

Mobility analysis of the 2026 Conde de Godó tournament



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Context

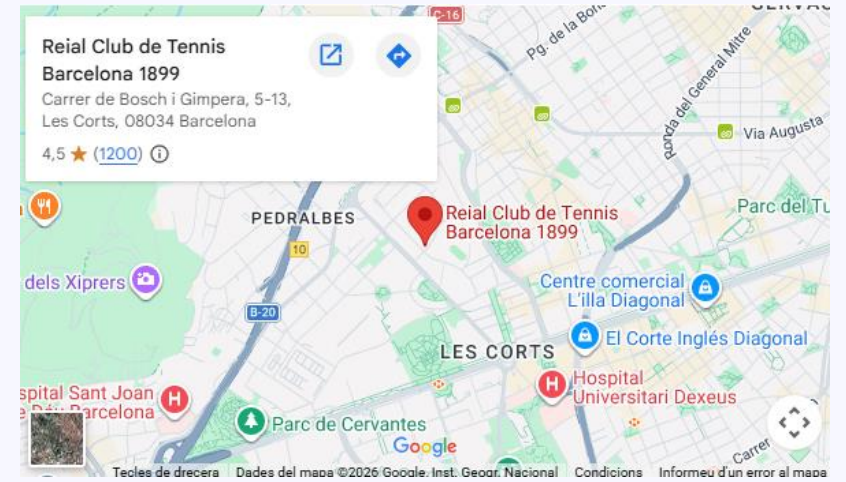
Mobility analysis of the Conde de Godó tournament

We have analysed the **Conde de Godó Tournament**, held at the Real Club de Tennis Barcelona 1899 from **11 to 19 April 2026**, using our **Smart Steps** platform for crowd mobility analysis.

This 73rd edition of the tournament, part of the **ATP 500 circuit**, is one of the most significant sporting events on the calendar.

The analysis enables us to assess both visitor numbers across the various days of the tournament and the profiles of those attending, offering a detailed insight into the **behaviour and composition of the audience**.

DATE	ROUND
Saturday April 11	First qualifying round
Sunday April 12	Second qualifying round
Monday April 13	First round
Tuesday April 14	First round
Wednesday April 15	Round of sixteen
Thursday April 16	Round of sixteen
Friday April 17	Quarterfinals
Saturday April 18	Semifinals
Sunday April 19	Final





Main tournament figures

What trends did we spot during the Conde de Godó tournament?

Key findings recorded between 11 and 19 April, during the Godó tournament:





The tournament per day

What is the daily visitor trend?

- **A rise** in traffic was **observed in the run-up to the event**, with a significant increase between 7 and 10 April, reflecting the interest generated by the tournament.
- **11 April** (the day the tournament began) marked **the biggest turning point**, leading to a gradual rise in visitor numbers that intensified on 13 April, when a **40% increase** was recorded compared with the previous day.
- **The peak number of users was reached on Thursday 16 April**, establishing it as the day with the highest traffic.
- **A downward trend began on 17 April**, which became more apparent on 18 April with a 27% drop, reflecting a decline in traffic following the event's peak.

