

Historical Traffic Volumes



Overview

Delivering accurate, scalable, cost-efficient traffic volume estimations in an instant, enabling the next generation of traffic analytics for government and industry


Traffic volumes are used to understand passing trade, captive markets and traffic flow, driving high-impact decision-making in government, traffic management and industries such as retail, real estate and insurance. Relying on traditional survey methods is costly, time consuming and makes it difficult to capture representative conditions across vast road networks. Inconsistent data leads to suboptimal planning and operational decisions in the public and private sectors.


TomTom Historical Traffic Volumes overcomes these barriers, enabling customers to analyze annual average daily traffic (AADT), annual average daily hourly traffic (AADHT), average daily traffic (ADT) and average daily hourly traffic (ADHT) together with other TomTom Traffic Insights like speeds – without the need for costly surveys or extensive preparation. TomTom’s unique solution combines advanced data modeling techniques with real-time data from more than one in five vehicles globally.


Quick access to widespread, cost-efficient volumes data enables governments, local authorities and businesses to analyze traffic conditions to make informed decisions that improve road network efficiency and use and deliver better economic and environmental outcomes.


Features	Benefits
Powered by 600+ million connected devices, including more than one in five vehicles on the road globally	Access highly accurate volume estimations without the need for costly survey methods and extensive planning
Available at country, regional, route or custom area level, depending on application	Enjoy flexible analysis options designed to suit your needs
Provides hourly, daily, weekly, monthly and annual aggregation levels	Understand the effects of seasonality and peak/off-peak travel patterns and improve forecasting
Variety of formats available	Choose the format and delivery method that works best for your needs
Low latency	Get accurate, robust data far faster and easier than traditional methods, at a fraction of the cost
Historical data	Access deep insight into traffic volumes data over time
Country-wide coverage	Get data where you need it, when you need it


Applications of Traffic Volumes


 **Traffic management**
Prioritize network management and inform operational decision-making


 **Traffic planning and modelling**
Perform before and after analyses, evaluate road network performance and build more robust and representative road traffic models


 **Businesses**
Drive informed decisions that positively impact financial outcomes

 **Geomarketing/out of home advertising (OOH)**
Use highly detailed traffic volume
Determine optimal locations for marketing assets and generate the most visibility and impact


 **Insurance companies**
Incorporate road network use into risk models to offer competitive premiums

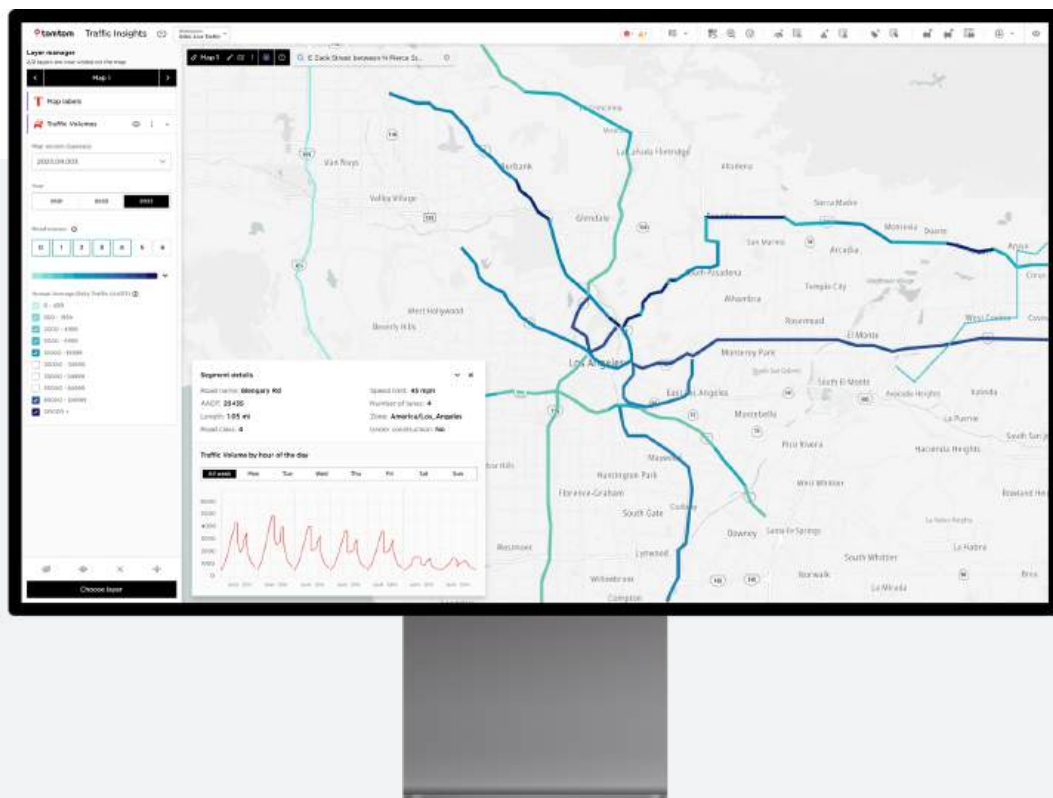
 **Financial markets**
Access leading indicators for data-driven financial and investment decision-making

