



Vpon

See through Big Data

▸ *The user behavior change under
Covid-19 big incidents* ▸

Tourists Are Back at 11 Tourist Districts during Qingming Long Weekend?!

Unveiling Digital Footprints and Traffic Changes at Kenting Street and Hualien Night Market



緊急警報
警訊通知
[疫情警訊]清明連假至人潮擁擠觀光景點，室內至少保持1.5公尺及室外1公尺以上距離，否則請戴口罩，並勤洗手。身體不適請戴口罩立即就醫；如有任何問題請打1922。疫情指揮中心

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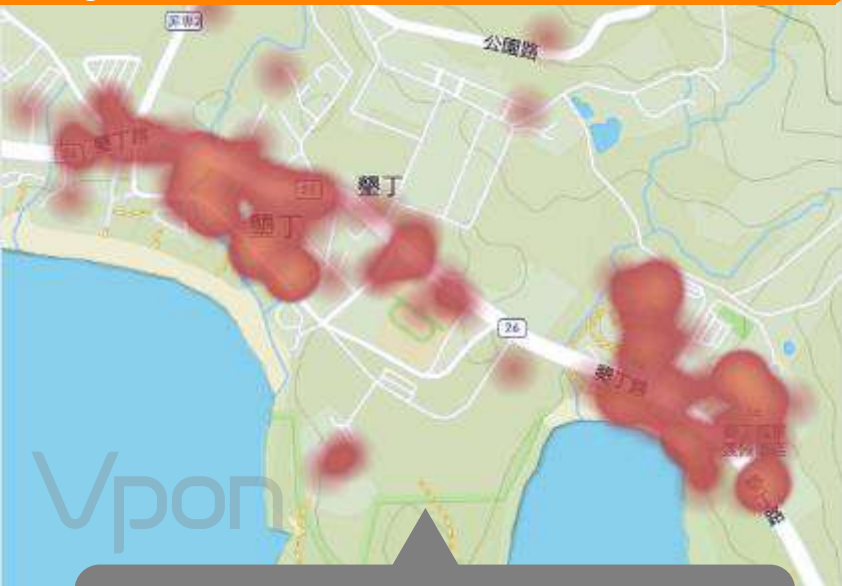
based on online popularity, including discussions and relevant news reports

