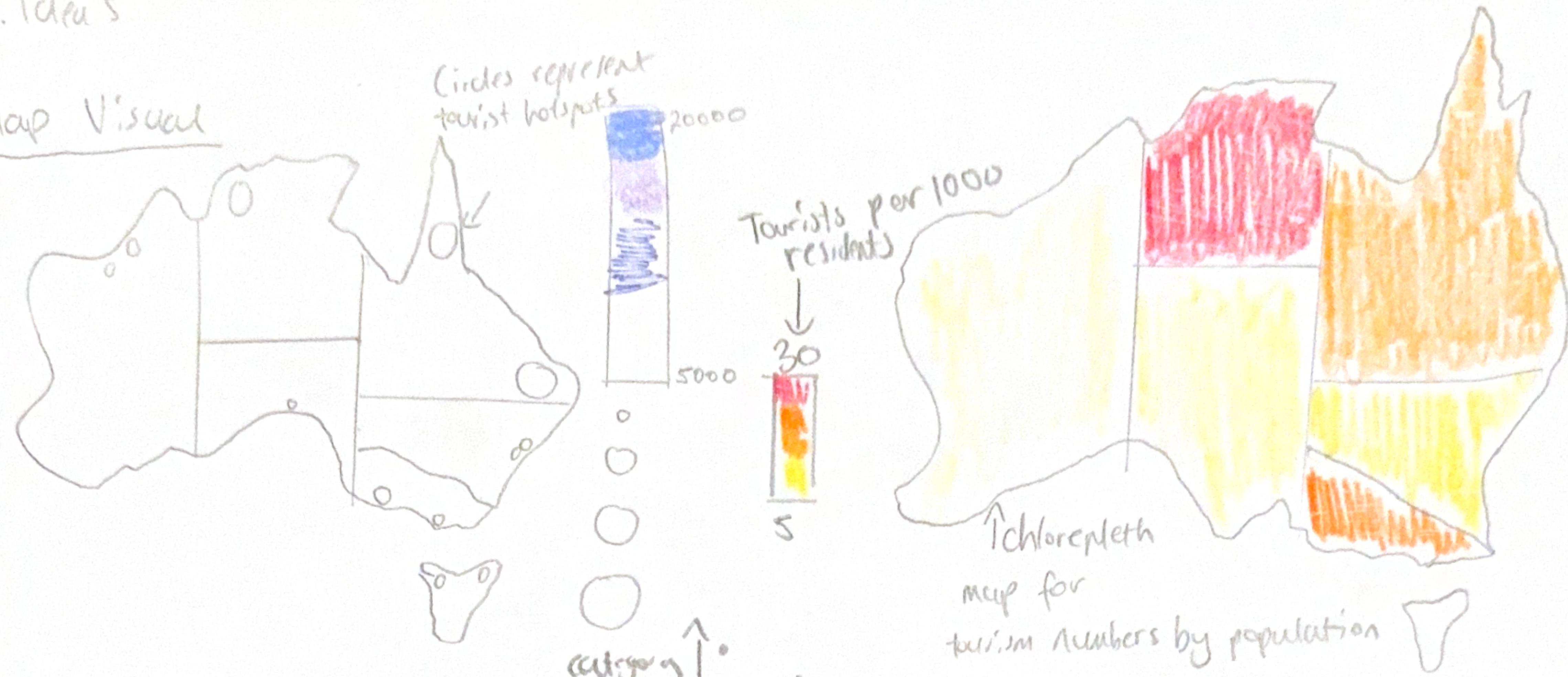
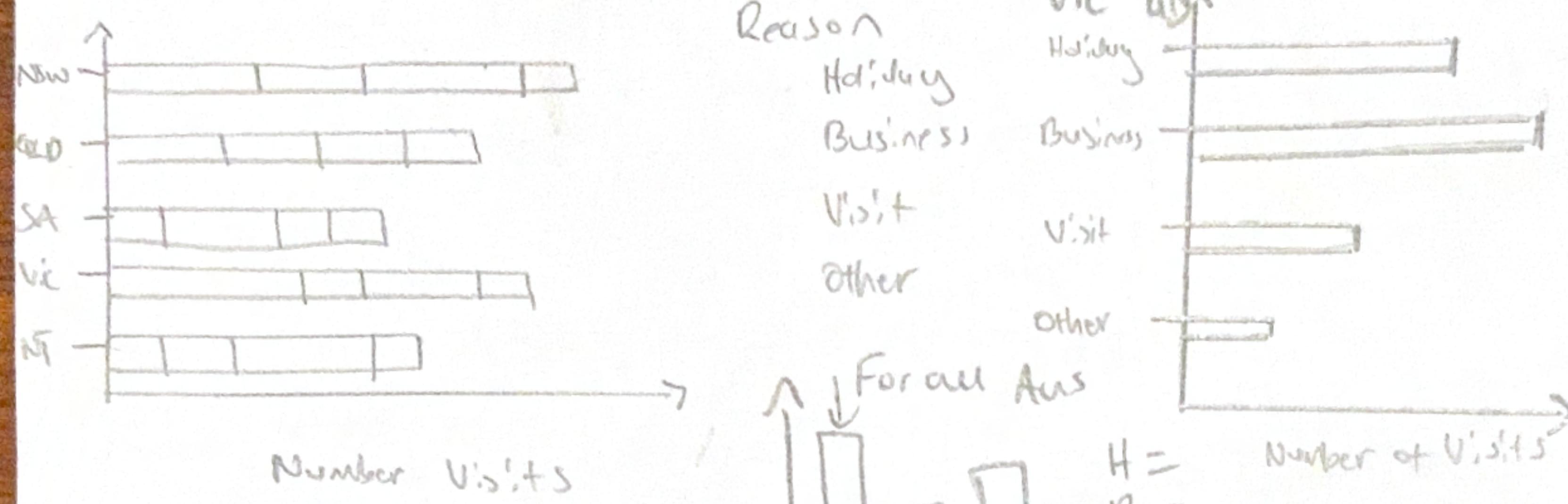