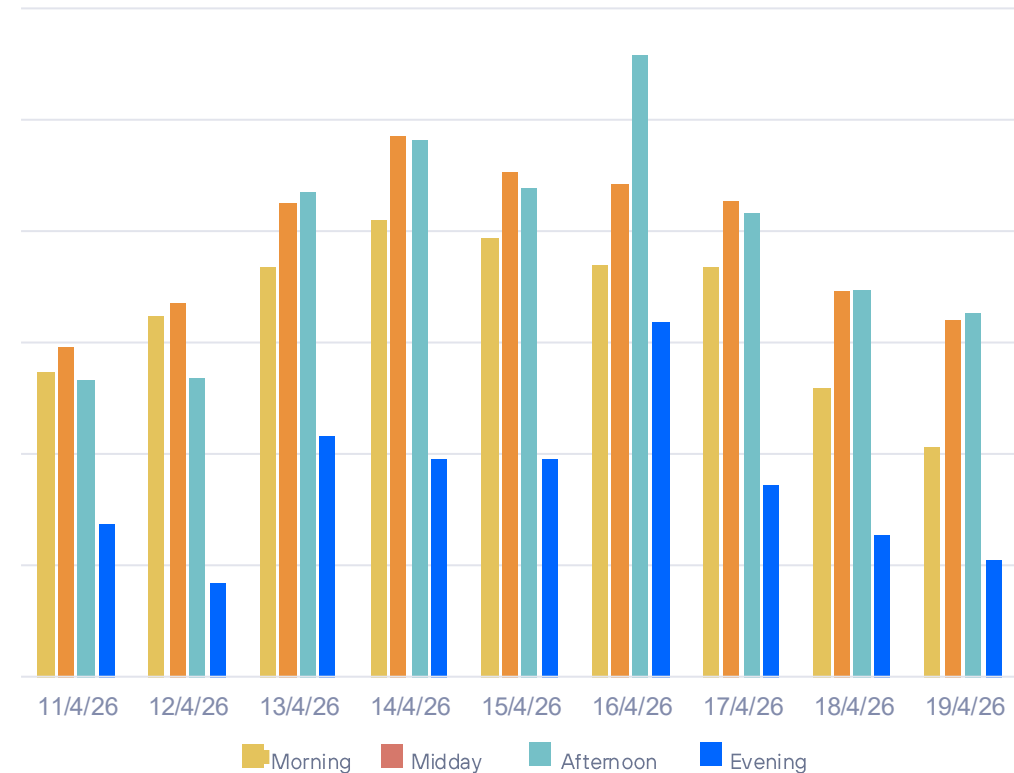
DAILY VISITOR TRENDS



What are the mobility time patterns?

- During the first two days, the afternoon slot recorded the lowest attendance; however, **from the third day onwards, there was a shift in the trend.**
- **Thursday 16th** stood out as the day with the **highest attendance in the afternoon slot**, well ahead of the rest. There was also an **increase in the late afternoon/evening slot**, coinciding with **the tournament's first official 'night session'** (a similar format to the Grand Slams).
- In general, **attendance is low during the late-evening slot** on the other days, due to no matches being played after 8.00 pm.
- Looking ahead to the weekend (Saturday 18th and Sunday 19th), **there is a decrease in attendance during the morning slot.**

MOBILITY TIME SLOTS





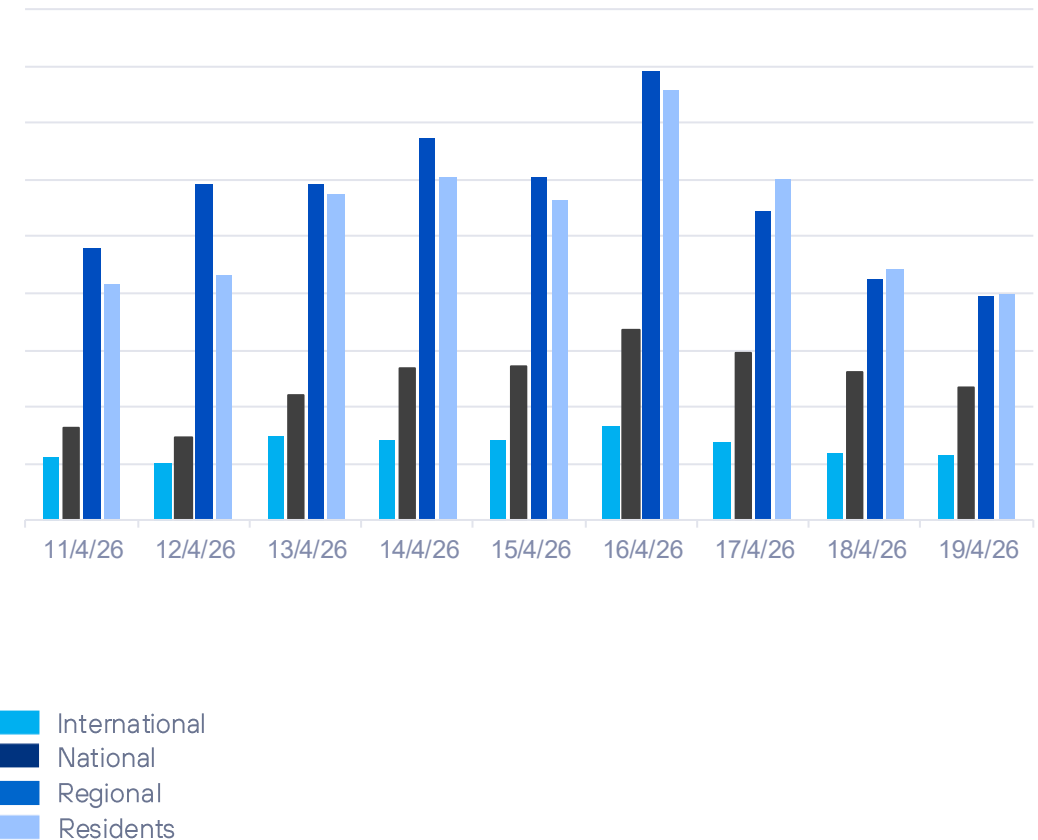
Tournament visitor profile

Where do they come from?