Kenting Street

Heatmap on Travellers' Footprints

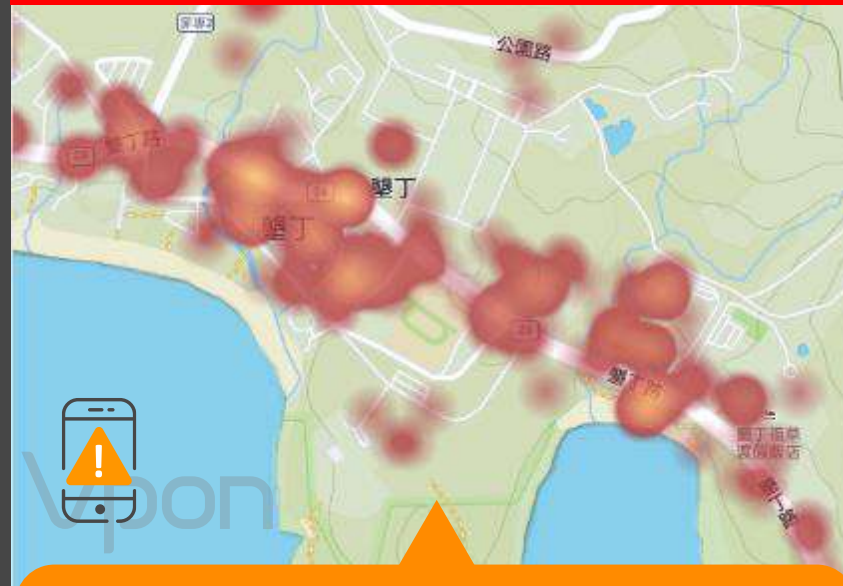
A week before Qingming Long Weekend

2020.03.28 – 03.29



There was considerable number of travellers before Qingming long weekend

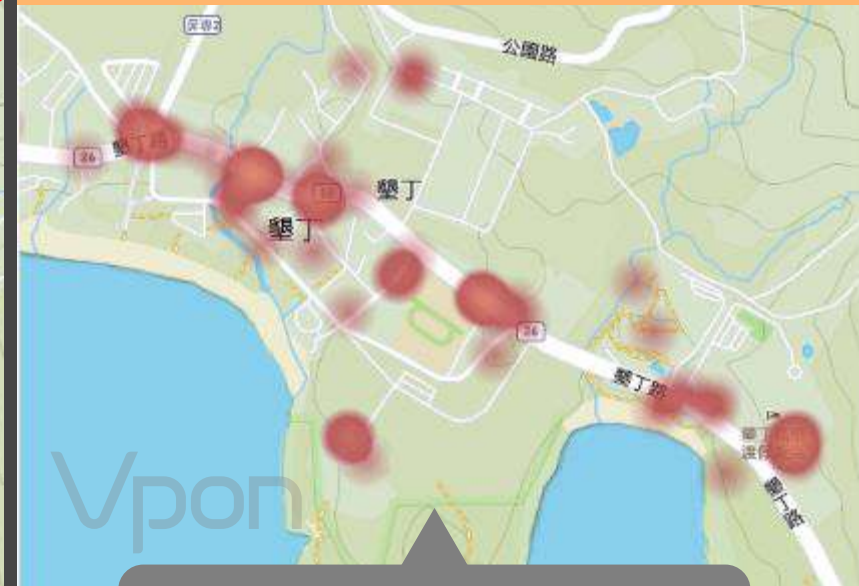
Qingming Long Weekend 2020.04.04 – 04.05



Travellers boosts during Qingming long weekend. There was an increase of 70 thousand travellers at Kenting in just three days. The heatmap shows a boost in visitor traffic while the National Health Command Center has issued a national warning

