Telefónica Tech

LA VUELTA
PATROCINADOR OFICIAL

AI & Data

Mobility Analysis of the Final Stage of La Vuelta 24

Telefónica stage | September 8, 2024

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Context

01

Mobility Analysis of the Final Stage of La Vuelta 24

Thanks to our **Smart Steps platform** for crowd mobility analysis, we analyzed the final stage of La Vuelta 24, held on **September 8th in Madrid.**

Coinciding with the company's centenary, the **Telefónica Stage**, a 24.6 km individual time trial, started from Distrito Telefónica in the north of the city and ended at the company's iconic building on Gran Vía.

*The first riders set off at **4.20 pm.**, with the last arrival recorded at **7.30 pm.**, marking the end of one of the world's most prestigious cycling competitions.*

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Mobility Analysis of the Final Stage of La Vuelta 24

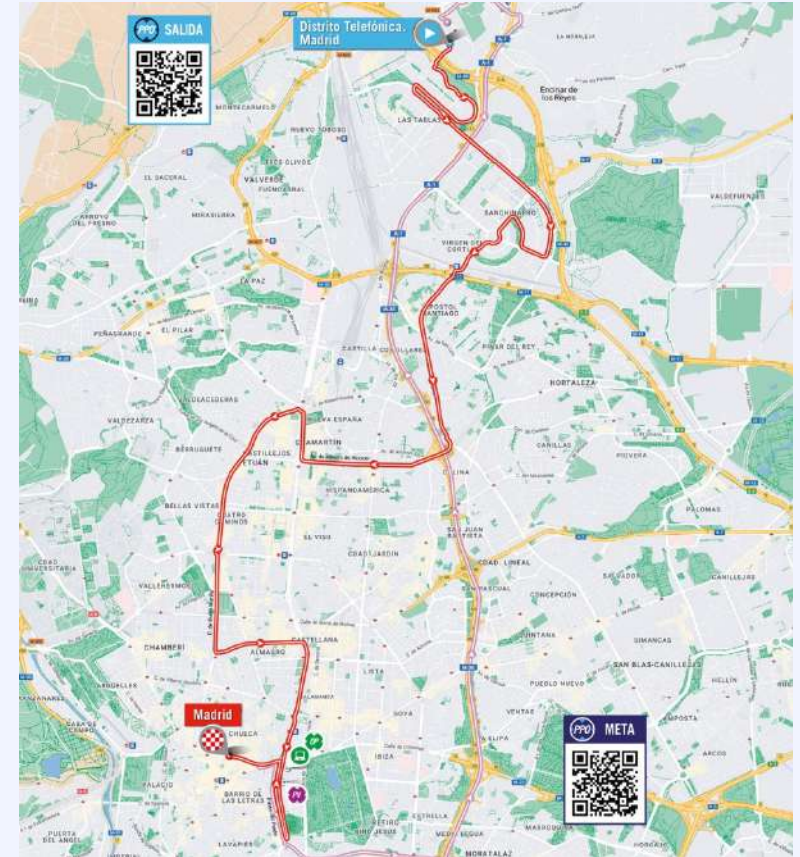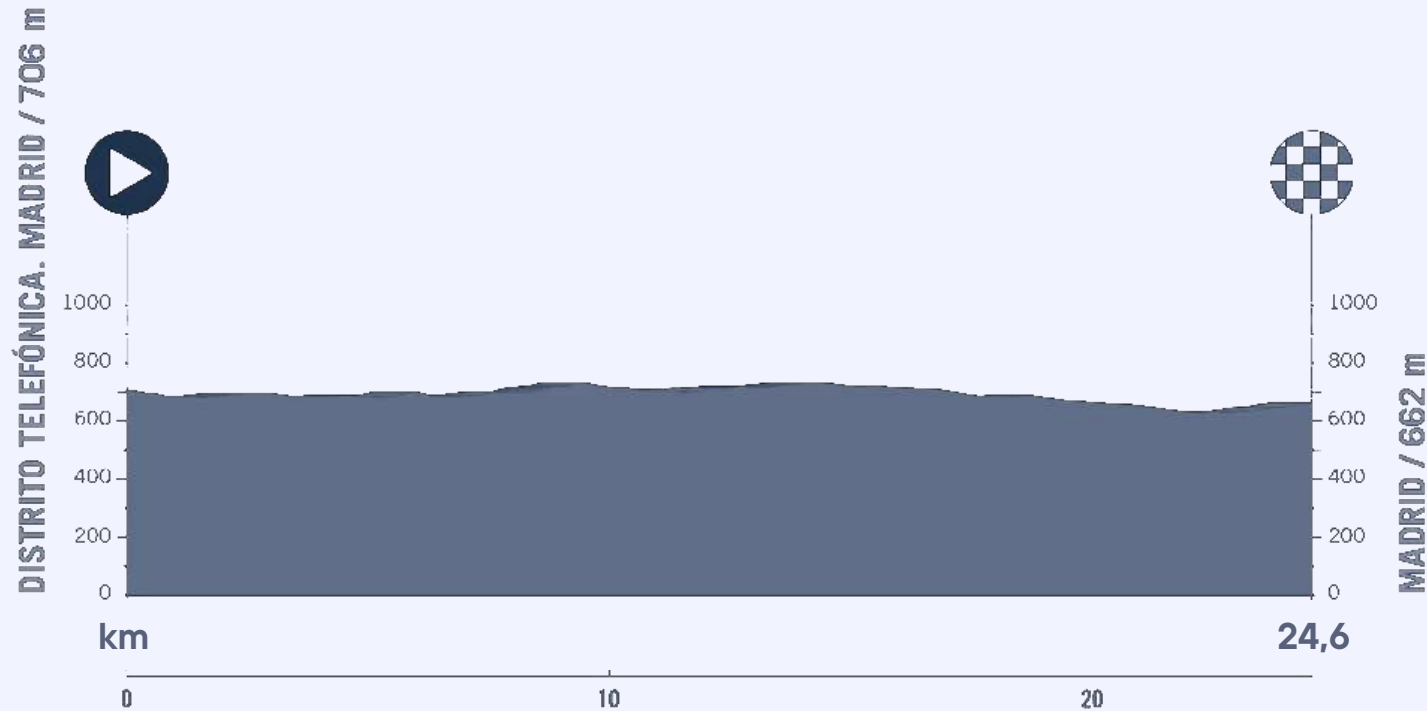| LENGTH	FIRST DEPARTURE	LAST ARRIVAL	TYPE
24,6km	**4:20pm**	**7:30pm**	**Individual time trial**

