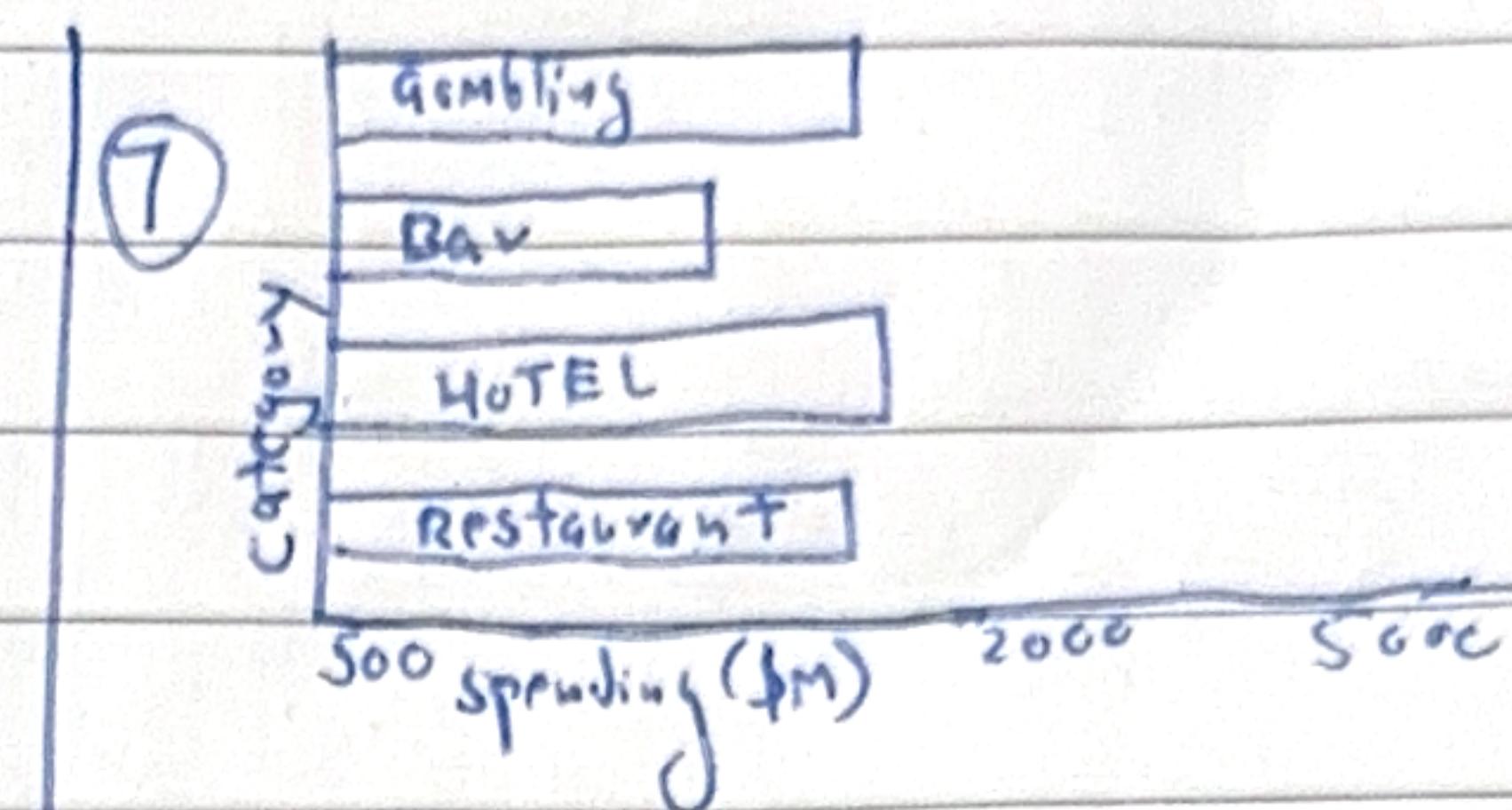
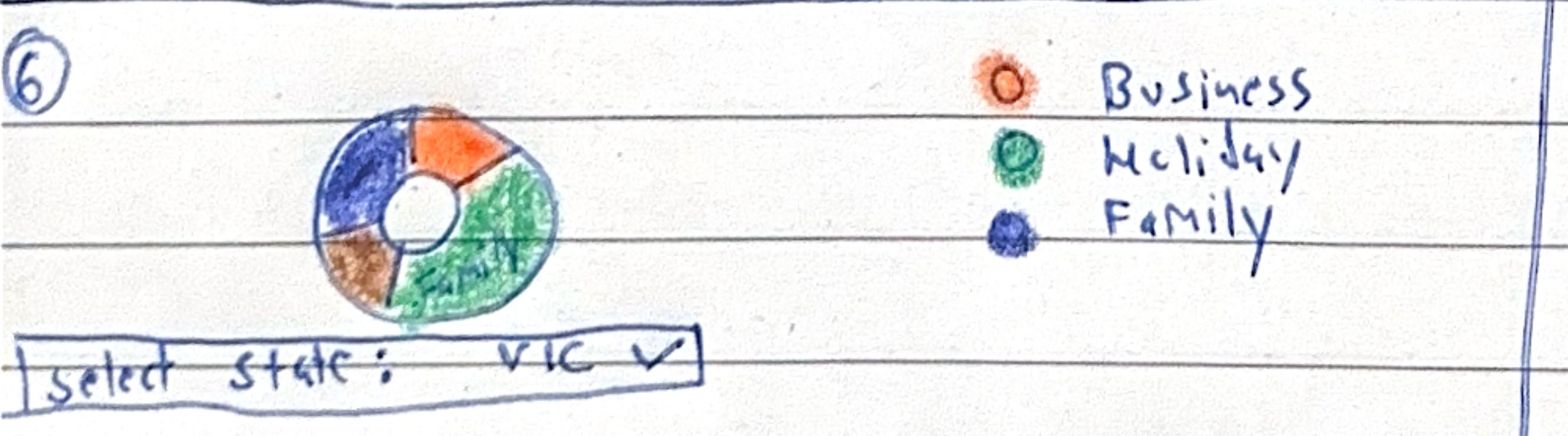
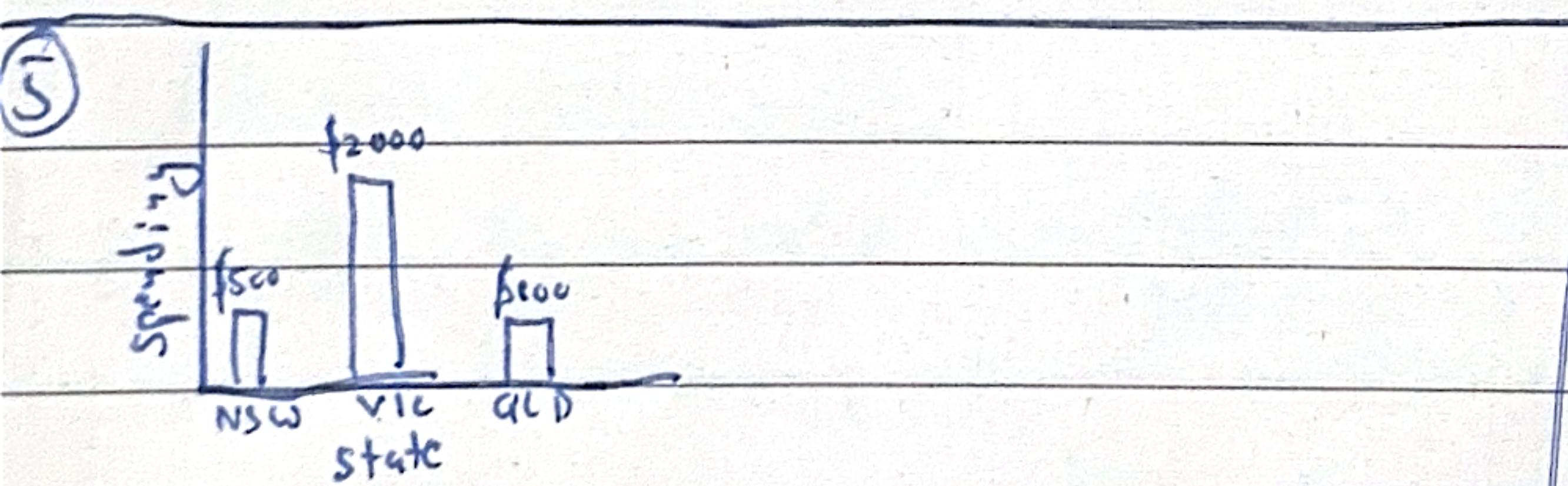
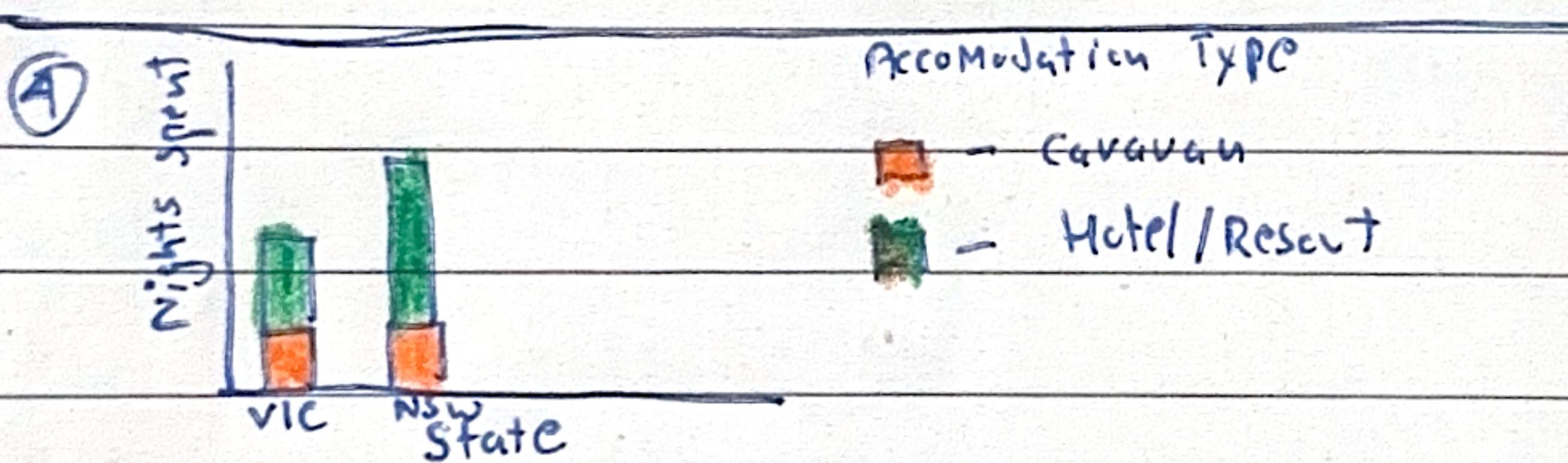
