What 20 Million People-Counts Taught Us About Event Revenue

Overview

Turning IoT Sensor data into Commercial Growth

Using crowd data from IoT sensors to transform one of Ireland’s biggest national events.

Deployment: 20 Sensors | 20M+ Data Points

Let’s Talk

Key Insights & Recommendations

>50%

of foot traffic was concentrated around 6 doors

10x

difference between busiest and quietest entry points

€100k

upsell opportunity discovered for future events

€30k

Optimise staffing, reduce printed signage waste, and reallocate underused space.

Let’s Talk

Insight Theme	What the Data Revealed	Recommended Action	Commercial Impact
Premium Entry Point Traffic	Doors 4, 20, 19, and 18 showed highest consistent usage	Sell premium stand packages near busiest doors	Generate high-margin sponsorship and exhibitor revenue
Uneven Footfall Distribution	10× visitor volume difference between key entry points (e.g. Door 4 vs. others)	Optimise layouts and signage to guide flow and rebalance foot traffic	Enhance flow efficiency; improve safety and vendor exposure
High vs. Low-Value Zones	Hall 1 averaged 1,000+ visitors; Hall 3 just ~120	Reallocate premium content or exhibitors; adjust pricing strategy	Maximise space utilisation; monetise premium areas
Inefficient Static Signage	Static maps, brochures and leaflets are costly and wasteful	Deploy interactive kiosks and screens for navigation and promos	Upsell to event organisers, cut printing costs, increase sponsor value, ESG
Sponsor ROI Visibility	Sponsors want proof of engagement, not assumptions	Offer dashboards, heatmaps, or ‘Data Insights Bundles’ post-event	Create new digital inventory; improve retention and upsell
Low-Use Floor Areas	Underperforming areas create layout inefficiency	Convert to breakout zones, food areas, or flex programming	Increase visitor spread; reduce unnecessary infrastructure cost

How it Worked

We installed a discreet network of TRUCount Smart Occupancy Sensors across 20 key entry points and internal links at the venue. Over five days, these sensors recorded more than **20 million anonymous datapoints**—capturing exactly when, where, and how visitors moved through the space.

TRUCount Smart Occupancy Sensor

- IoT, discreet, ceiling/door-mounted
- Real time, anonymous, people-counting
- 170 × 70 × 35 mm, PoE-powered
- >99 % accuracy
- no cameras or personal data
- no Wi-Fi/IT integration needed

01

Installed smart people-counting sensors at entrances

02

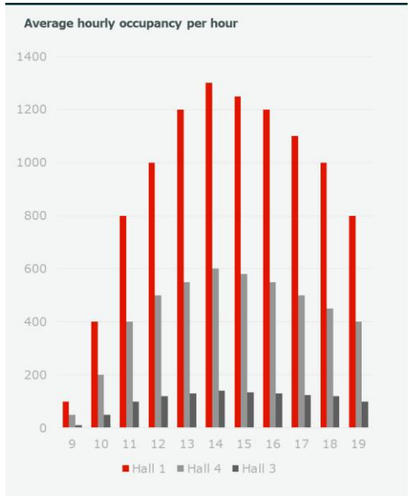
Live dashboard + optional display screens

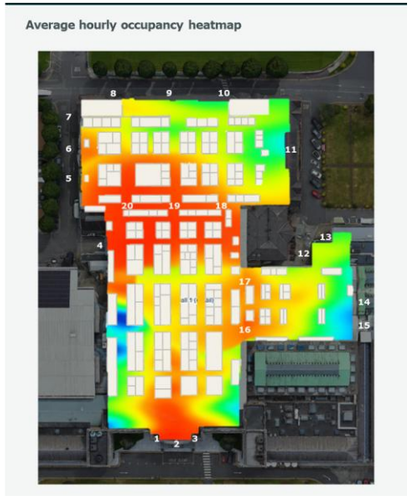
03

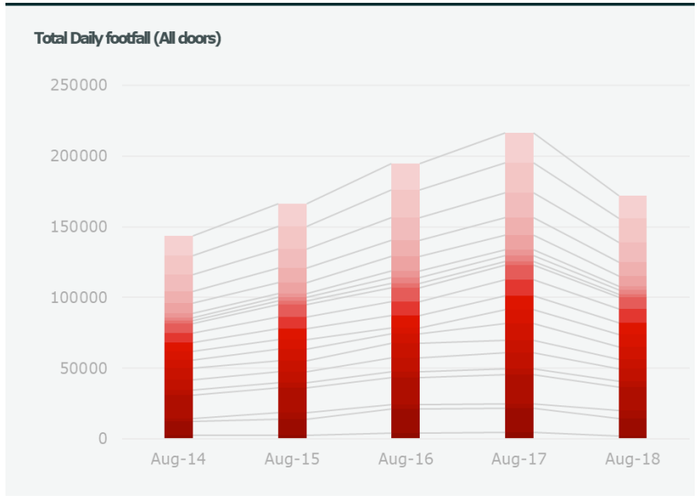
Real-time monitoring of flow, dwell, and peak times

04

Premium reporting - post-event insights delivered in 48 hrs







Contact

TRUCount Event is developed by REDZone, Ireland's leading IoT analytics provider for smart venues, campuses, and workplaces.

Want to see what TRUCount Event could unlock at your venue?

➤ Book a free 15-minute walkthrough

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Let's Talk

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