A week after Qingming Long Weekend

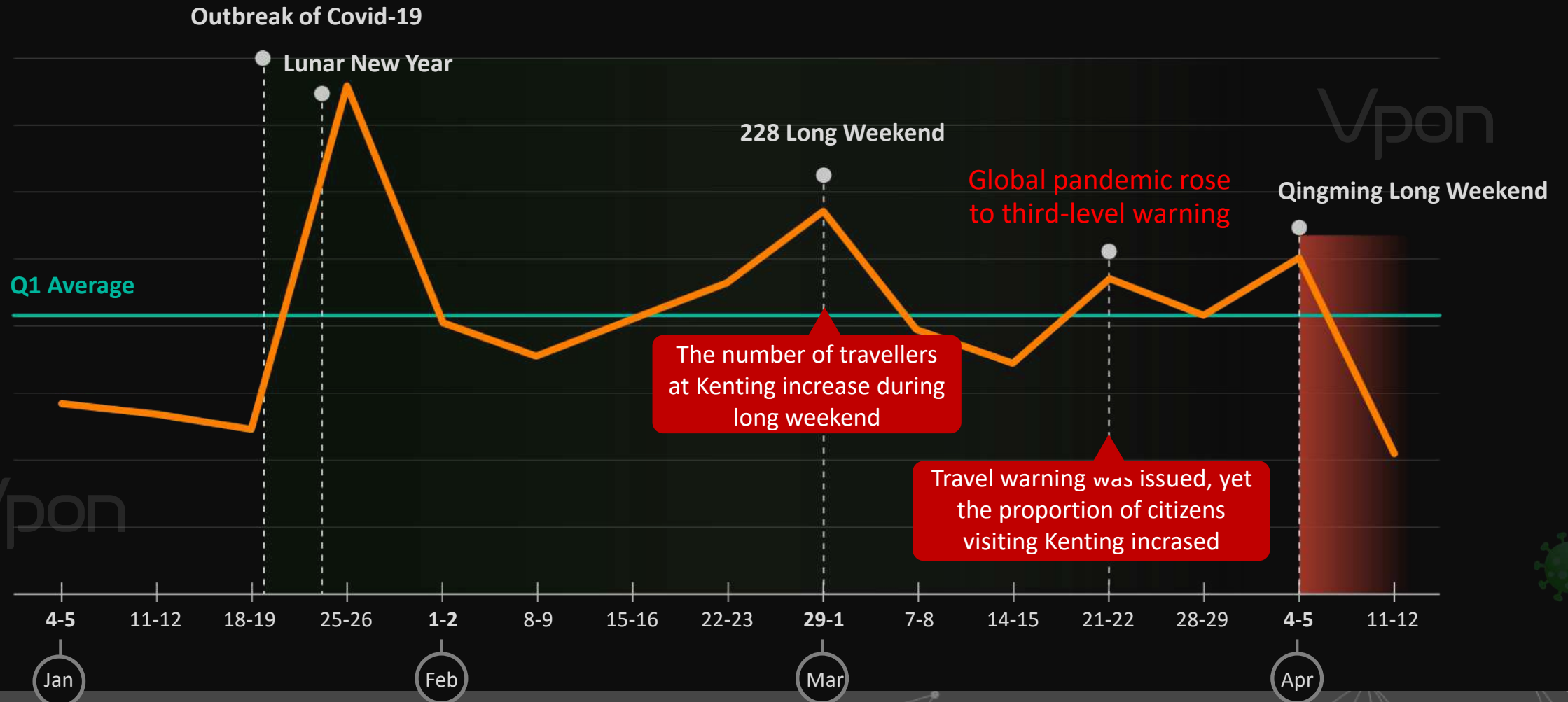
2020.04.11 – 04.12



A great decrease in number of travellers after the national warning was issued

Kenting Street

Trend of Weekend Traffic since the Outbreak of Covid-19



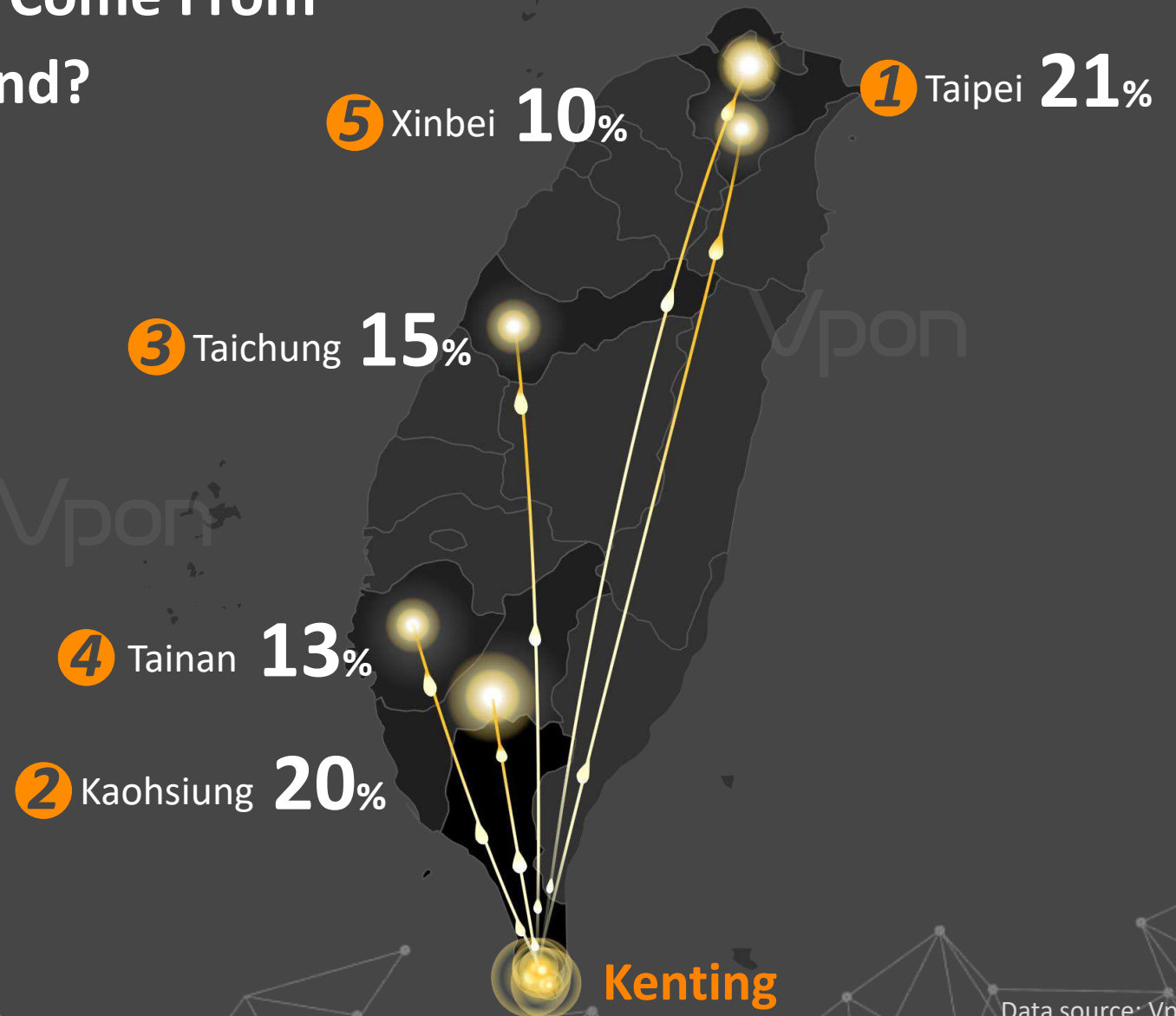
Kenting Street