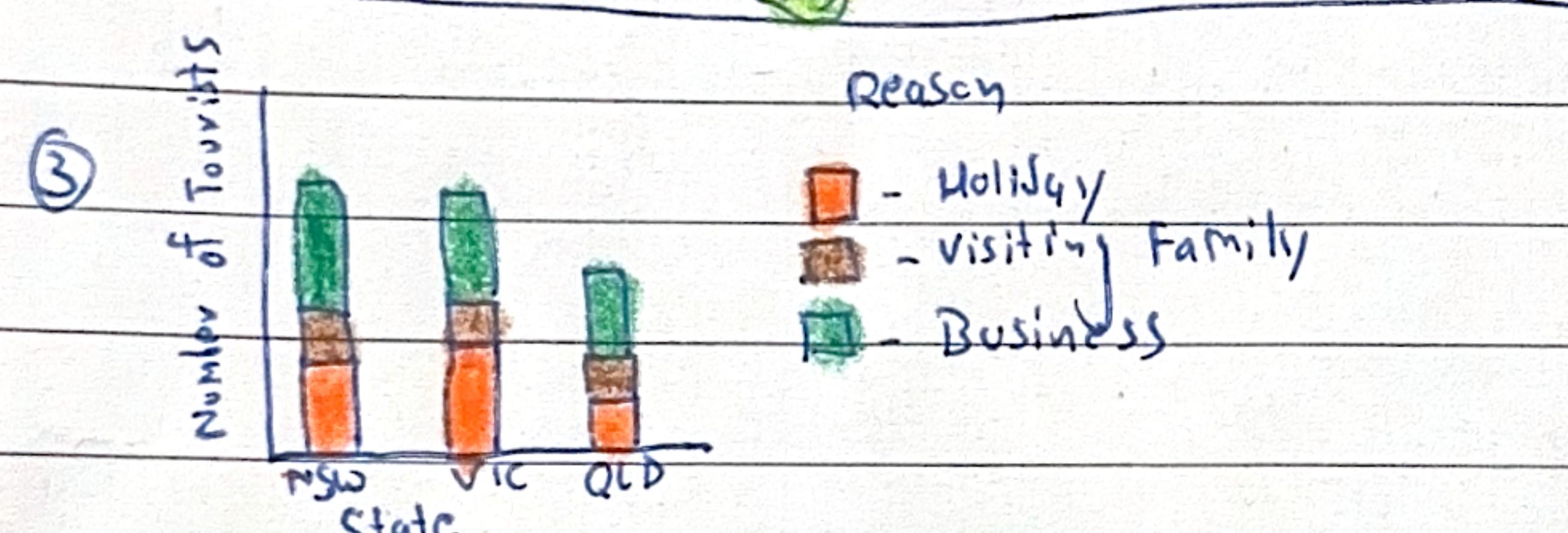
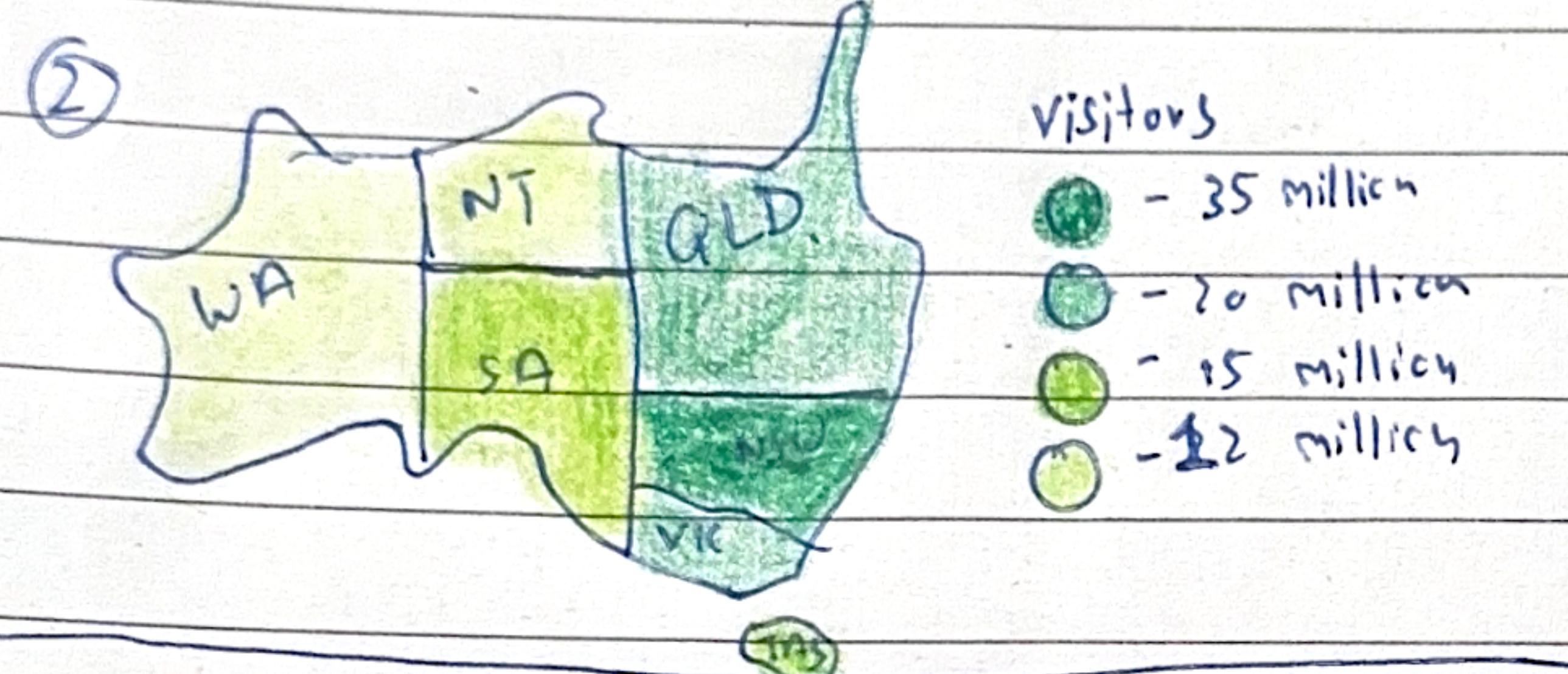
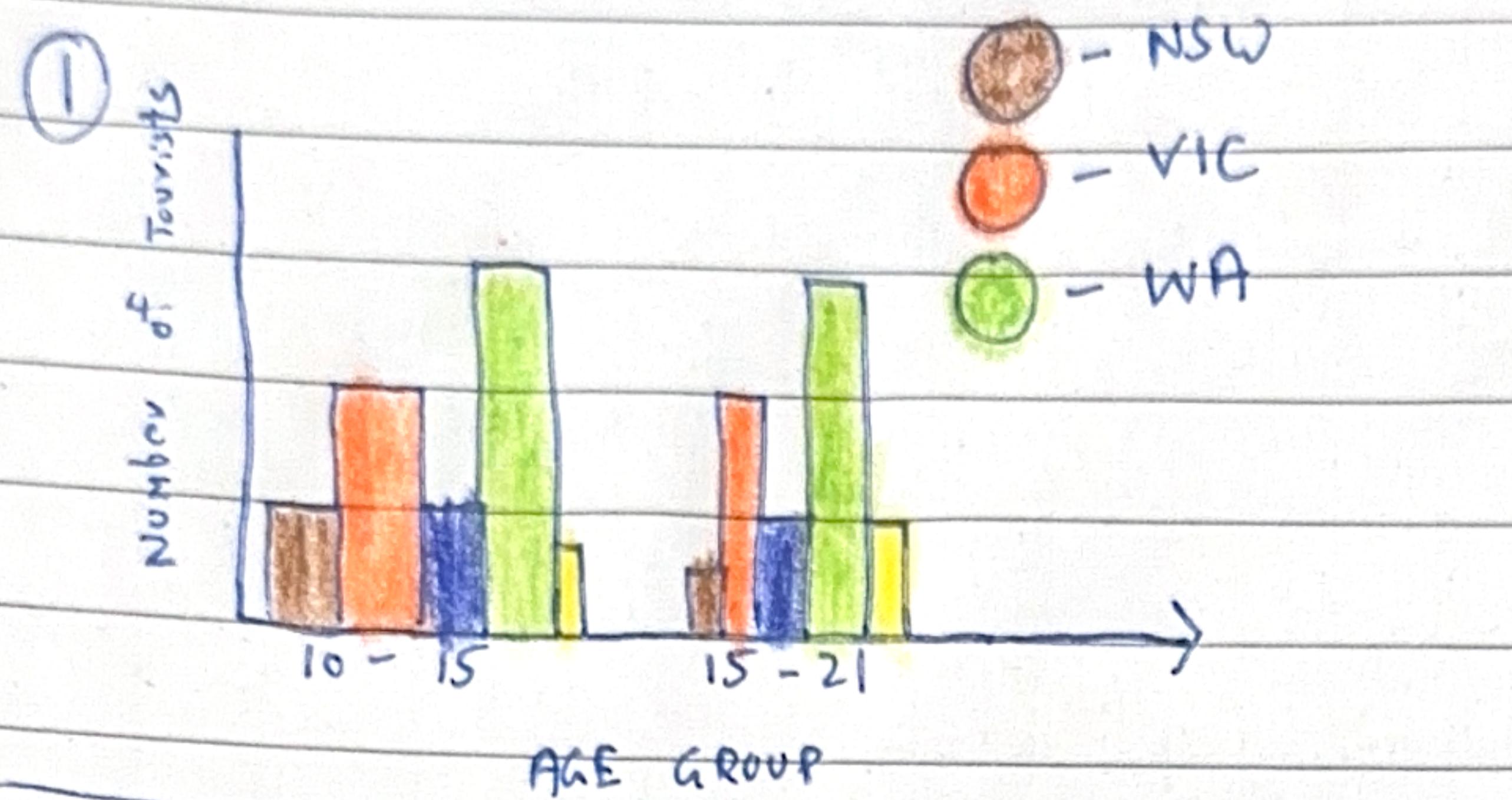


