Area
Analytics

Overview

Faster congestion insights. Custom areas. Lower cost.

Your ultimate tool for custom traffic analytics. Choose areas and timeframes, compare over time and get fast, detailed insights. From neighborhoods to countries, view precise analyses when and where you need them using market-leading traffic data.

See congestion levels, travel speeds, free-flow speeds and travel times per 10 km for your chosen area and timeframe. Understand traffic patterns and trends, benchmark across regions and make mobility decisions that deliver results, all with a highly cost-effective solution.

Sample Applications

Government and city authorities
Enhance data-driven urban planning, infrastructure optimization and policy evaluation for improved mobility and citizen well-being.

Traffic consultants
Perform precise analyses, inform expert recommendations and validate traffic management solutions with granular historical traffic data.

Institutional investors and financial analysts
Make smarter investments and risk assessments related to urban mobility, gaining unique insights into the economy and infrastructure.

Media companies
Understand complex traffic data to create more insightful content and analyze real-world impacts of transport policies and major events.

Features	Benefits
Custom areas and timeframes	Select areas and timeframes for precise custom analyses — from city blocks to regions, by hour, road class or date range.
Easy-to-use web interface	Get clear insights to decide with confidence. No technical expertise required.
Large historical database, fast analysis	Access detailed data (dating back to 2020) far faster and easier than traditional methods, at a fraction of the cost.
Comparative data-rich insights	Easily compare areas and timeframes to identify patterns, inform strategic actions and evaluate the impact of changes.
Global coverage	Get data when you need it, where you need it — available in 77 countries and growing.

Frequently Asked Questions

What is the difference between the TomTom Traffic Index and Area Analytics?

Our Traffic Index, free and updated annually, is ideal for broad, comparative insights across 500+ global cities. It delivers key metrics like congestion levels, travel speeds and travel times per 10 km, alongside seven-day trends and annual benchmarks for a quick, standardized view.
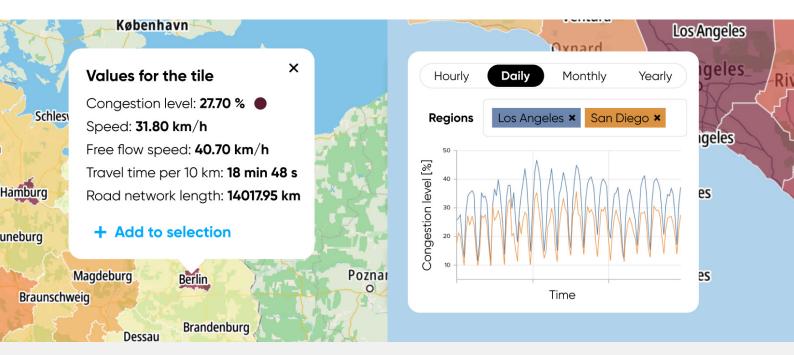
Area Analytics is an advanced traffic analytics tool for cities, governments and organizations that need precise, tailored data. Area Analytics enables you to define any custom area, analyze traffic for specific dates, months, years, or even hourly timeframes. You can also refine your analysis by specific days or road classes and conduct direct comparisons between user-defined zones. It puts the power of detailed traffic analysis directly in your hands.

How does TomTom calculate congestion levels?

Congestion levels are calculated by comparing travel times with the baseline travel time (when traffic is in a fluid, free-flowing state). Congestion levels are expressed as a percentage, which is representative of the increase in travel time due to excess congestion. For example, a congestion level of 40 means that, on average, journey times are 40% longer than when traffic is free flowing.

How many countries does Area Analytics cover?

We provide coverage in 77 countries, and growing, worldwide.

TomTom.com