 **Retail and commercial real estate**
Improve site evaluation, marketing and property valuations

 **Lawmakers and policy makers**
Inform budgeting and prioritize transport budgets and projects

 **Fleet and logistics**
Optimize routes and operations

 **Ride hailing**
Boost efficiency for ride planning



Product formats and delivery methods

Minimum scale	Date/ Time period	Values per segment	Delivery method	Market segment
Volume metric: AADT				
State	Annual average daily traffic and MAPE*	1	Map layer Traffic Insights	Location and traffic Analytics Retail Geomarketing/OOH InsurTech
Volume metric: AADHT				
Region/ State	Annual average daily hourly traffic and MAPE	24	Map layer Traffic Insights Batch TomTom Volumes API**	Traffic management Financial analytics Retail Geomarketing/OOH Insurtech
Volume metric: ADT or ADHT**				
Custom area/ route	Average daily traffic and average daily hourly traffic, also for custom areas and date/hours	Up to 24x number of date ranges	TomTom Volumes API/ Move Portal only	Location and traffic Analytics Traffic management

*MAPE, or mean absolute percentage error, is a commonly used, scale-independent quality measure that allows for comparison between datasets with different scales.

**The TomTom Volumes API and the Volume Metric: ADT or ADHT will not be available at the initial launch but will be introduced at a later date.



TomTom Volumes API**

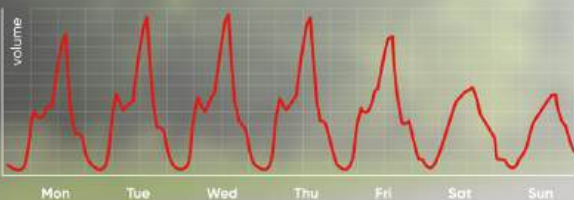
Enables analysis of city-wide areas or multiple site locations. The API also supports queries at a county, ZIP code or Traffic Analysis Zone (TAZ) area size.



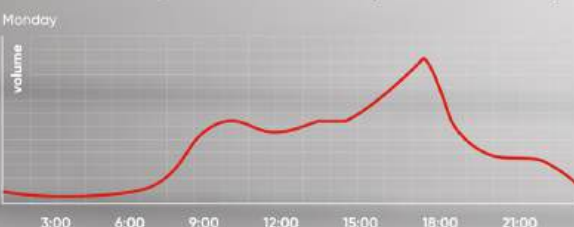
Batch delivery

Provides OSM Way ID and map agnostic OpenLR referenced volume data at a state or country level, delivered via a cloud repository with flexible update frequency.

Annual average traffic volume by hour of the day



Annual average traffic volume by hour of the day



Frequently Asked Questions

How does TomTom Historical Traffic Volumes work?

TomTom created robust traffic volumes software as a service by utilizing best-in-class data modeling techniques and integrating probe vehicle data (FCD) into the product to estimate historical average volumes at road segment level. We also leverage our highly detailed map data to add spatial road network and road capacity information. Our unique approach produces a range of benefits over traditional survey and expansion methods, at a fraction of the cost.

What are the benefits of using TomTom Historical Traffic Volumes?

Government, businesses and organizations can gain access to highly accurate, robust historical traffic volumes data at a fraction of the cost of traditional survey methods. The insights gained over time help industries ensure that better data-driven decisions are made faster and easier, helping to save time and costs while maximizing gains. Please reach out to your TomTom sales rep or contact our sales team for specific case studies.

- > Accurate data for annual, daily and hourly insights into traffic flows by road segment
- > Enables access to extensive road network data analytics
- > Fast, scalable and cost-efficient compared to limited traditional survey methods
- > Flexible solution designed to meet customer needs

Can I integrate TomTom Historical Traffic Volumes with my existing solutions?

Yes, served via API**, batch file, or as a map layer (available in 2025), it's easy to integrate TomTom Historical Traffic Volumes into your solution, road traffic or transport model, site evaluation model, or route optimization and planning engine.

What is the coverage of TomTom Historical Traffic Volumes?

We currently provide coverage in the USA, with coverage extending to selected countries in EMEA and APAC expected to be available in 2025. Please reach out to your TomTom sales rep or [contact our sales team](#) for the latest coverage information.

How does TomTom Historical Traffic Volumes deal with vehicles entering and leaving the road network?

Our volumes data can be used together with other TomTom Move Portal tools like Origin Destination Analysis, to understand the start and end of trips and route choice behavior.

How accurate are TomTom Historical Traffic Volume estimations?

Our estimations are highly reliable, validated against trusted automatic traffic counter data that is both representative and accurate. Our models consistently deliver dependable insights, offering error margins through the use of mean absolute percentage error (MAPE) to ensure clarity and transparency. This allows customers to make informed decisions with confidence.

What modes does TomTom Historical Traffic Volumes represent?

Volumes are delivered as PCUs (passenger car units). No further mode split is provided. We recommend using local and third-party datasets to verify and validate mode share of other vehicle categories such as trucks, trailers, vans and public transit vehicles.

How much does TomTom Historical Traffic Volumes cost?

Please reach out to your TomTom sales rep or [contact our sales team](#) for pricing details.

Is there a trial evaluation available of TomTom Historical Traffic Volumes?

Please reach out to your TomTom sales rep or [contact our sales team](#) to get started with a trial evaluation of TomTom Historical Traffic Volumes.