# IDEAS



## FILTER

- ① ② ③ und ⑨ — Tourist number
- ⑤ ⑥ und ⑦ — By spending
- ⑧ — Environmental impact
- ④ — Accommodation

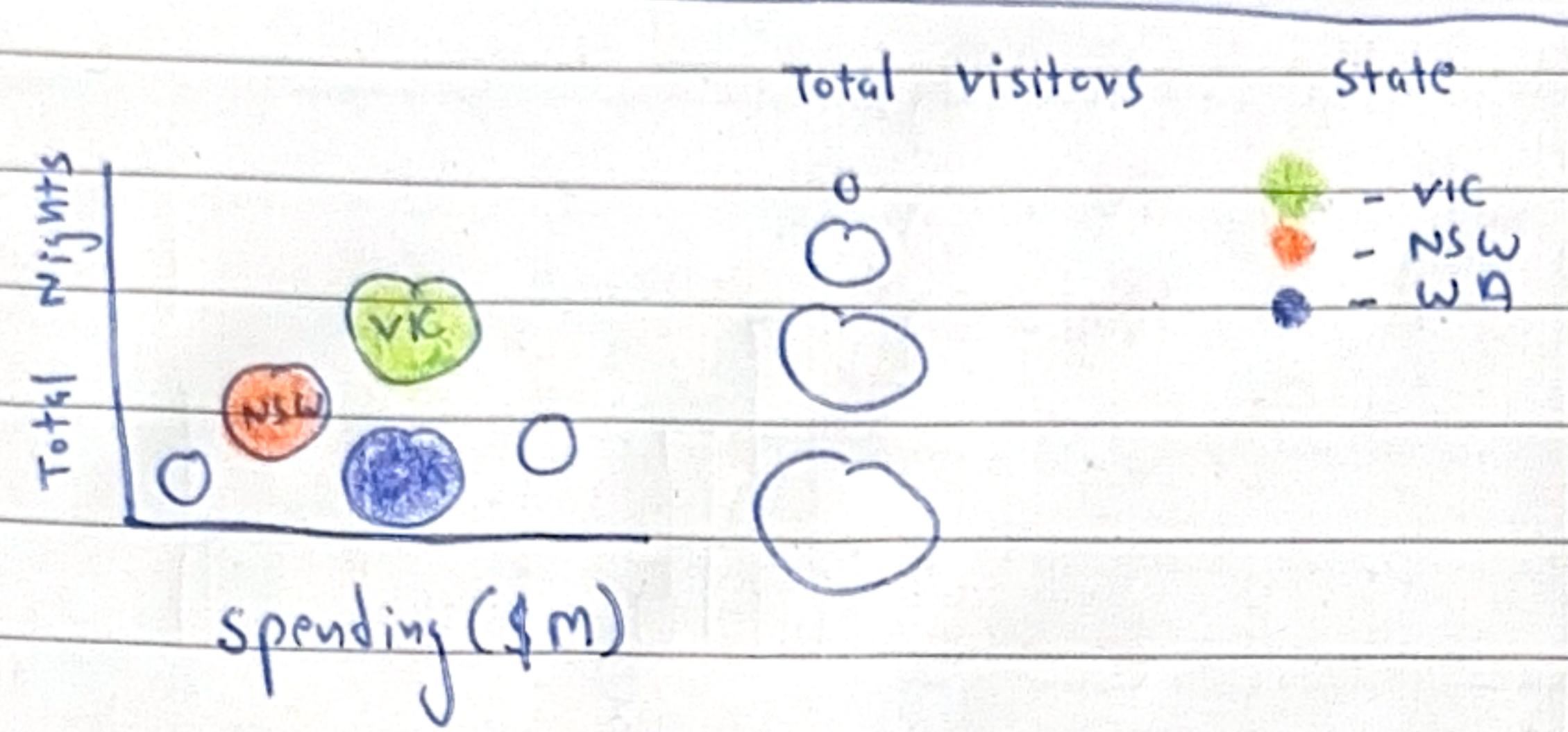
## CATEGORISE

Visitors → Accommodation → spending → Envir Type

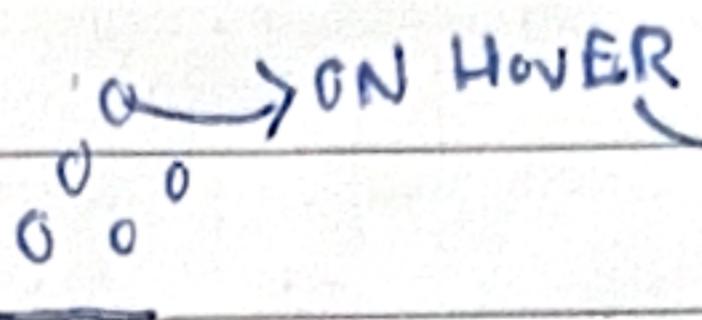
## Questions

- Does it show number of visitors to each state?
- Does it show reason of visit?
- Does it show accommodation preference?
- Does it show average spending per visitor?
- Does it show which categories contribute the most to economy?

