Telefónica Tech

AI & Data

Mobility analysis of the San Silvestre Vallecana race

Madrid | December 31, 2024

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Context

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Mobility analysis of the San Silvestre Vallecana race 2024

Once again, on **December 31**, the San Silvestre Vallecana race was held in Madrid, with more than 40,000 runners in total between the two modalities Popular Race and International Race.

Thanks to our **Smart Steps** platform for the analysis of crowd mobility, we have analyzed this sporting event both at the start in Calle Concha Espina and at the finish line in Calle Candilejas in the Popular Race and in the Vallecas Stadium in the International Race.

Photo by **Nationale-Nederlanden San Silvestre Vallecana** from **Flickr**

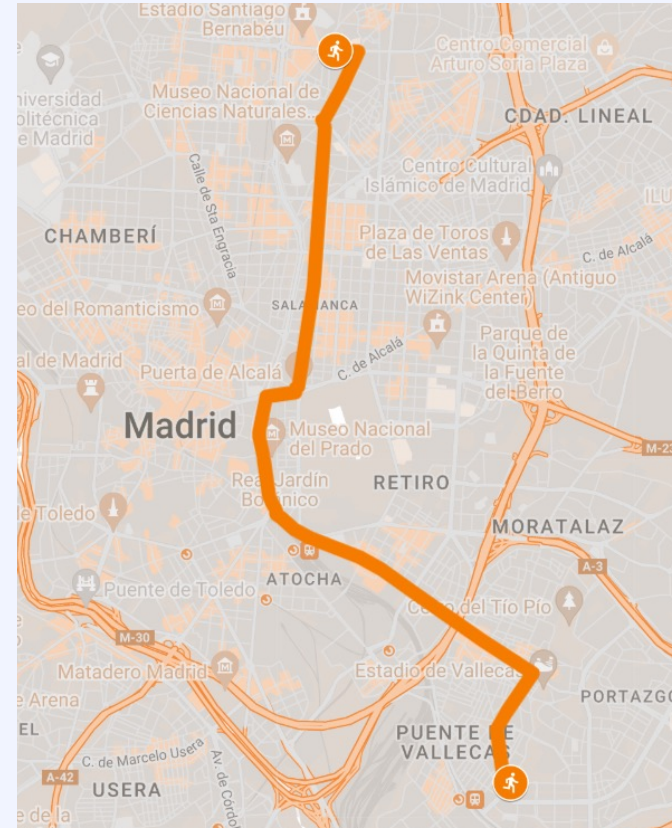Telefónica Tech

Mobility analysis of the
San Silvestre Vallecana race 2024

POPULAR RACE ROUTE

INTERNATIONAL RACE ROUTE

60th
EDITION

10km
DISTANCE

+40.000
RUNNERS
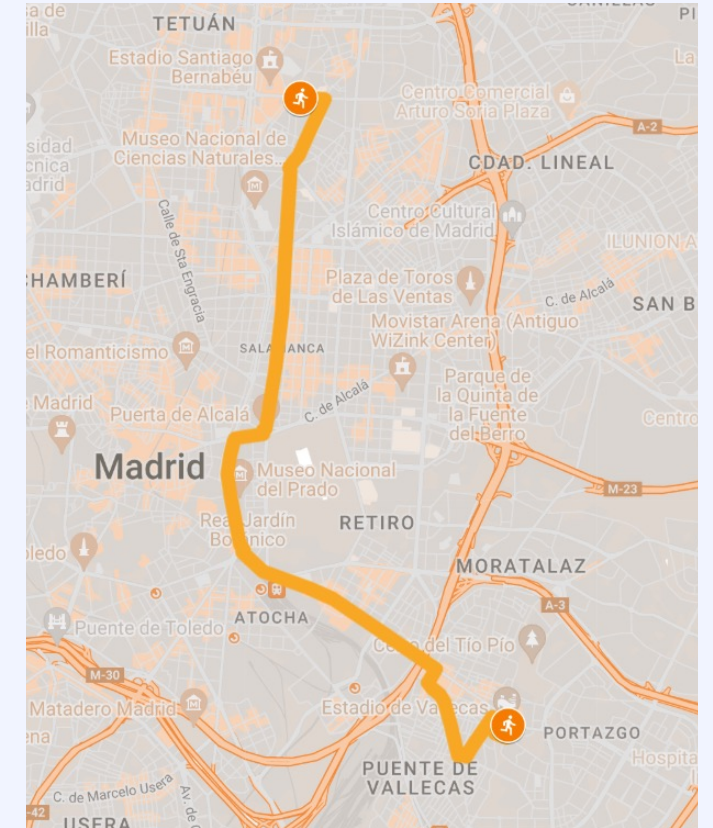
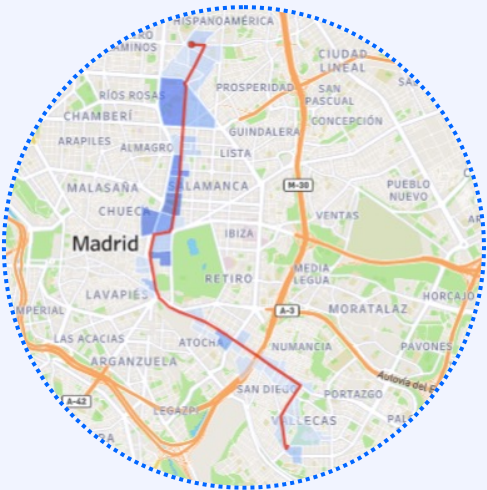*Information from web de Oficial de San Silvestre Vallecana*