# 1. Ideas

## Map Visual



## Tourism Reason Visual



Category

VIC Qld

Holiday

Business

Visit

Other

For all Aus

Number of Visits

H =

B =

O =

Select state ✓

↓ Dropdown Filter

Best Visited Regions

Select state

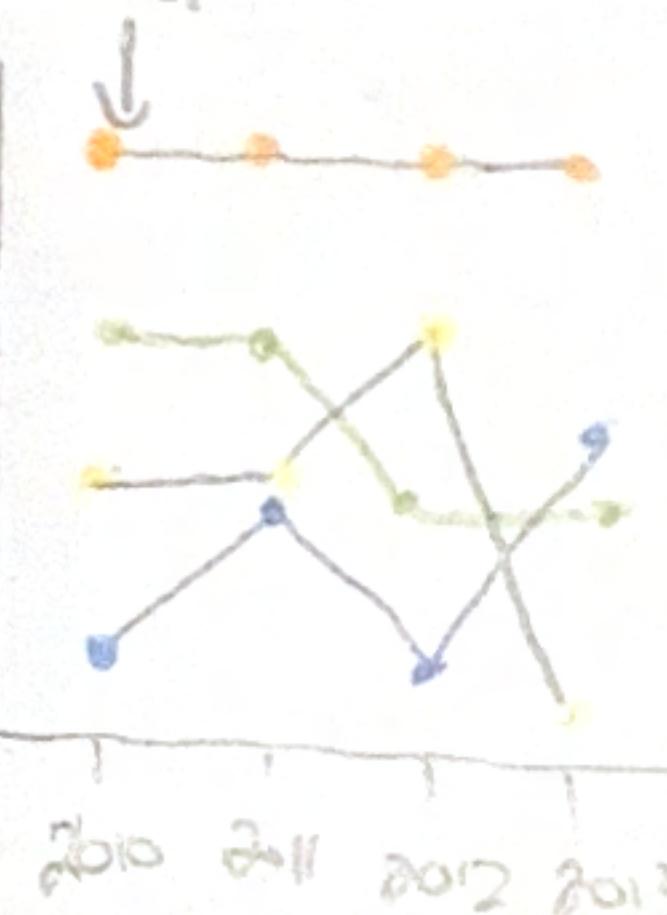
Loc	A	D
Gr	B	C
Region		
Visits		