*Información de la web de **Oficial** de **La Vuelta**

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Key figures of the stage

02

What trends did we detect during the Telefónica Stage?
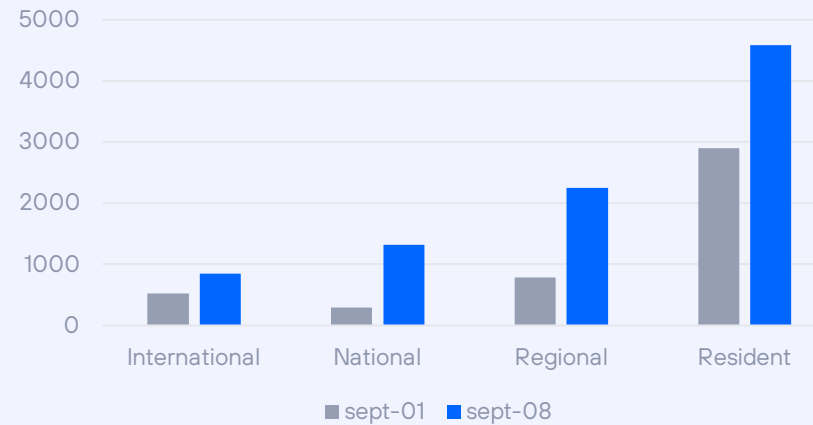
Departure: Distrito Telefónica