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Hourly race analysis

02

Performance by time zone Popular Race
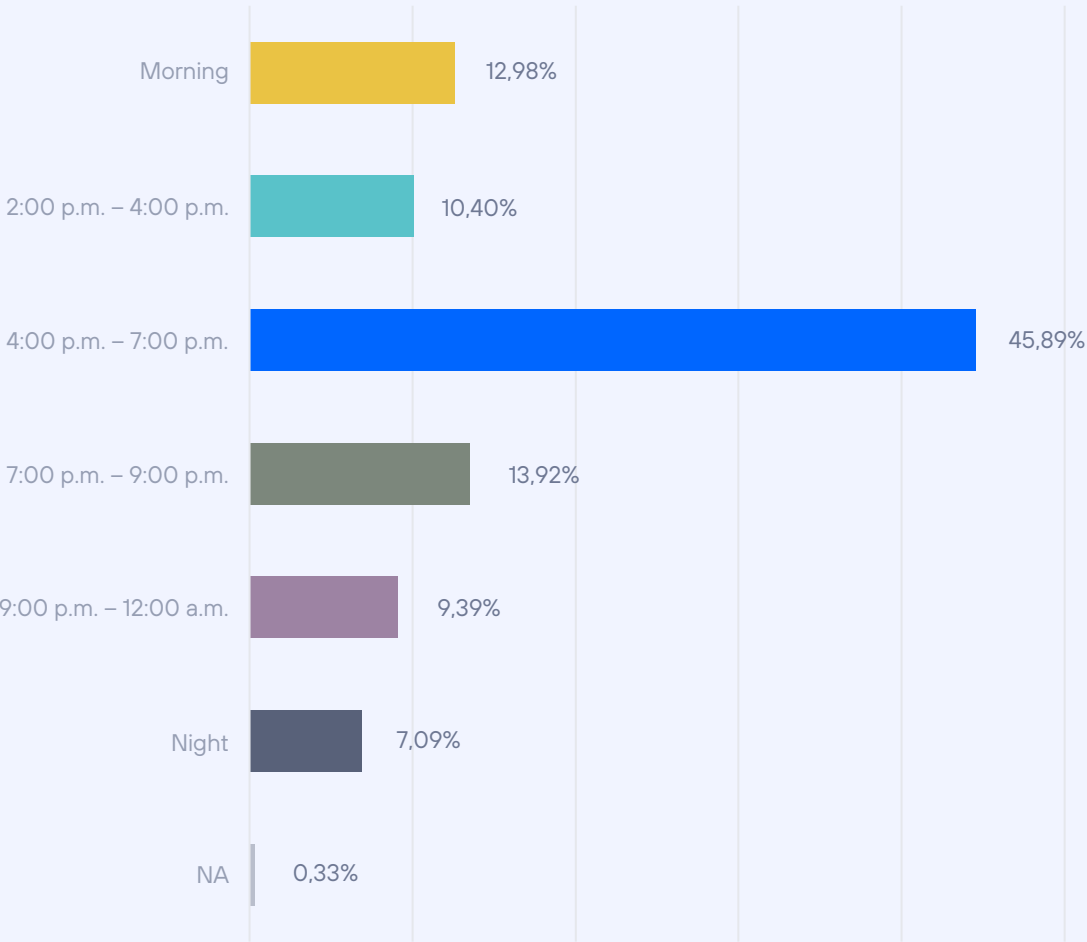## Starting point Concha Espina

x3,5 more visitors in the starting area at the race start time **(4:00pm - 7:00pm)** compared to the previous time **(2:00pm- 4:00pm)**

Visitors' behavior from
2:00 p.m. – 4:00 p.m.