Which Province did Travellers Come From during Qingming Long Weekend?

(Digital Footprints)

Travellers' Ranking by Province

- 1st – Taipei city
- 2nd – Kaohsiung city
- 3rd – Taichung city
- 4th – Tainan city
- 5th – Xinbei city



Hualien Dongdamen Night Market

Heatmap on Travellers' Footprints



A week before Qingming Long Weekend 2020.03.28 – 03.29

Qingming Long Weekend 2020.04.04 – 04.05

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There was considerable number of travellers before Qingming long weekend



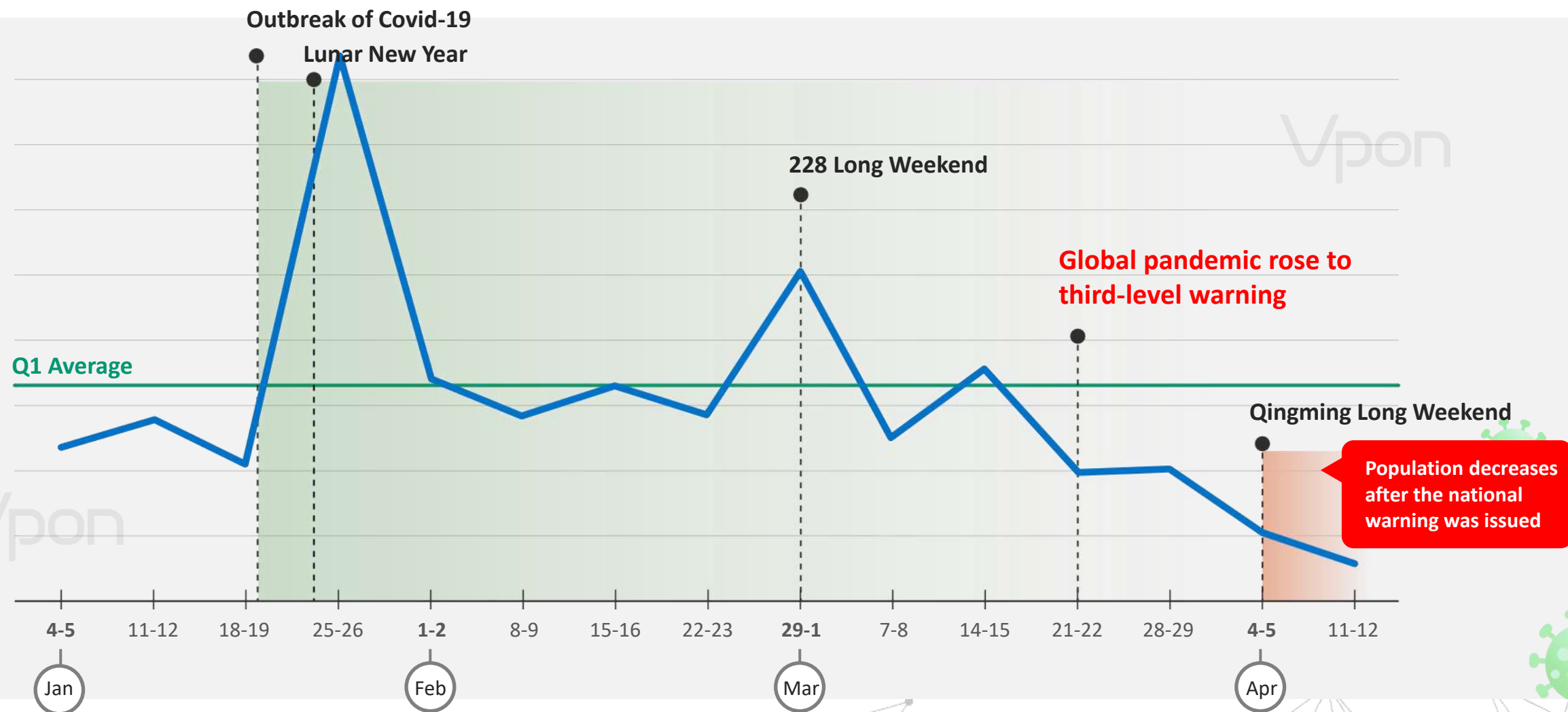
The growth of the number of travellers remains steady compared to previous week