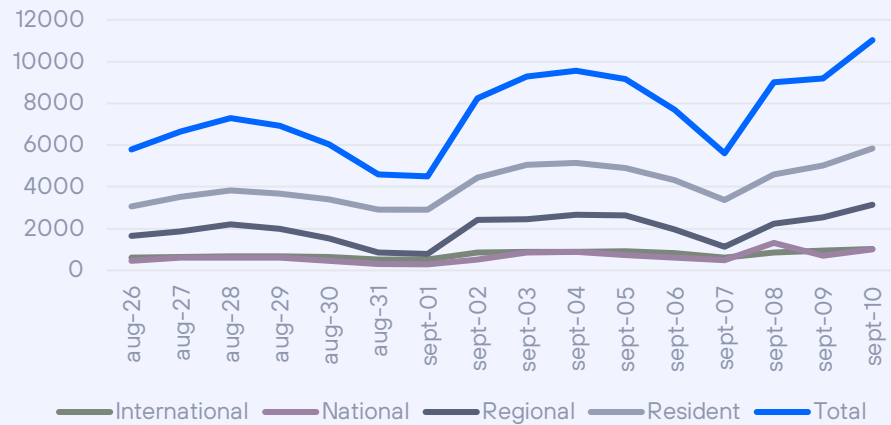On the day of the final stage of La Vuelta 24, there was a significant increase in mobility in the areas around both Distrito Telefónica and Gran Vía.

~ 9.000

people were registered in the Distrito Telefónica área.

x2

The number of people doubled during the event.

Legend: International, National, Regional, Resident, Total

Legend: sept-01, sept-08
International, National, Regional, Resident

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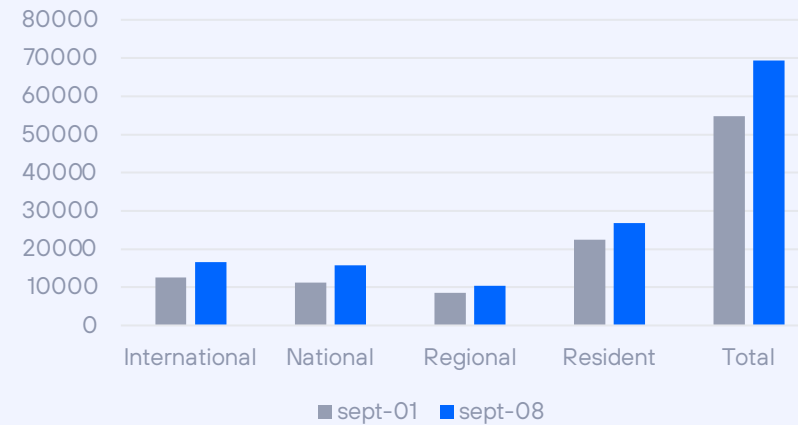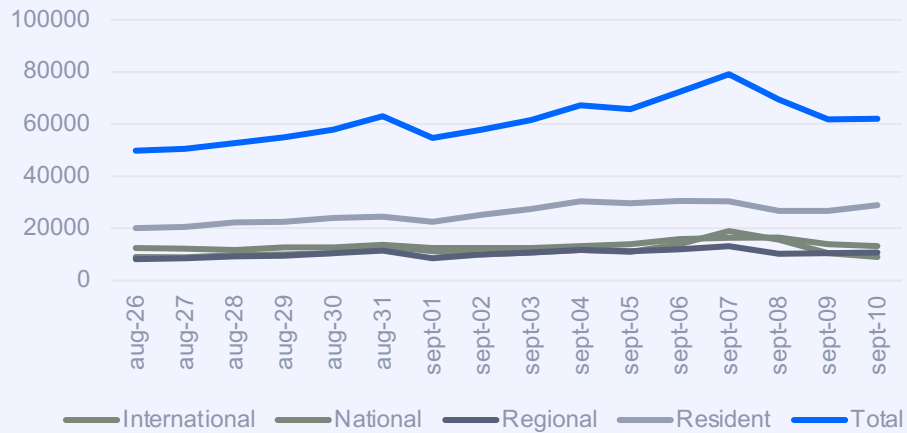
What trends did we detect during the Telefónica Stage?