Visitors' behavior from
4:00 p.m. – 7:00 p.m.
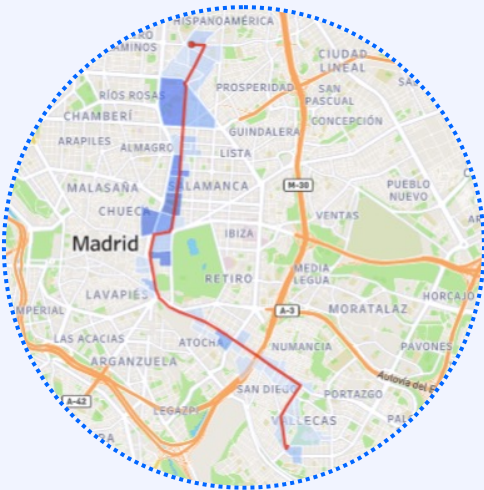
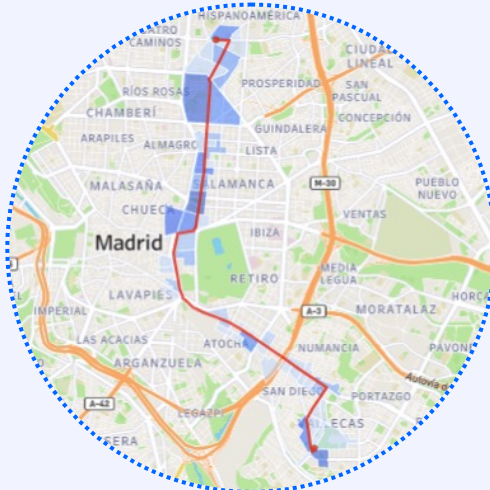| Time	%
Morning	12,98%
2:00 p.m. – 4:00 p.m.	10,40%
4:00 p.m. – 7:00 p.m.	45,89%
7:00 p.m. – 9:00 p.m.	13,92%
9:00 p.m. – 12:00 a.m.	9,39%
Night	7,09%
NA	0,33%

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Performance by time zone Popular Race
Arrival at Calle Candilejas

We distinguish **two very marked time slots** in the arrival area of the Popular Race (4:00 pm – 7:00 pm and 7:00 pm – 9:00 pm), due to the staggered starting times.
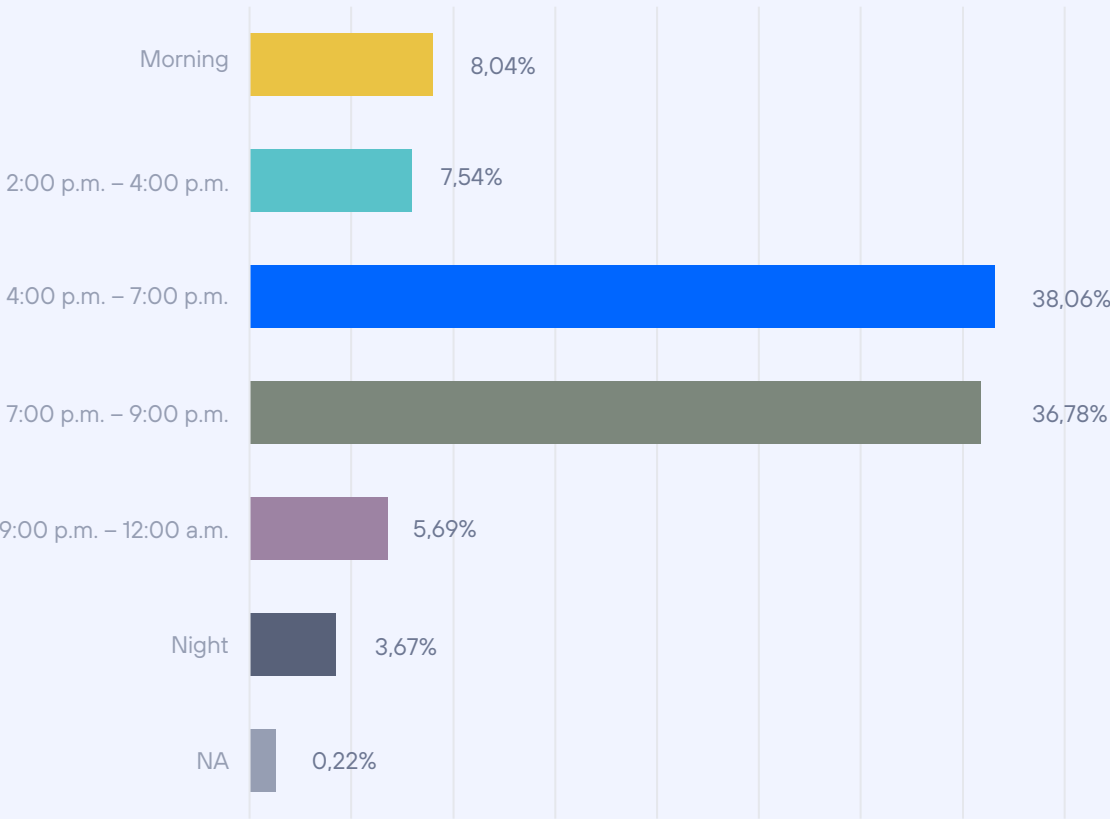
x4 more visitors at the finishing area before the two-hour start of the race; this increase may be due to people who came to the finish line to greet the runners.