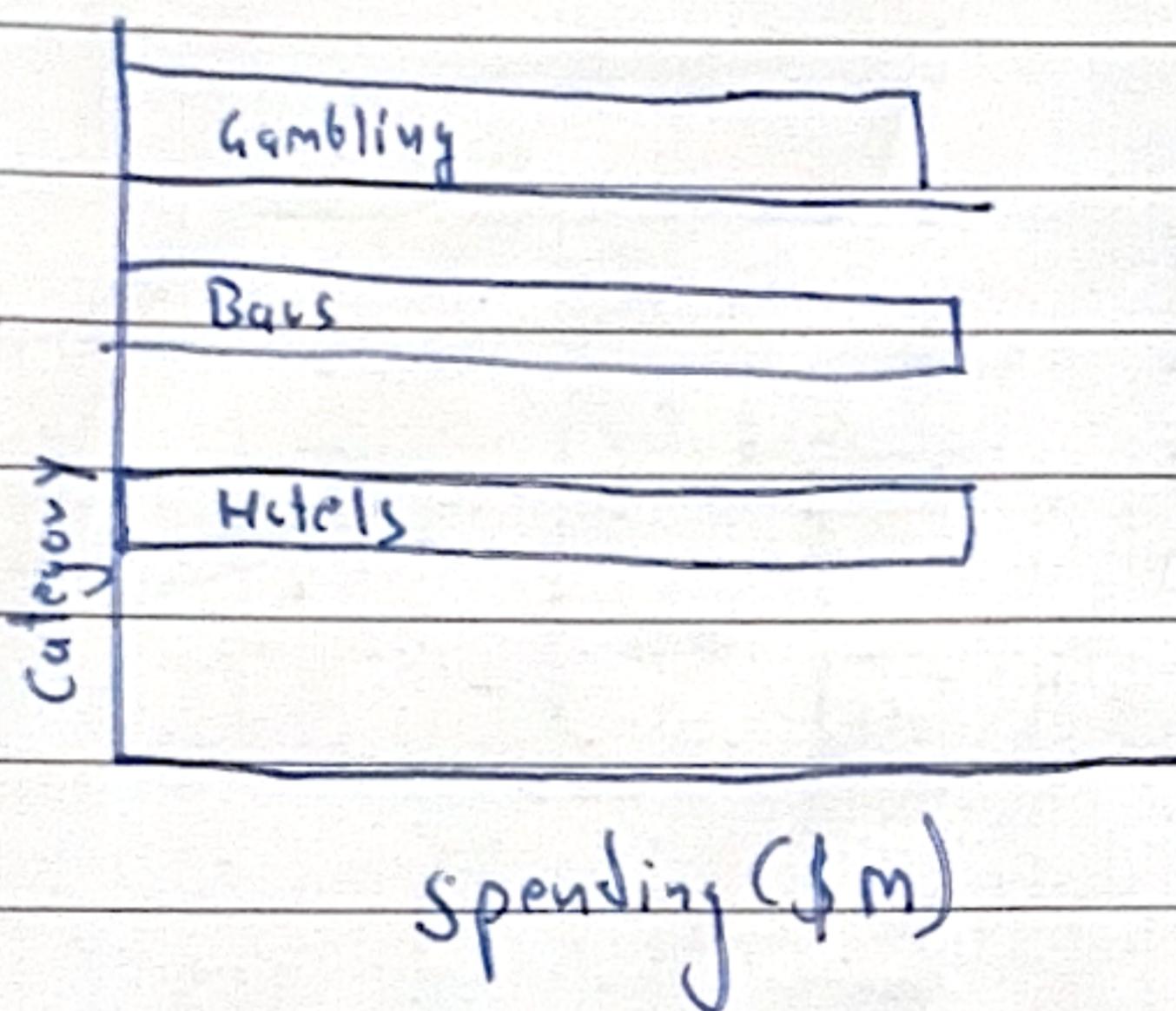
## LAYOUT



## OPERATIONS



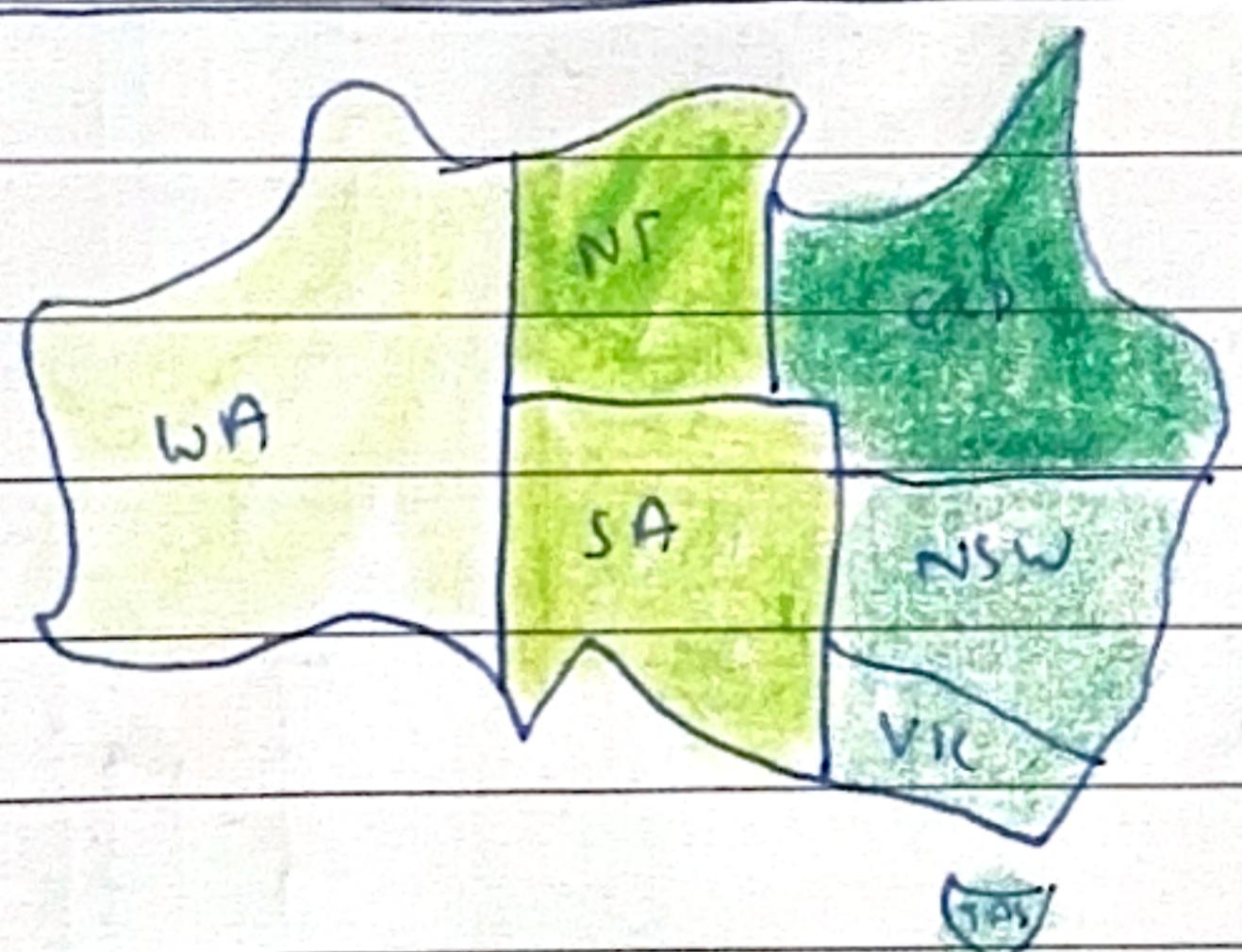
State : Victoria  
 Nights spent: 2000000  
 Spending: \$12M



State: VIC

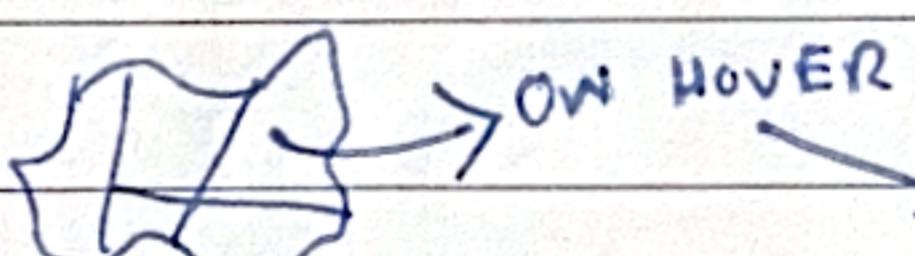
ON CLICK

choose the state.



