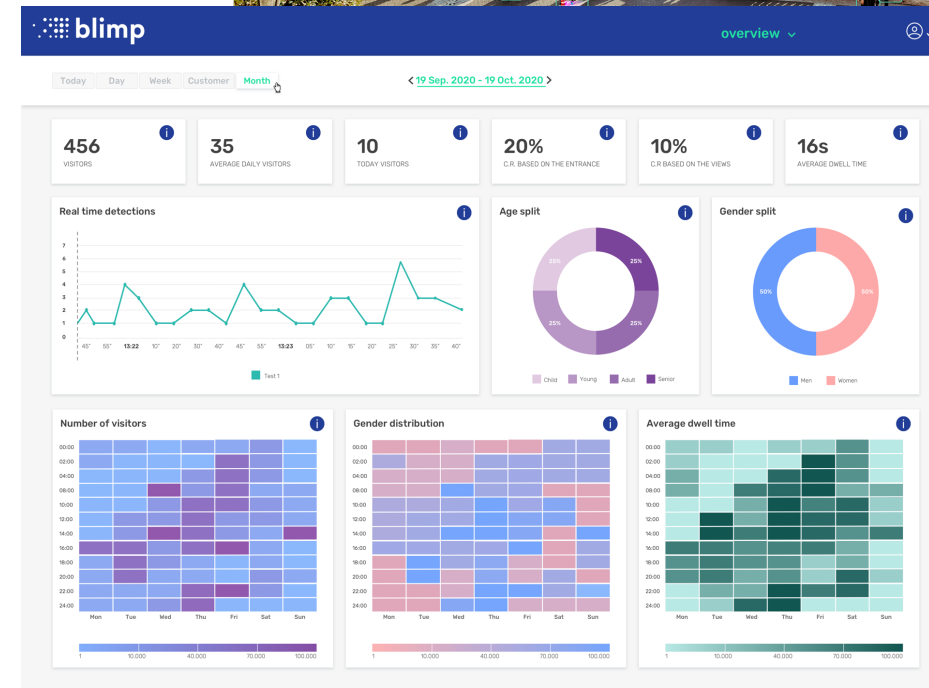
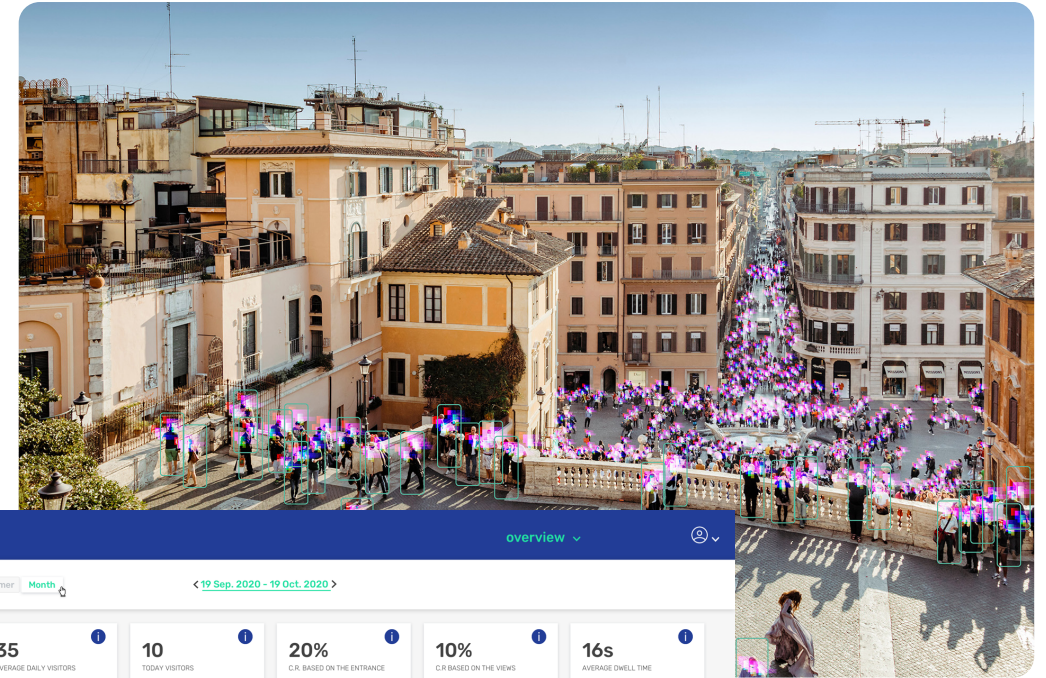
Description:

Measuring the **flow of people** in the monitored areas before, during and after the event. Access monitoring and socio-demographic classification of visitors.

Measuring the **attractiveness** of individual installations or activities and defining the impact of the event on visits to specific city areas.

Data:

- > Number of people attending the event
- > Socio-demographic classification of visitors
- > Hourly attendance matrices
- > Number of visitors per area or installation
- > Classification of visitors by area or installation
- > Turnout measurement
- > Pre- and post-event analysis





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