Visitors' behavior from
2:00 p.m. – 4:00 p.m.

Visitors' behavior from
4:00 p.m. – 7:00 p.m.
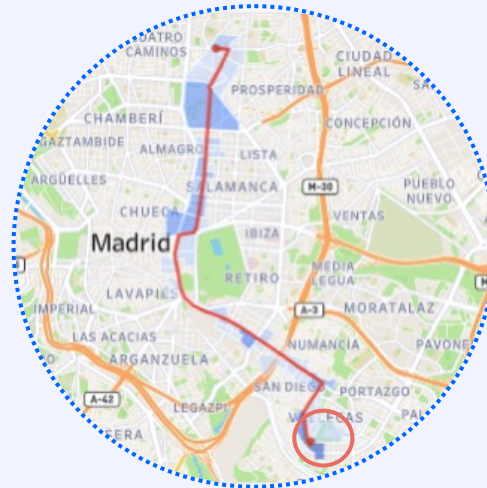
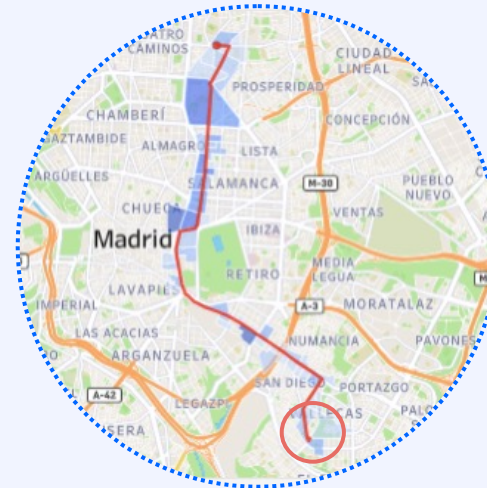| Time	Percentage
Morning	8,04%
2:00 p.m. – 4:00 p.m.	7,54%
4:00 p.m. – 7:00 p.m.	38,06%
7:00 p.m. – 9:00 p.m.	36,78%
9:00 p.m. – 12:00 a.m.	5,69%
Night	3,67%
NA	0,22%

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Performance by time zone Popular Race
Arrival at Calle Candilejas