### Carbon Footprint

- > 1000kg CO<sub>2</sub>
- 300-1000 kg CO<sub>2</sub>
- 400-800 kg CO<sub>2</sub>
- < 400 kg CO<sub>2</sub>



State : Victoria  
 Avg carbon footprint per visitor: 500kg CO<sub>2</sub>

## ADVANTAGES

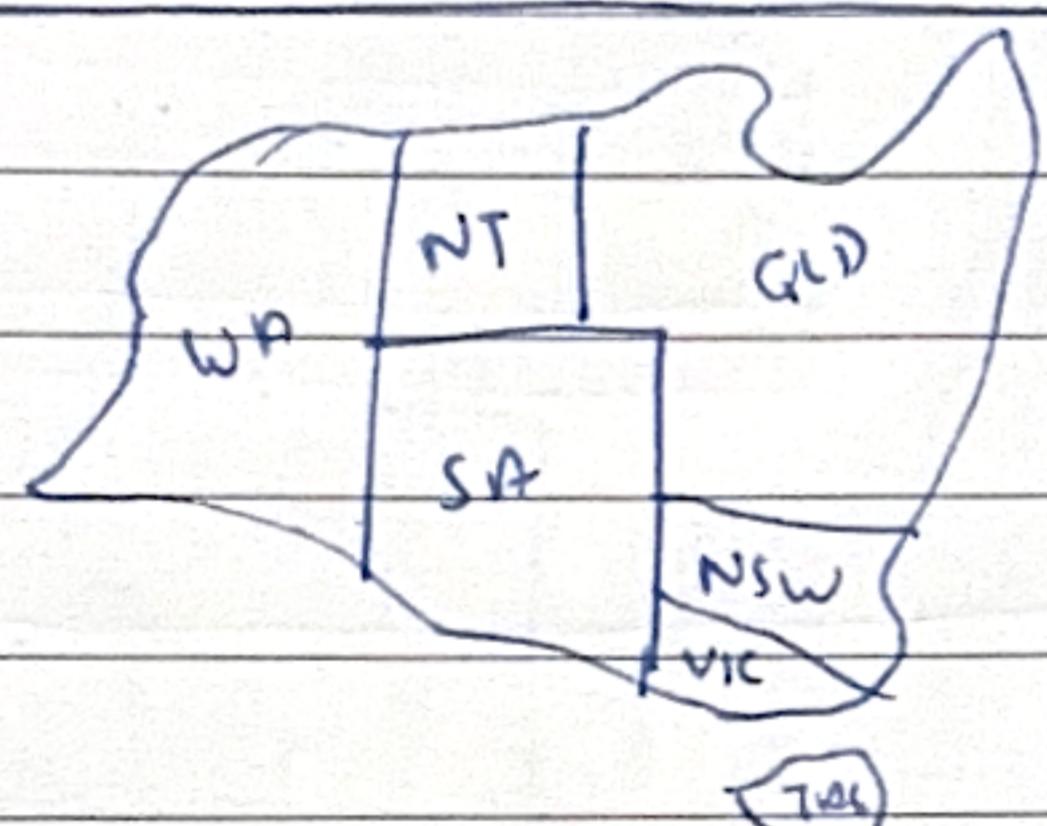
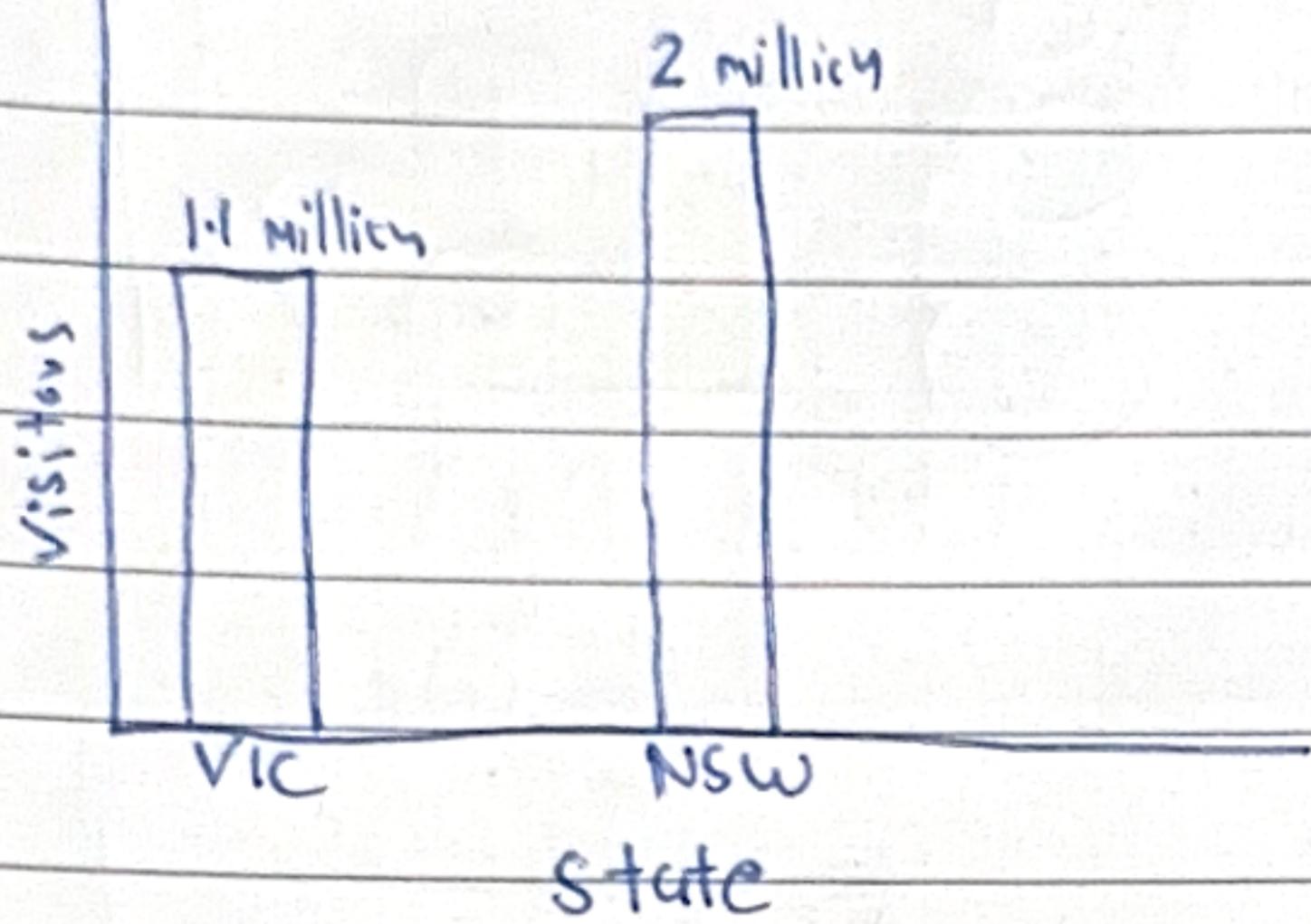
- gives a good overview of Australian Tourism Industry in a compact manner
- covers necessary points

## DISADVANTAGES

- too much info in charts which can be overwhelming
- total visitors are not normalised which might give false spending info.

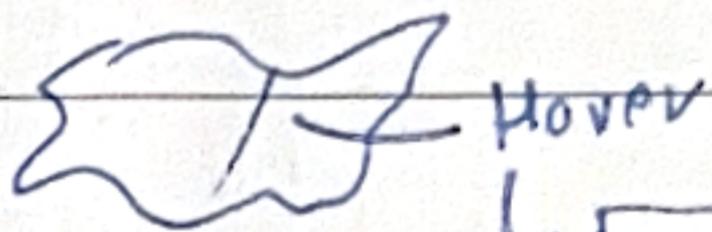
Title - Seasonal visitor Data  
Author - Syed Aryaan Hashim  
Date - 18/10/2021  
Sheet - 3