## Fastest Growing State Visual



Rank

2010 2011 2012



Rank

2010 2011 2012 2013

Size of circle = population

Value

height

↑ tourism

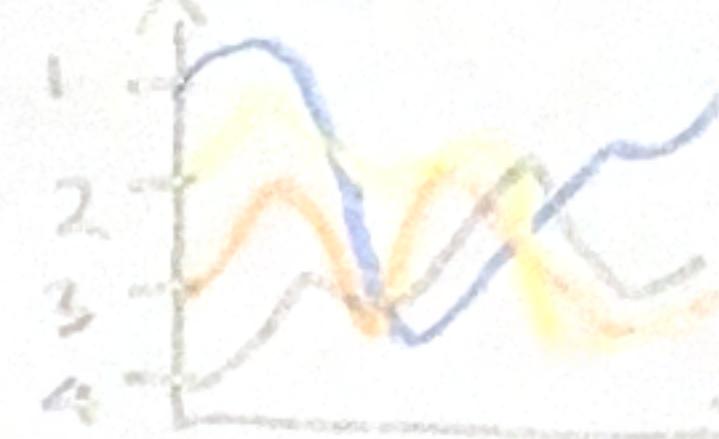
value

VIC

NW

Qld

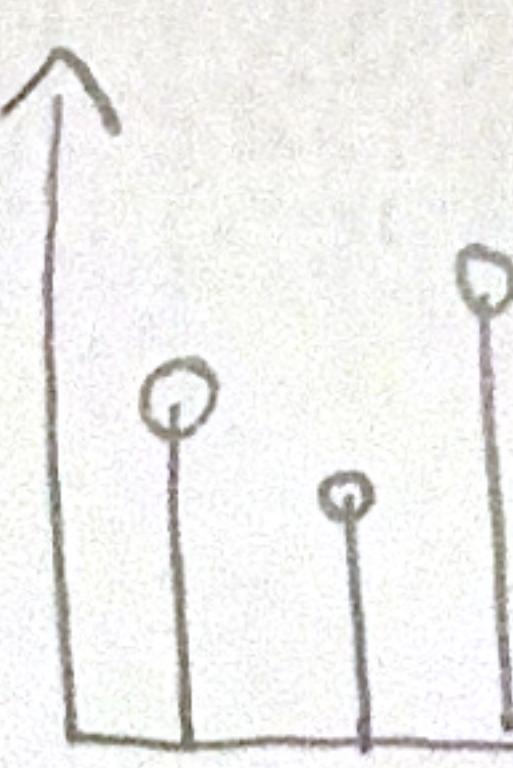
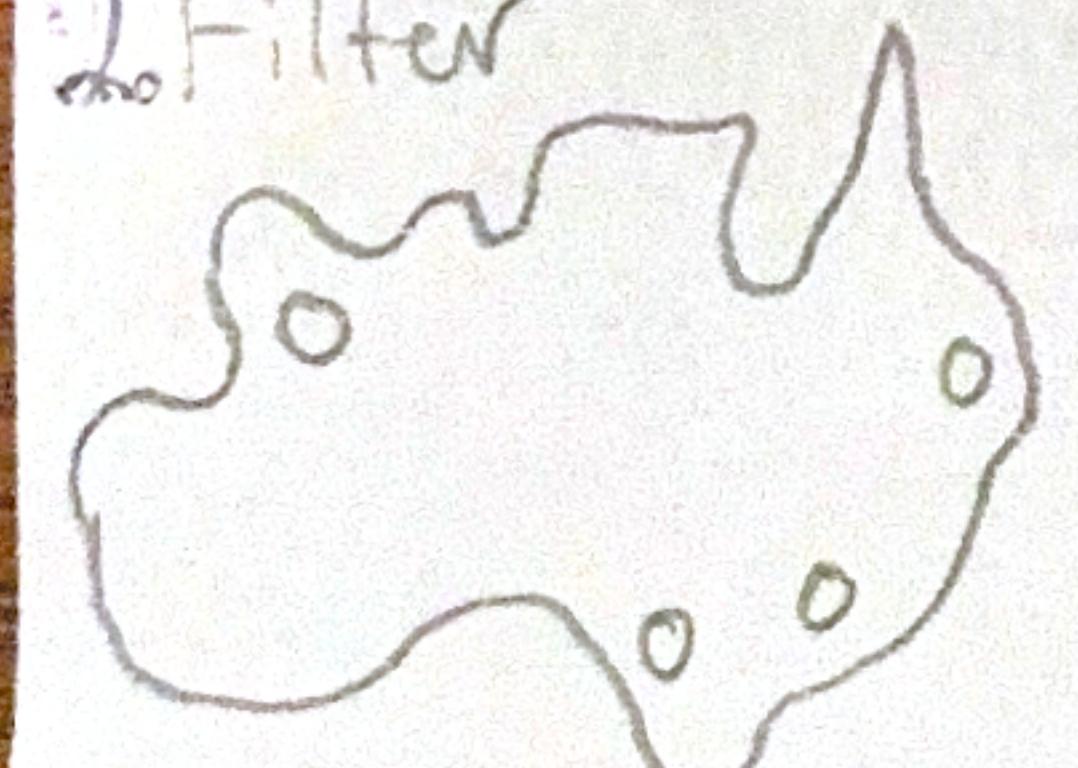
Quarter-Quarter Visual