Many visitors can be seen in the arrival area after two hours of the start of the race, later in the evening it clears up.
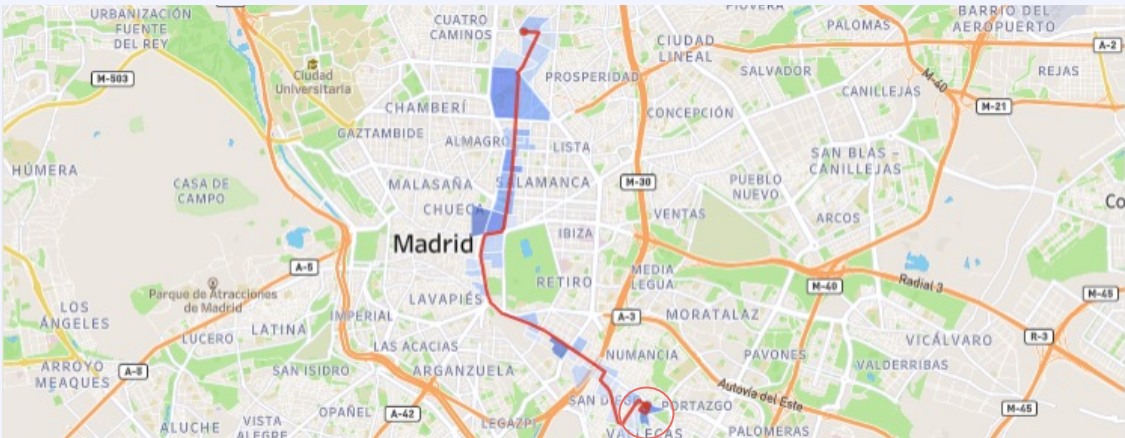

Visitors' behavior from
7:00 p.m. – 9:00 p.m.

Visitors' behavior from
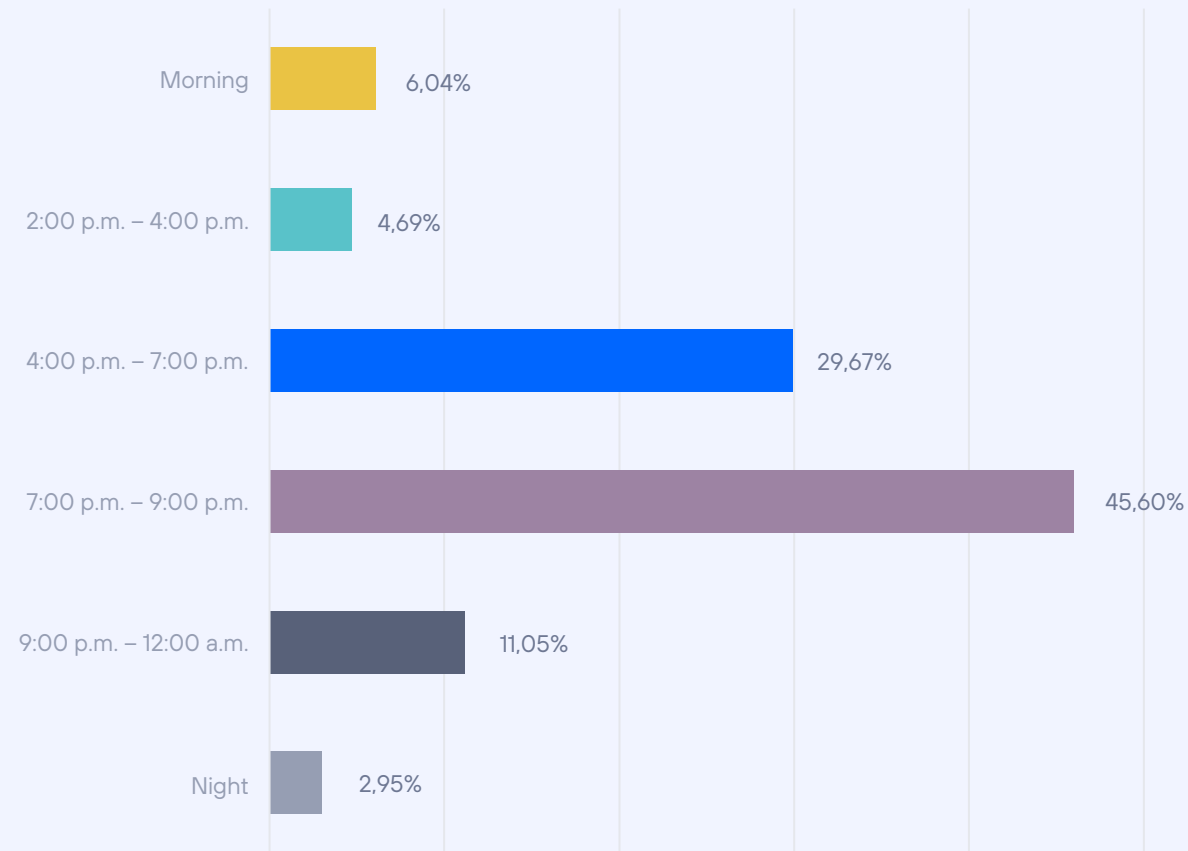**9:00 p.m. – 12:00 a.m.**

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Performance by time zone International Race
Arrival at Estadio Vallecas

For the International Race, it can be seen how the start is **unified in a single time slot** and how runners complete the race in a shorter time.