## LAYOUT



Season: Summer   
Year: 2023

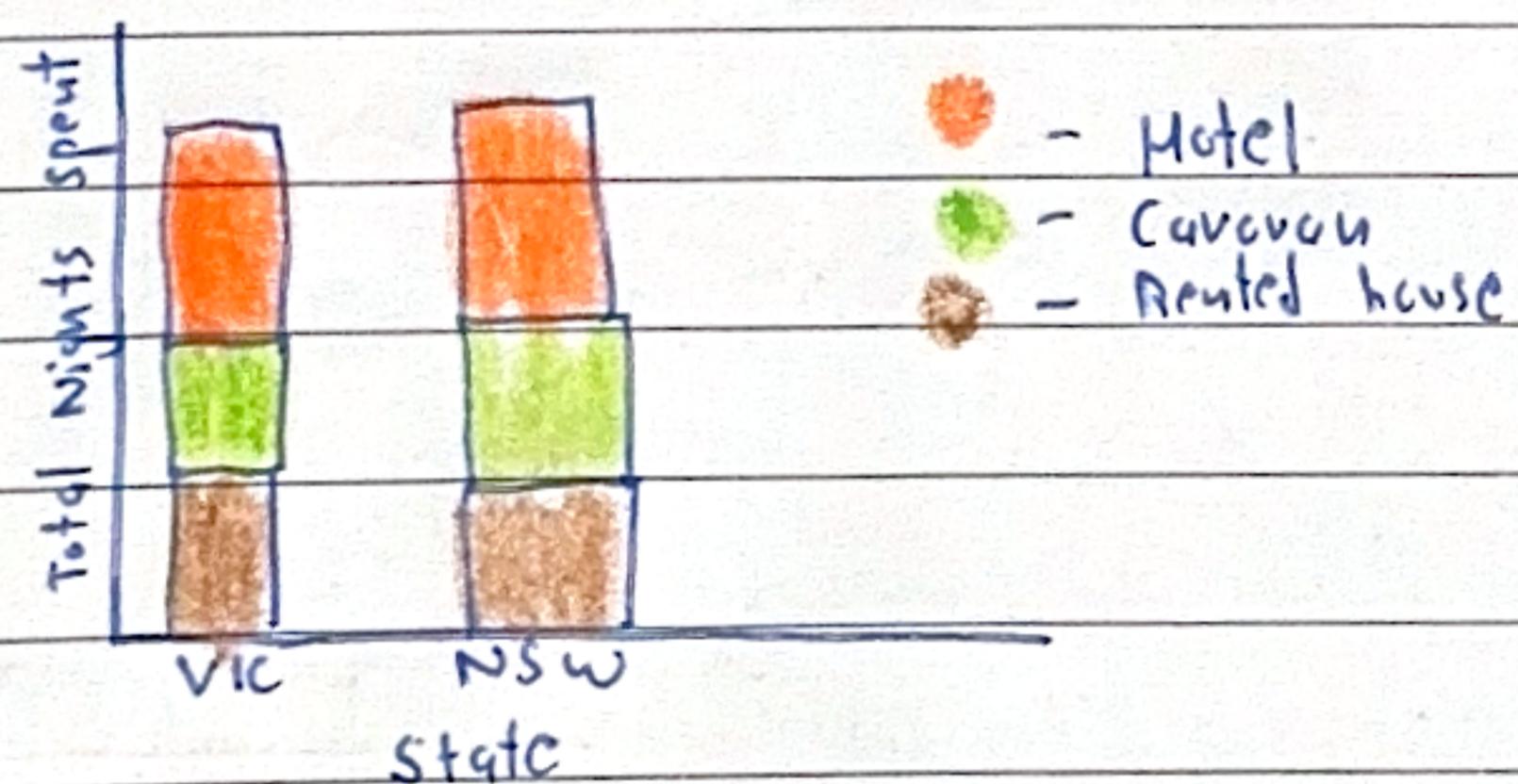
## OPERATIONS



HOVER

State: VIC  
Season: Summer  
Year: 2023  
Spending: \$1 million

→ on click → change season  
→ on click → change year



## ADVANTAGES

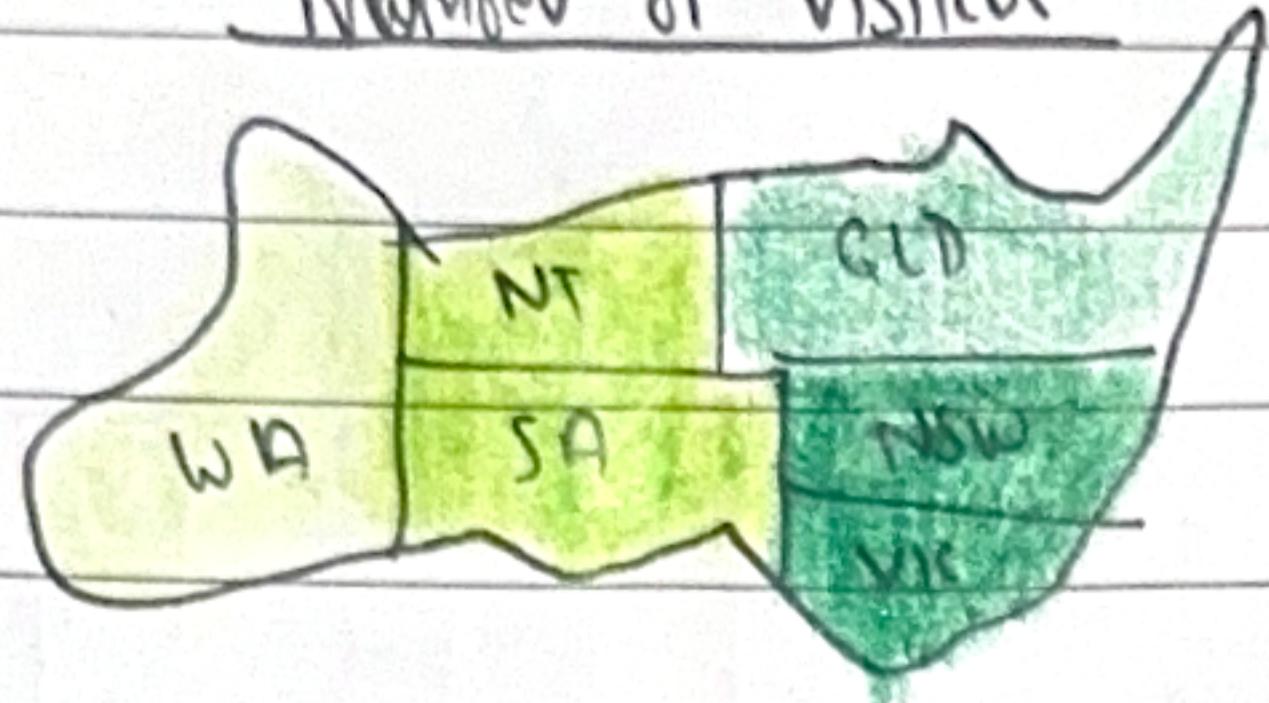
- takes into consideration seasonal data
- shows accommodation preferences
- not messy

## Disadvantages

- data may include more points to cater the target audience
- total spending does not provide anything meaningful as states with more visitors will have higher spending

## LAYOUT

Number of visitors

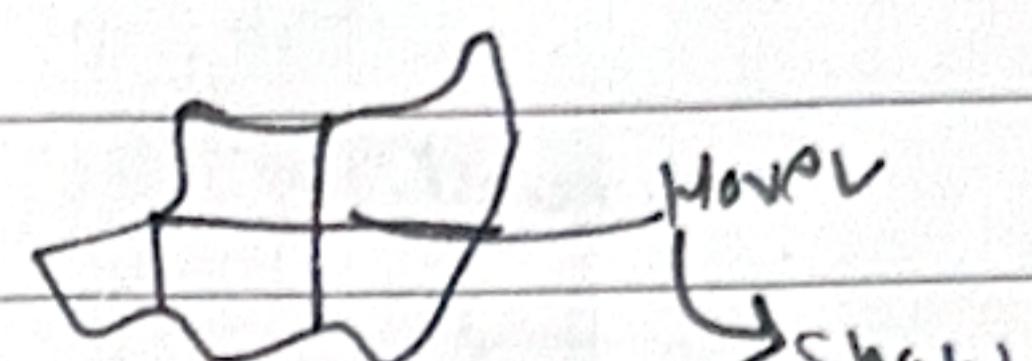


Year: 2023  2024

visitors

- 35 million
- 25 million
- 10 million
- 5 million

OPERATIONS



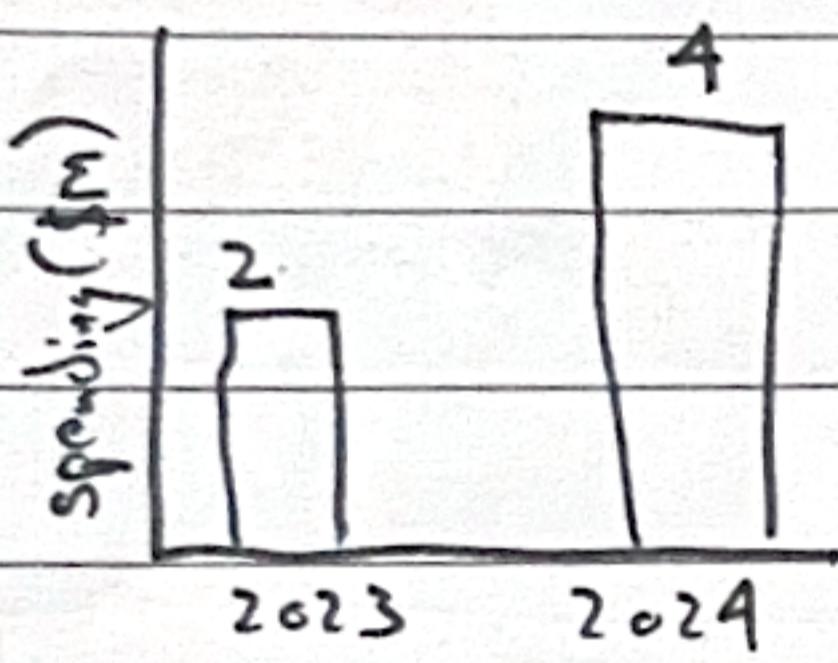
State: VIC  
year: 2024  
visitor: 2 million