Businesses at Night Market was severely affected by the pandemic

Hualien Dongdamen Night Market

Trend of Weekend Traffic since the Outbreak of Covid-19

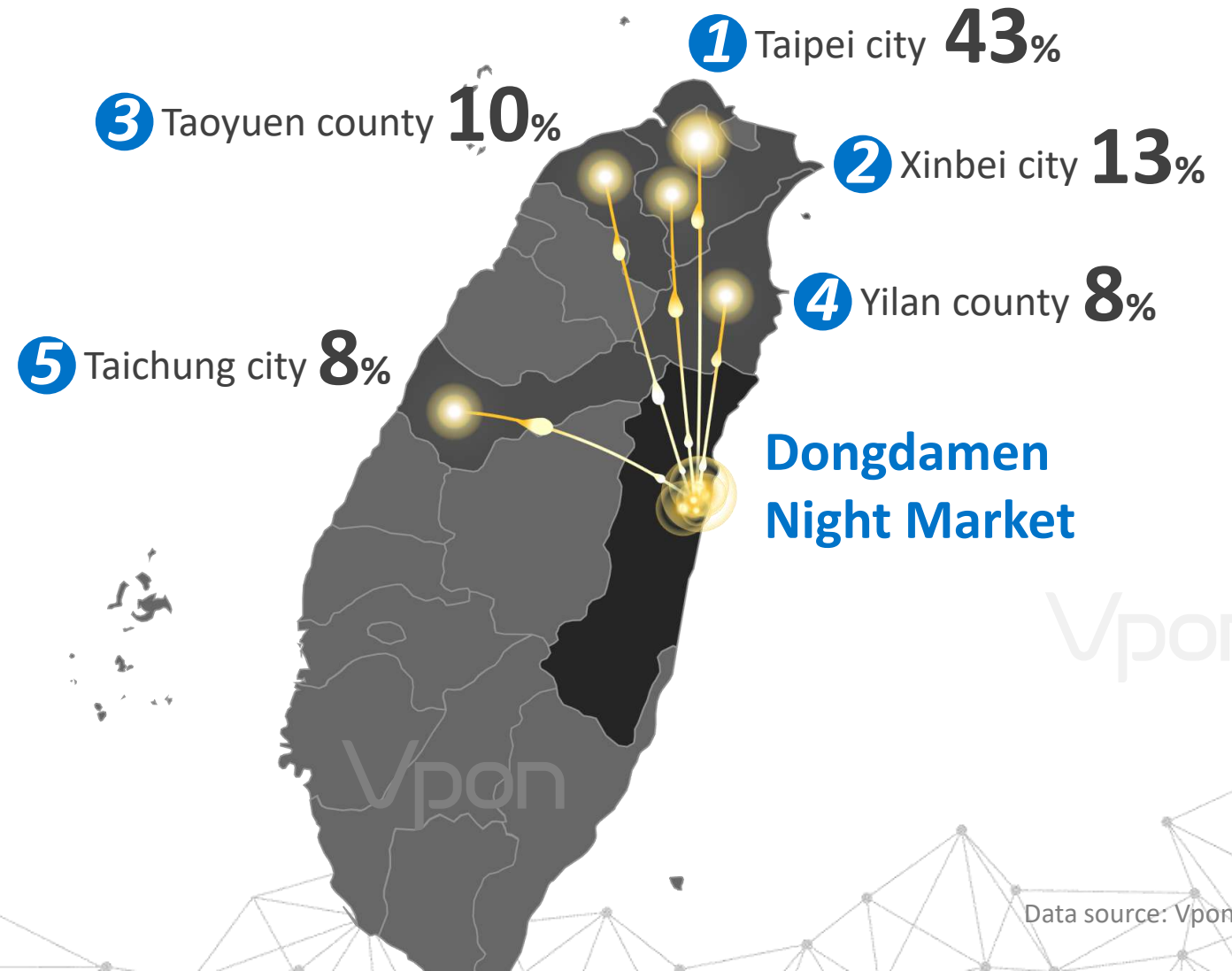


Hualien Dongdamen Night Market

Which Province did Travellers Come From during Qingming Long Weekend?

Travellers' Ranking by Province