For the International Race the behavior of the visitors is similar to the Popular Race, but as the start was later, it can be seen how in the **late afternoon 9:00 pm - 00:00 am there is still a large number of attendees +35.73% compared to the stretch of 14:00 pm - 16:00 pm.**

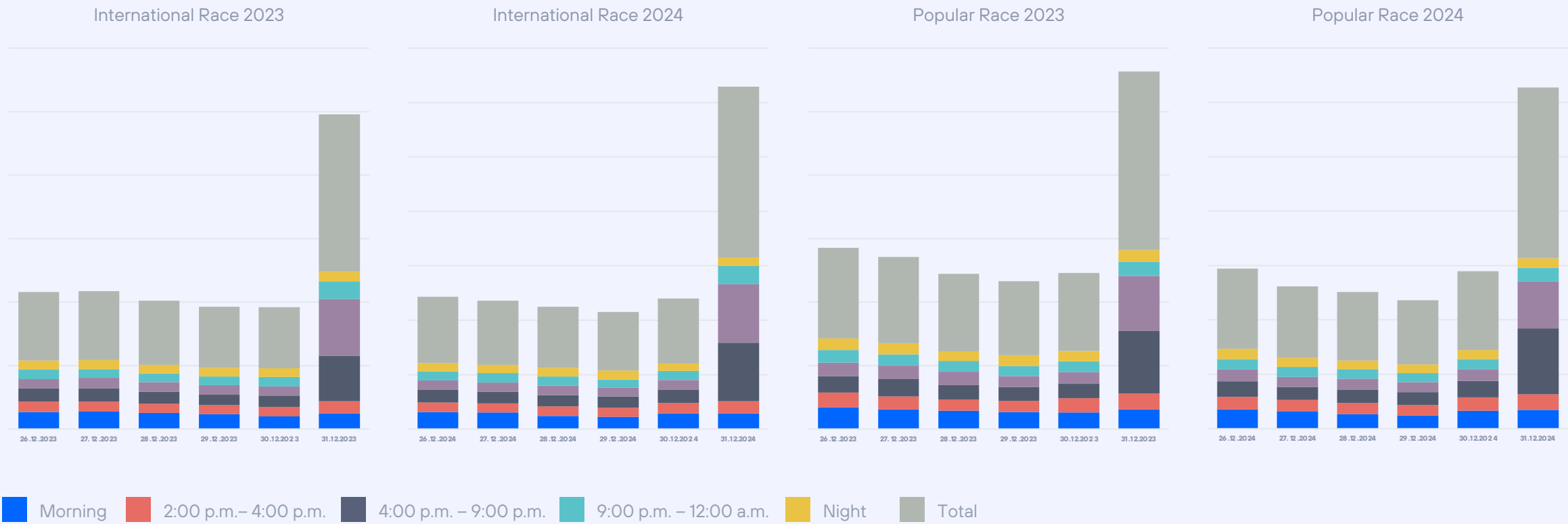Visitors' behavior from **2:00 p.m. – 4:00 p.m.**

Time	%
Morning	6,04%
2:00 p.m. – 4:00 p.m.	4,69%
4:00 p.m. – 7:00 p.m.	29,67%
7:00 p.m. – 9:00 p.m.	45,60%
9:00 p.m. – 12:00 a.m.	11,05%
Night	2,95%

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Weekly behavior by time
Slots vs 2023

The weekly results for both races show that there is a similar attendance every day except the day the event is held.

International Race 2023   International Race 2024   Popular Race 2023   Popular Race 2024

Legend: ■ Morning ■ 2:00 p.m. – 4:00 p.m. ■ 4:00 p.m. – 9:00 p.m. ■ 9:00 p.m. – 12:00 a.m. ■ Night ■ Total

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Runners and visitor's profile

03

Visitor and/or runner volume and profile analysis and comparison

VISITOR VOLUME AT THE RACE

- +26.92% of visitors and/or runners than in the San Silvestre Vallecana in 2023.

- ~3 times more visitors and/or runners at the start and finish areas of the race compared to the average of a normal day in the previous week.

VOLUME OF VISITORS BY ORIGIN

- +58,35% more international visitors and/or runners than the previous year, exceeding 3,500.