Arrival: Telefónica Building – Gran Vía, 28

~ 69.400

visitors were recorded
in the Gran Vía area.

+30%

The crowd increased by 30%

International — National — Regional — Resident — Total

sept-01   sept-08

What trends did we detect during the Telefónica Stage?

DISTRITO TELEFÓNICA

x4 There was a notable increase in visitors from **other provinces**, whose numbers quadrupled.

GRAN VÍA 28

A higher percentage of **international** visitors, highlighting the appeal of this final stage not only to locals but also to foreign tourists.

Comparative data vs a regular Sunday

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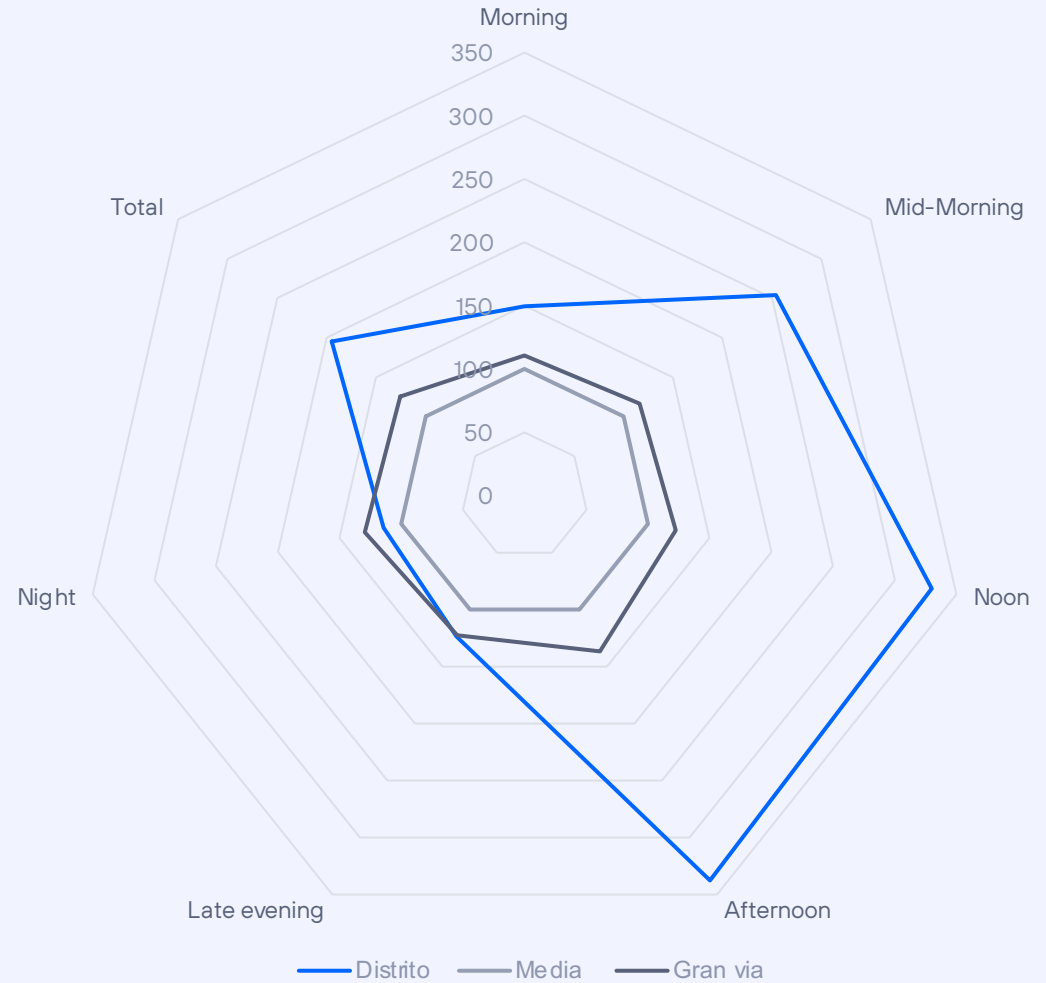The stage by hours

03

What are the hourly mobility patterns?

