

New TomTom Origin-Destination Analysis Enables City Planning

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Service Designed to Ease Traffic Congestion



ITS World Congress, Copenhagen, Denmark, September 18, 2018 TomTom ([TOM2](#)) today announced the launch of its innovative new Origin-Destination (O/D) Analysis which enables city planning and helps to ease traffic congestion. O/D Analysis offers important tools to ensure that citizens are well served by the infrastructure around them.

TomTom O/D Analysis combines highly advanced technology and great data visualisation, all powered by a 10-year big data archive. This new TomTom service provides valuable insight for urban and infrastructure planners by allowing them to see drivers' preferred routes and trip behaviour trends and determine which areas of a city require additional infrastructure, information signage, new parking facilities or could be considered attractive for a targeted advertisement or a new retail location.

Ralf-Peter Schaefer, VP of Traffic and Travel Information at TomTom, said: "Our Origin-Destination Analysis will allow cities to tackle congestion at its roots. By understanding demand and patterns of the everyday movement of vehicles, it is possible to better plan for public transport infrastructure and to improve the balance between different modes of transport."

The O/D Analysis service is available as part of [TomTom Move](#), a web portal offering anonymised, state of the art traffic statistics, O/D Analysis and Route Monitoring which help cities to find out more about traffic density, traffic flow and trip dynamics and discover the real circulation bottlenecks.

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