- The number of **regional visitors** (from the province of Barcelona, excluding the city itself) rose significantly from Monday 13th to Thursday 16th, with the **greatest increase occurring during the middle days of the event.**
- International visitors** saw an increase from the 13th, remaining at stable levels on the 14th and 15th, reaching their peak on the 16th and subsequently declining as the weekend approached.

On all the days analysed, the **highest percentage of visitors came from the province of Barcelona** (including both residents of the municipality and the rest of the province).

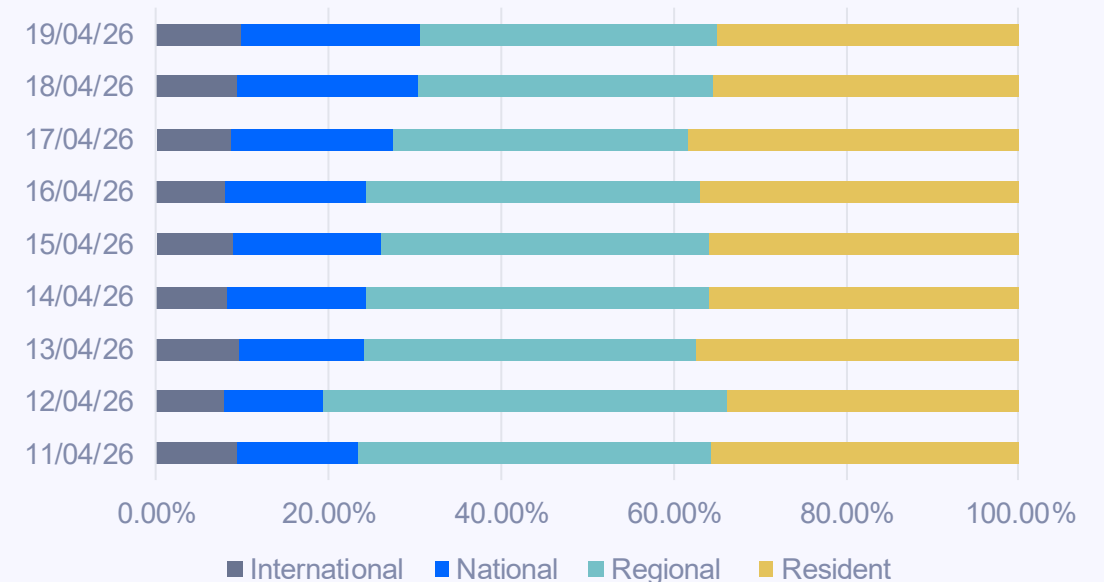
VISITOR ORIGIN



Where do they come from?

- **Regional visitors** (from the province of Barcelona, outside the city) and residents (City of Barcelona) consistently account for between 70% and 80% of the daily total, showing themselves as the main driver of visitor traffic.
- Although the volume of regional visitors increases mid-week, their percentage share declines progressively (from ~46% to ~34%), reflecting **greater diversity in visitor origins**.
- **National visitors gain prominence** as the week progresses, rising from around 11–14% to over 20% at the weekend, suggesting a **pattern linked to short breaks or domestic tourism**.
- The **resident** segment is still **stable** throughout the week (~33–38%), acting as a constant base for daily visitor numbers.
- **International** visitors show consistent behaviour, with limited variation (~8–10%), proving less sensitivity to weekly trends.

