

Press Release

Xàtiva will use AI and Big Data to analyze mobility during the Fira d'Agost with Telefónica Tech's 'Smart Steps' platform.

- 'Smart Steps' is a platform developed by Telefónica Tech. It analyzes citizen mobility through anonymous mobile signals with the aim of optimizing municipal resource management, strengthening security, and planning future editions with a solid analytical basis.
- The tool does not require additional infrastructure, as it draws on anonymized and aggregated data generated by the mobile network, and also allows other local sources to be integrated to enrich the analysis.
- 'Smart Steps' has already proven its effectiveness at international events such as the Mobile World Congress and Taylor Swift concerts, improving planning, security, and mobility in contexts with large crowds.

Xàtiva (Valencia), August 6, 2025.- The City Council of Xàtiva has announced that it will use Telefónica Tech's 'Smart Steps' platform to monitor and analyze mass movements during the iconic Fira d'Agost, one of the most important events on the city's festive calendar.

Thanks to this collaboration, Xàtiva will have anonymous, accurate, and detailed information on the behavior of visitors and tourists during the celebration, which will provide the City Council with a solid analytical basis for optimizing the management of municipal resources, strengthening security, and planning future editions.

"The Fira d'Agost is one of the most popular events in the Valencian Community and, through this agreement with Telefónica Tech, we will be able to take advantage of the 5G network to obtain high-quality information on the number of visitors and their habits during their visit to our city. This will enable us to know not only how many people visit us, but also how long they stay in the city, where they are staying, how they move around the city, where they come from, and much more information that will obviously make our work easier for future editions," said the mayor of Xàtiva, Roger Cerdà.

Advanced technology based on Big Data and AI

‘Smart Steps’ is a mobility analysis platform developed by Telefónica Tech which, through Big Data and Artificial Intelligence tools, processes anonymous, categorized, extrapolated, and aggregated data from millions of mobile lines. The tool collects and organizes all the information obtained from this process and, to achieve a higher degree of security, the information goes through a multi-stage anonymization process, which ensures that individuals cannot be identified.

The platform provides information such as the volume of people visiting an area, sociodemographic profiles, their place of origin, and the length of their stay. This data is vital for public administrations in order to make more informed decisions. Smart Steps can be applied in various sectors such as tourism, retail, transportation and logistics, natural resources, and energy, among others.

José Manuel Plaza, director of Telefónica in the Valencian Community adds: "The main advantage of ‘Smart Steps’ over other measurement technologies is that it does not require the deployment of any infrastructure, since it is fed by data generated on the network provided by telecommunications services. Likewise, if the city has other types of data, it can be integrated with Smart Steps, enriching the results of the analytics and improving their accuracy,".

Technology that facilitates the management of large events

Telefónica Tech has already used this tool in other large-scale events such as the Mobile World Congress (MWC) in Barcelona, Taylor Swift concerts at the Santiago Bernabéu stadium, and the Madrid Book Fair.

The MWC attracts more than 100,000 attendees each year, putting significant pressure on the transport infrastructure. In this case, mobility analysis technology has proven to be a valuable tool for minimizing congestion, allowing for smoother travel and reducing time lost for drivers.

All in all, ‘Smart Steps’ enriches the experience of citizens and tourists thanks to two key factors. First, it provides better information about visitors, including their profile, behavior, nationality, and age. This helps adapt the tourist offer and validate loyalty to specific events. Second, it facilitates predictions to improve services for both tourists and residents, optimizing mobility, adjusting the offer according to seasonality, and improving the balance between tourism and the resident population in the municipality.