

# Points of Interest // Important points for your area and location planning

Points of interest can be extremely important for location planning. No matter whether a new location is planned for a new retail outlet or hotel. Furthermore, POIs provide an important indication of the transport connections and answer questions such as: "Where are my competitors?" or "Which generators of frequency are nearby?"

## Use Cases

- POIs are an integral part of geomarketing and location planning
- Integration into routing applications
- For map displays and web applications
- Available in regional extracts, selected categories or a specific content
- Can be combined with the street network Digital Data Streets

## PTV Points of Interest

- POIs give an indication of lucrative locations in Germany and Europe
- They contain infrastructure data, for example railway stations, stops and cultural buildings
- POI data is included in many route planners and navigation systems which contain, for example, information about shopping opportunities, bars, restaurants, airports or pharmacies.

## Contents

- Hotels, petrol stations, restaurants
- Schools
- Discos and casinos
- Railway stations and stops
- Shopping-malls
- Camping
- Cultural Sites: museums, monuments, world heritage sites, palaces and castles
- Organic farms, farms or riding stables
- Nightlife
- Additional categories available on request

## Formats

- MapInfo Tab, ASCII, ESRI shapefiles, Excel, Access