- 1st – Taipei city
- 2nd – Xinbei city
- 3rd – Taoyuen county
- 4th – Yilan County
- 5th – Taichung city



With Zero Confirmed Case, Can We Lift the Coronavirus Pandemic Restrictions?

Data Insight on Kaohsiung under the Panshih outbreak



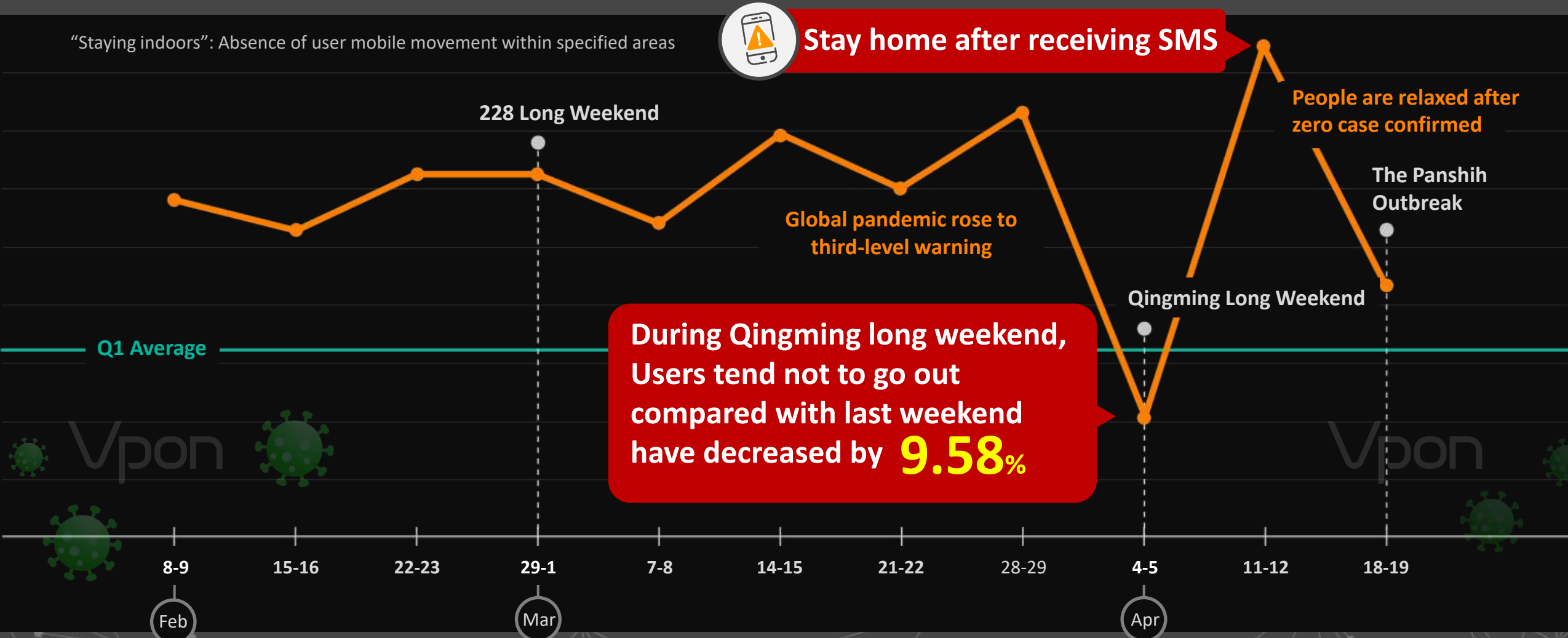
Has the restrictions been lifted?