→ click to change year

→ click to change state

---  → click to change category

Spending



State: VIC

Category

- NSW
- VIC
- WA

Advantages

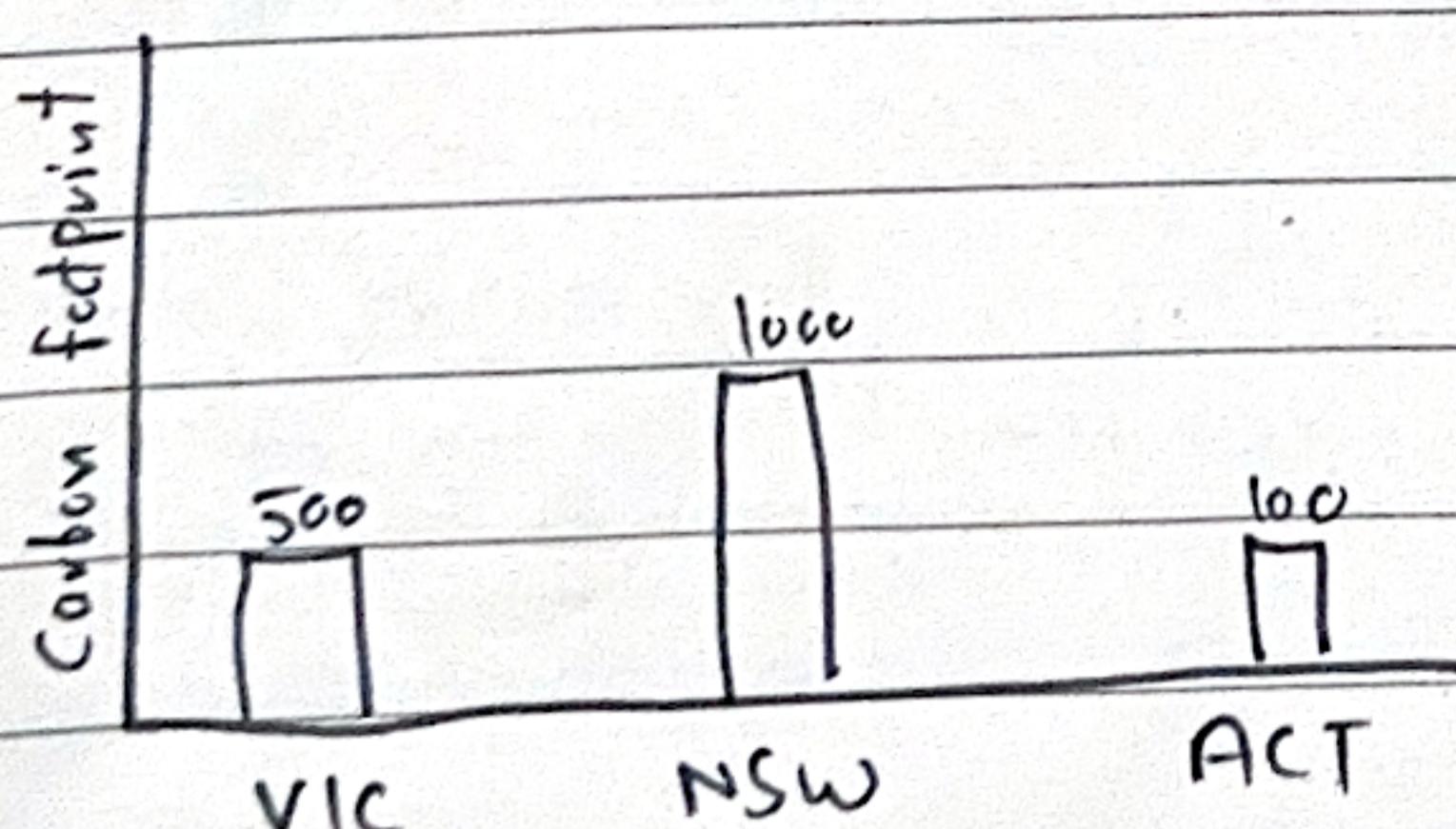
- clean look
- covers important aspects of tourism industry.

Disadvantages

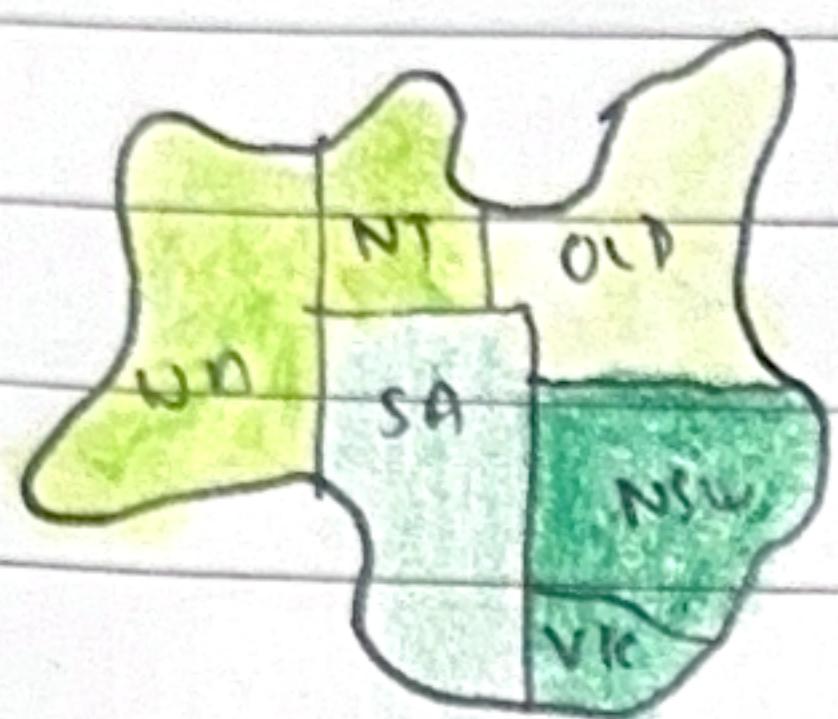
- Some more data can be added to better cater the target audience.

no need of spending chart when category covers it if set to ALL.