DISTRITO TELEFÓNICA

Experienced notable peaks in attendance during **midday and afternoon** hours, coinciding with the start of the time trial.

GRAN VÍA 28

Visitors arrived steadily **throughout the day.**

Comparative data vs a regular Sunday

The visitor profile of the stage

04

Where are they from?

DISTRITO TELEFÓNICA

51% The majority of attendees were **residents** of the Community of Madrid.

25% were visitors from **other municipalities** within the region.

15% of attendees were from **other provinces.**

9% **International** presence was low.

Category	Value
Resident	Resident: 4584
Regional	Regional: 2250
National	National: 1317
International	International: 844

0   500   1000   1500   2000   2500   3000   3500   4000   4500   5000

■ International   ■ National   ■ Regional   ■ Resident

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Where are they from?

TELEFÓNICA BUILDING – GRAN VÍA 28

38% **Residents** of Madrid municipality had the largest presence.
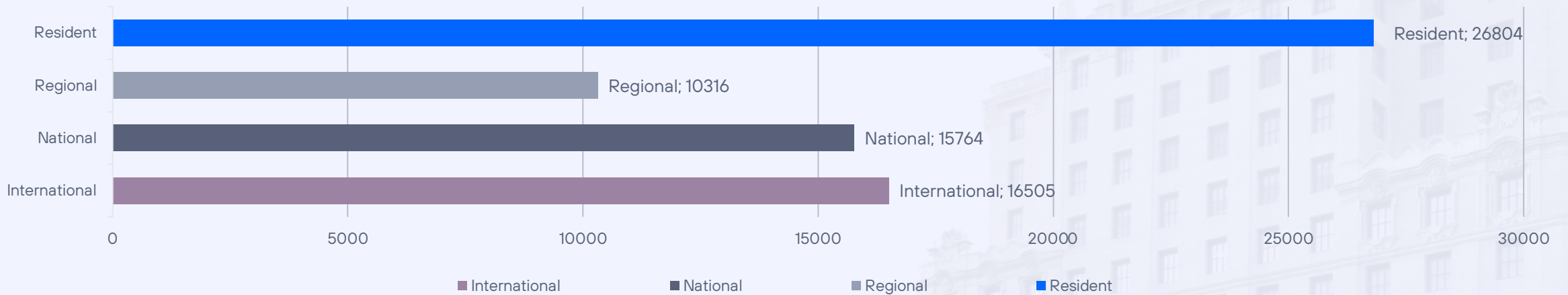
23% of visitors were nationals from **other provinces.**

15% of visitors came from **other municipalities** within the region.

24% High **international** attendance, signaling the importance of this event for tourism.

Resident; 26804

Regional; 10316

National; 15764

International; 16505

| | International | National | Regional | Resident |

0   5000   10000   15000   20000   25000   30000

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14   14

Benefits
of Smart Steps

05

How can this solution help with crowd analysis?

Smart Steps is a platform from Telefónica Tech that accurately analyzes mobility patterns using anonymized and aggregated data from millions of mobile lines, providing valuable insights for companies across different sectors and public administrations.

Public transport optimization and safety

It enables the design of efficient transport routes based on demand and mobility, optimizing event planning. It also contributes to the accurate forecasting and allocation of resources for large-scale events.

User segmentation

It analyzes behaviors to segment customers based on their characteristics, optimizing the personalization of marketing campaigns and increasing their effectiveness.

Identification of strategic locations

Based on population density and mobility data, Smart Steps helps identify the best locations such as for opening new stores or branches.

Efficient resource management

It helps plan the distribution of natural resources, such as electricity or water, according to seasonal and geographical needs, optimizing their use.

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