Scaled Score:

Start map → Quarter 1 2 3 4  
Starting 2-2, ending 2-3

## 2. Filter



H = Holiday

CBD	Yarra
-----	-------

## 3. Categorise

MAP

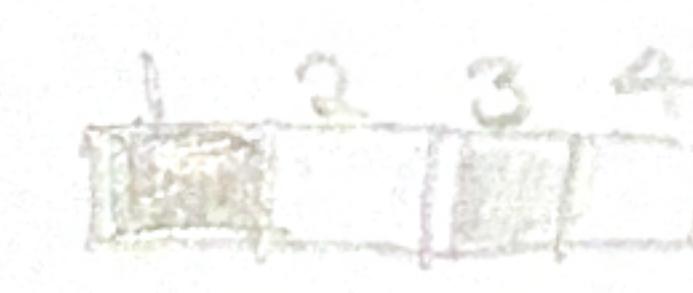
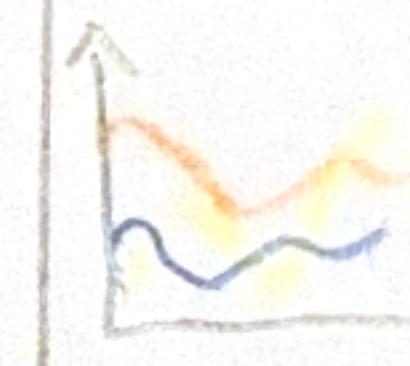
Category

FASTER+GROWING STATE

Best Visited Region

Quarter-by Quarter

## 4. Combine and Define



2010 2011 2012

1 2 3 4

Calendar Heatmap

## 5. Question

1. Is Bumpchart able to be implemented?
2. How will interactivity work?
3. Is Layout well structured?

Sheet 2.