Taiwan - Graph of Users Staying Indoors during Weekends

"Staying indoors": Absence of user mobile movement within specified areas

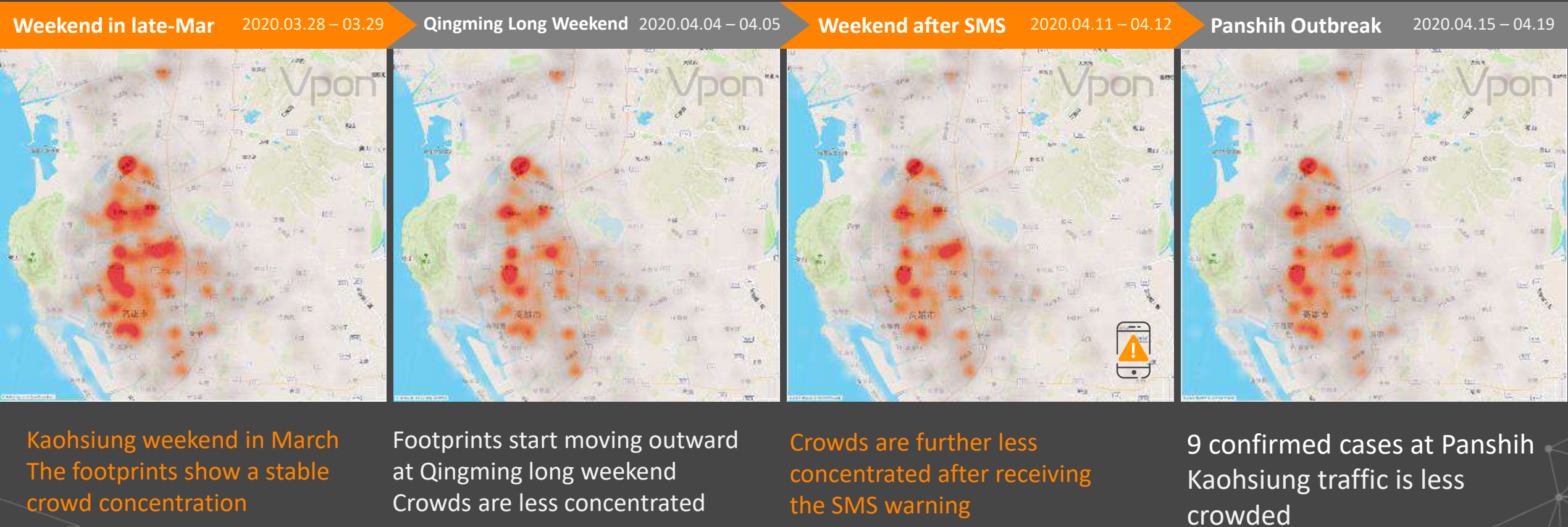


Stay home after receiving SMS



Under the Panshih Outbreak

Kaohsiung- Heatmap on Digital Footprint Variation during Weekend

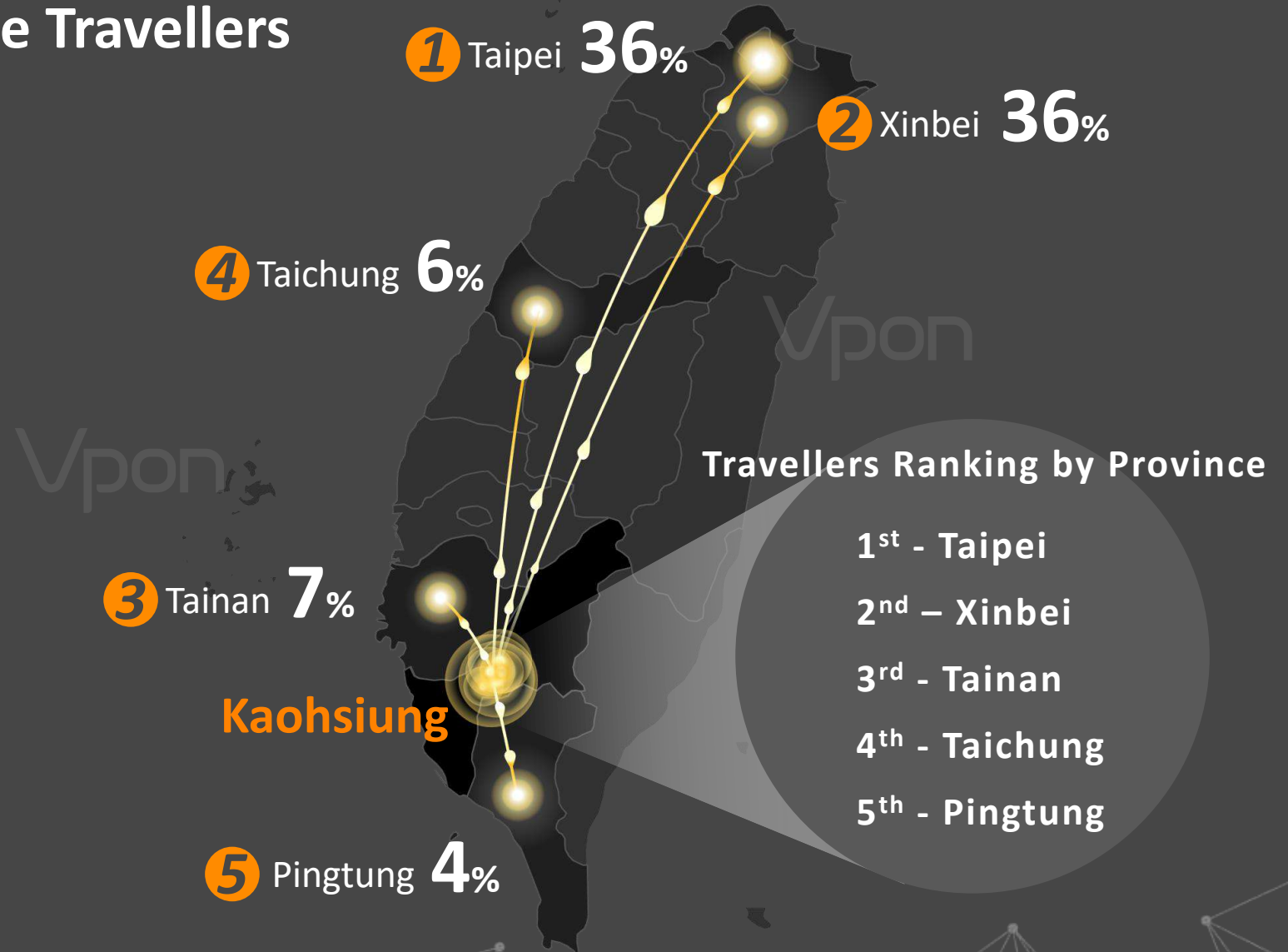


Under the Panshih Outbreak

Kaohsiung - Where did the Travellers come from?

(Digital footprints at 4/15-18)

Kaohsiung had 9 new confirmed cases during this period, whereas travellers from **Taipei** and **Xinbei** had the highest percentage in mobility. It is advised that northern part should do a better job in self-preventive measures



Vpon Big Data

Data Source (Taiwan)

DAU

2.5M

*Reachable unique
devices per day

MAU

23M

*Reachable unique
device per month



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