DAILY PERCENTAGE OF ATTENDEES BY ORIGIN



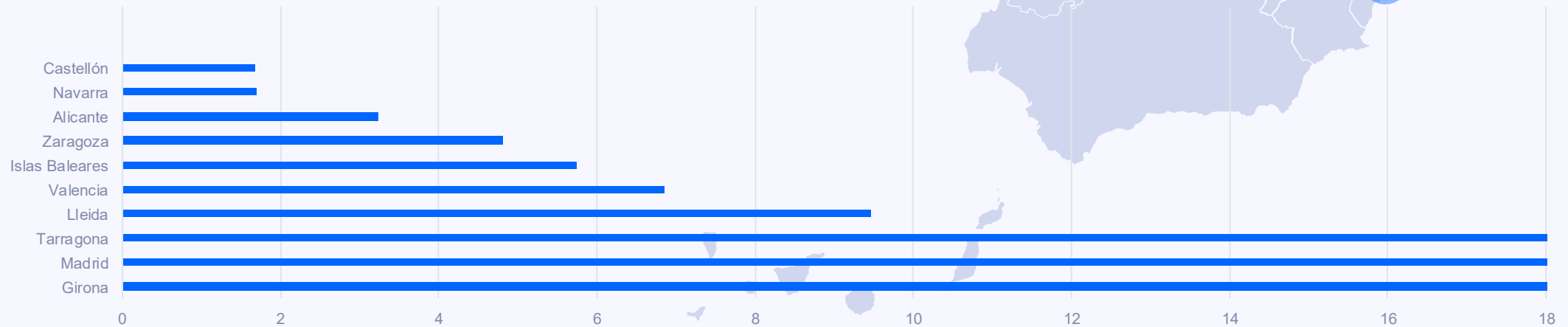
Conclusion: A transition is observed from a predominantly **local profile during the week** (with growth driven mainly by regional visitors) towards a **more diversified profile at the weekend**, where the presence and proportion of national visitors increases.

Where do they come from?

Users have been segmented by nationality, enabling the identification of the main countries of origin.



The main cities of origin for visitors at a national level are **Girona, Madrid, and Tarragona**.

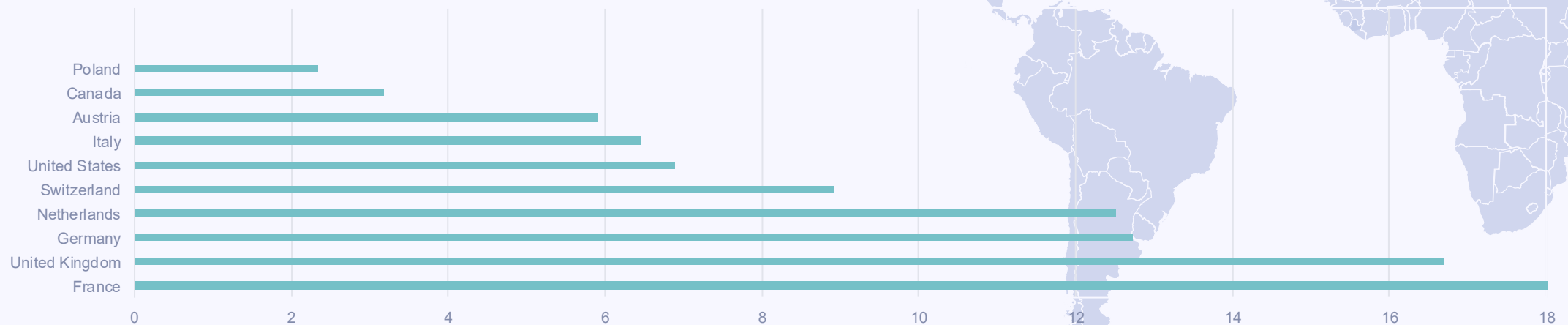


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Users have been segmented by nationality, enabling the identification of the main countries of origin.



The majority of **international visitors** come from **France, the United Kingdom and Germany**, with France standing out as the main country of origin.





Benefits of Smart Steps

How can this solution assist with crowd analysis?



In-depth understanding of tournament visitors

We identified who attended the Conde de Godó: their **origin** (local, national, international), **profile and patterns during their stay** in Barcelona. This enabled us to gain a better understanding of the tournament's actual audience and tailor our offering (hospitality, experiences, pricing) to each segment.



Strategic event planning

We analysed **attendance and behaviour** patterns throughout the tournament to identify peaks, trends, and opportunities. This improved planning for future editions, from the schedule to the layout of spaces and services.



More effective and marketing-oriented audience engagement

We segmented audiences by origin and behaviour to launch targeted campaigns (for example, attracting international tourists or a premium audience). We achieved a greater impact on ticket sales and improved the ROI for sponsors and partners.



Optimisation of the experience and resources

We adjusted services such as access, **catering, transport, and leisure** areas based on actual demand from attendees. This improved the visitor experience, reduced overcrowding, and optimised operational costs.

Talk later?

Discover how our **Smart Steps** solution adapts to you, to help you make **strategic decisions** about tourism **promotion in your area**, adapt your service offerings, and optimize your **local marketing campaigns**.

CONTACT US