Category: Gambling



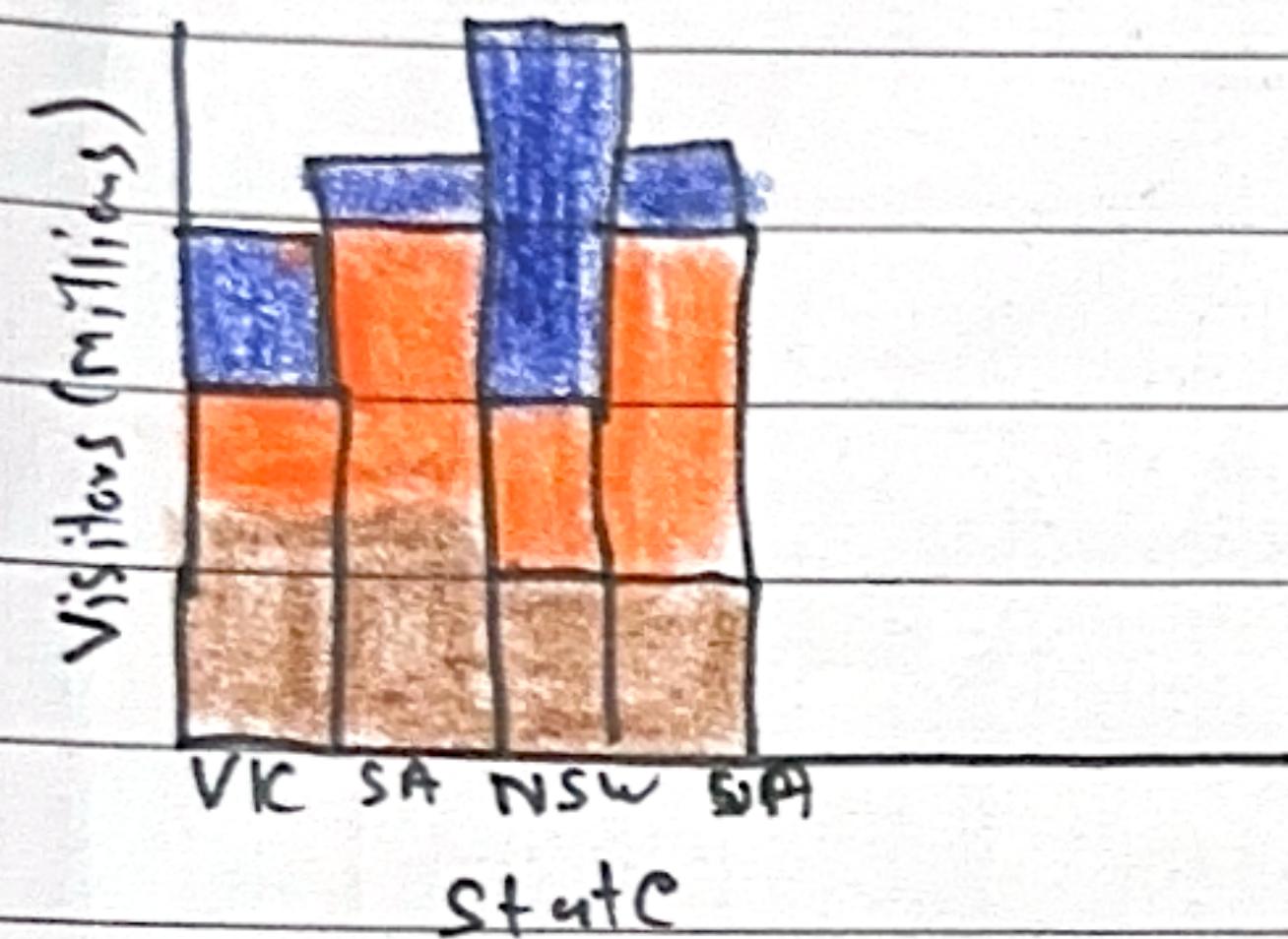
## LAYOUT



Year: 0 2023  
 ● 2024

Number of visitors (million)

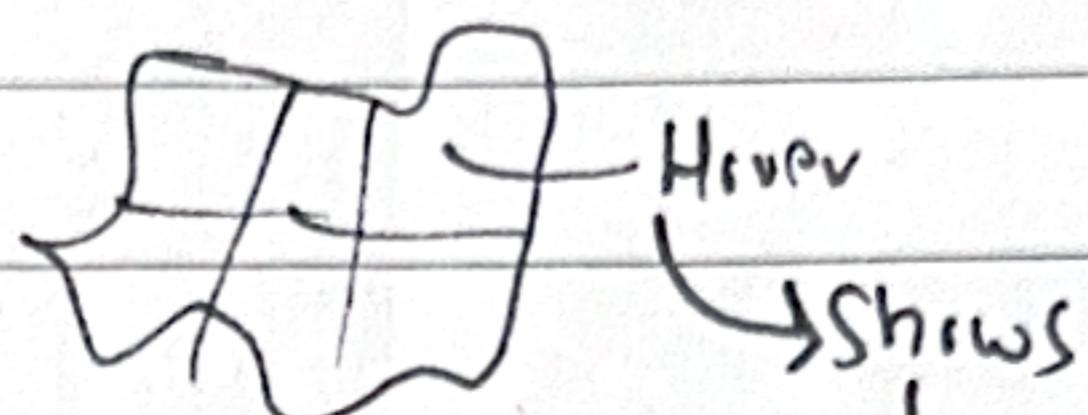
- 35
- 20
- 10
- 1



Reason for visit

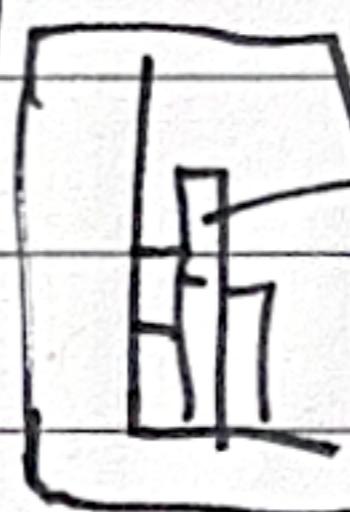
- Business
- Holiday
- Friends

## OPERATIONS

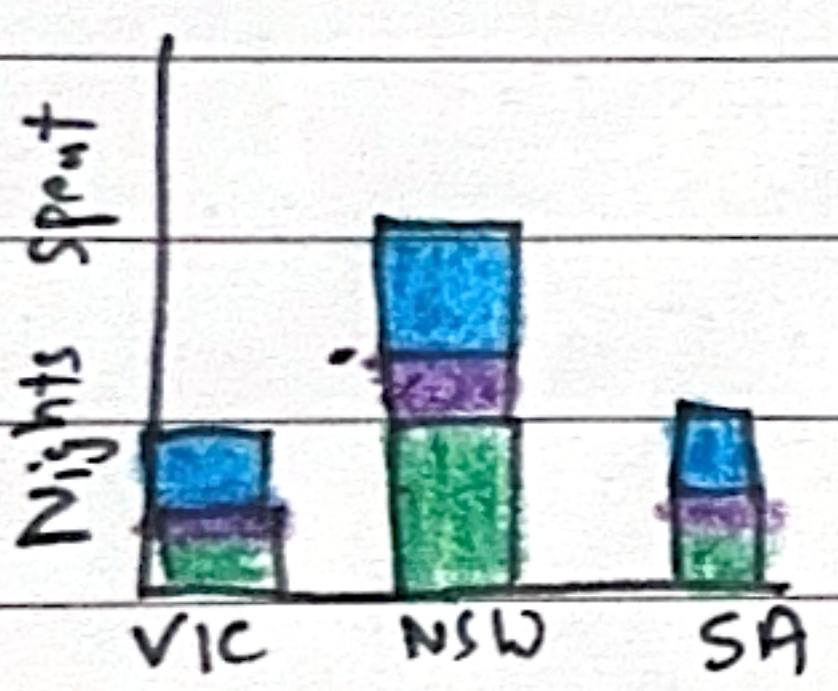


Year 0 2023  
 ● 2024 → ON click

→ change the year



→ Hover → Show → State: VIC  
 Reason of: Holiday  
 Visit  
 Visitors: 24.5



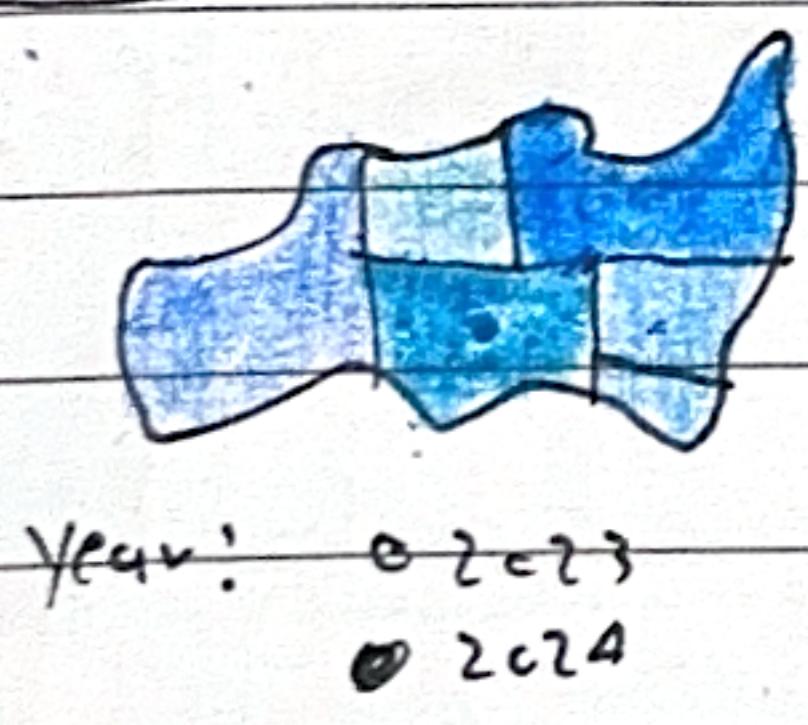
Accommodation Type

- Caravan
- Hotel
- Rented house

HOVER → Show → Reason: Holiday  
 State: NSW  
 Total spending: 24.5

State: Victoria ✓

→ click → change state



Year: 0 2023  
 ● 2024

Avg Spending per tourist (\$)

- 1800
- 1000
- 500
- 200
- 50

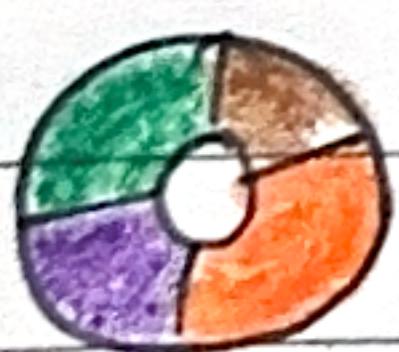
## Advantages

- covers all the aspects of tourism industry:  
 visitors → accommodation → spending → category

## Disadvantages

- does not include seasonal data.

~~closed state~~



Spending for reason

- Business
- Holiday
- visiting family

State: Victoria ✓