- x2 times more international visitors and/or runners than a normal day in December.

- +7% of national participants compared to last year. More than 2 times than a normal day.

Photo by **Nationale-Nederlanden San Silvestre Vallecana** from **Flickr**
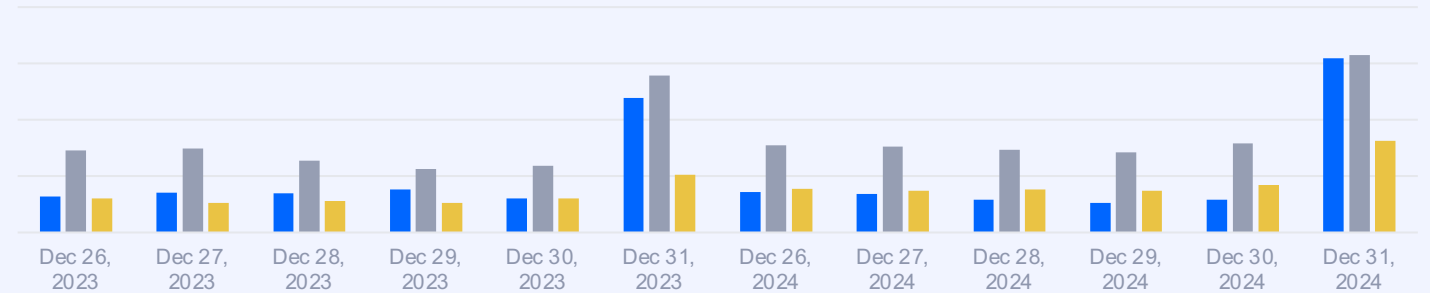
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What is the origin of the visitors and/or runners?

During all the days of the week of the event, both in 2023 and 2024, the origin of the visitors is similar, with nationals being the most predominant.
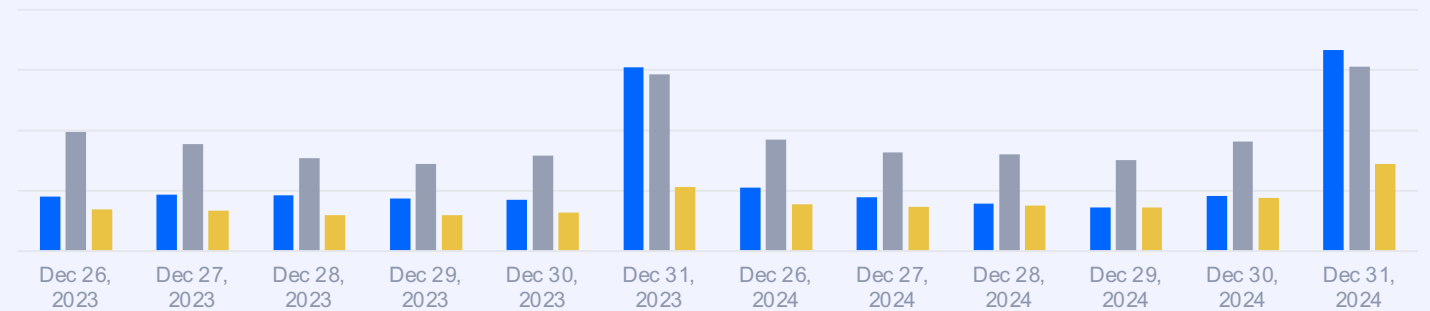
In both years, there was an increase in the number of national, regional, and international visitors and/or runners on the day of the race. **In 2024 there was an increase in regional visitors on the day of the race**, surpassing national visitors.

INTERNATIONAL RACE

■ Regional   ■ National   ■ International

POPULAR RACE

Smart Steps
Benefits

04

How can this solution help for crowd mobility analysis?

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

Public transport optimization and security

Allows the design of efficient transportation routes based on demand and mobility, optimizing planning. Contributes to adequate forecasting and allocation of resources in mass events.
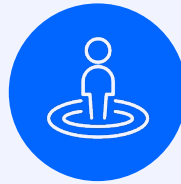
User segmentation

Analyze behaviors to segment customers according to their characteristics, which optimizes the personalization of marketing campaigns, increasing their effectiveness.

Identifying strategic locations

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

Efficient resource management

Helps plan the distribution of natural resources, such as electricity or water, according to seasonal and geographic needs, thus optimizing the use of natural resources.

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