Title: Tourism of Australia

Author: Athan Vass

Date: 4/10/2025

LAYOUT

TITLE



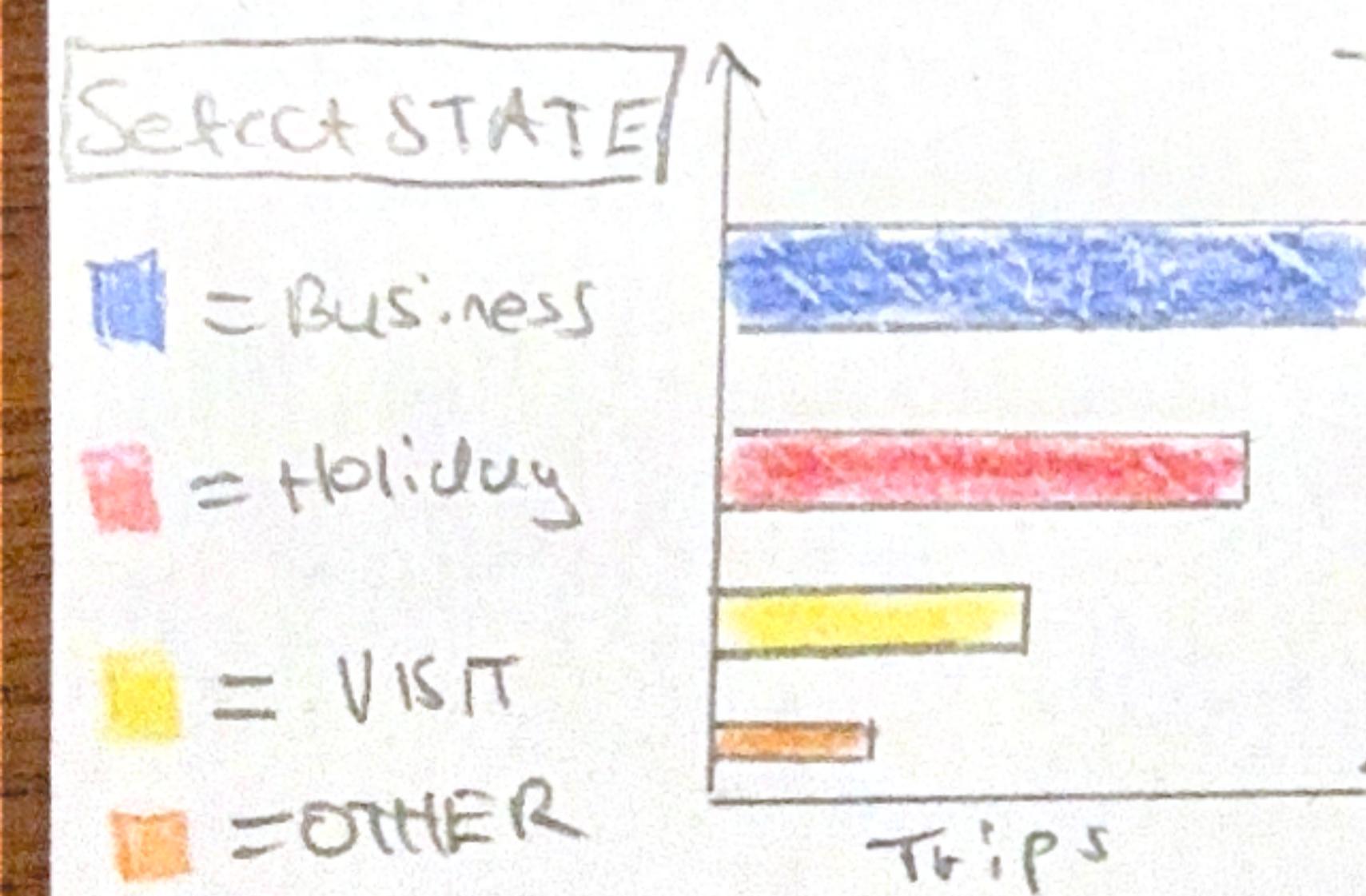
30 Tourists per  
1000 Residents

5

Focus	Q1	Q2	Q3	Q4
10	Red	Yellow	Yellow	Orange
11	Red	Orange	Orange	Yellow
12	Orange	Yellow	Yellow	Yellow
13	Yellow	Yellow	Yellow	Yellow
14	Red	Yellow	Yellow	Red

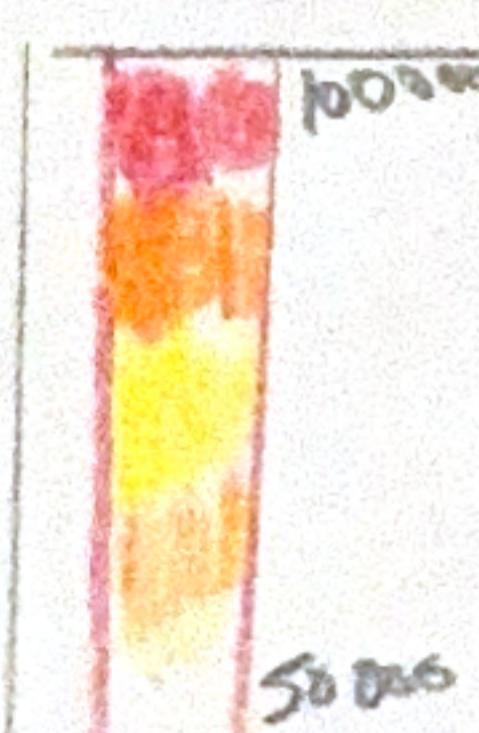
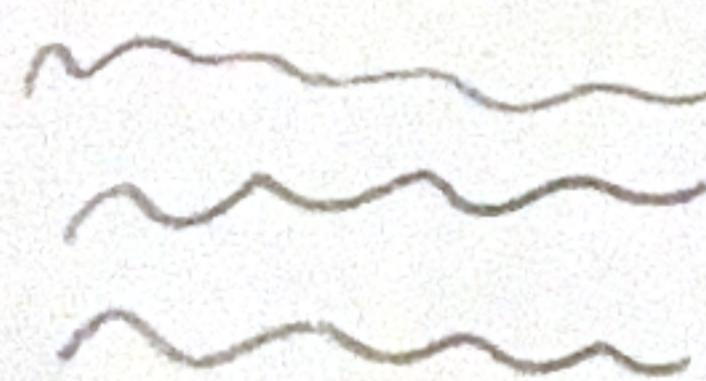
- Color SATURATION to determine higher concentration of tourism for quarter
- Shows change in tourism trends over years
- This is for Australia as a whole
- Hovering over square returns total trips

## CATEGORIES OF TOURISM



TOTAL TRIPS:

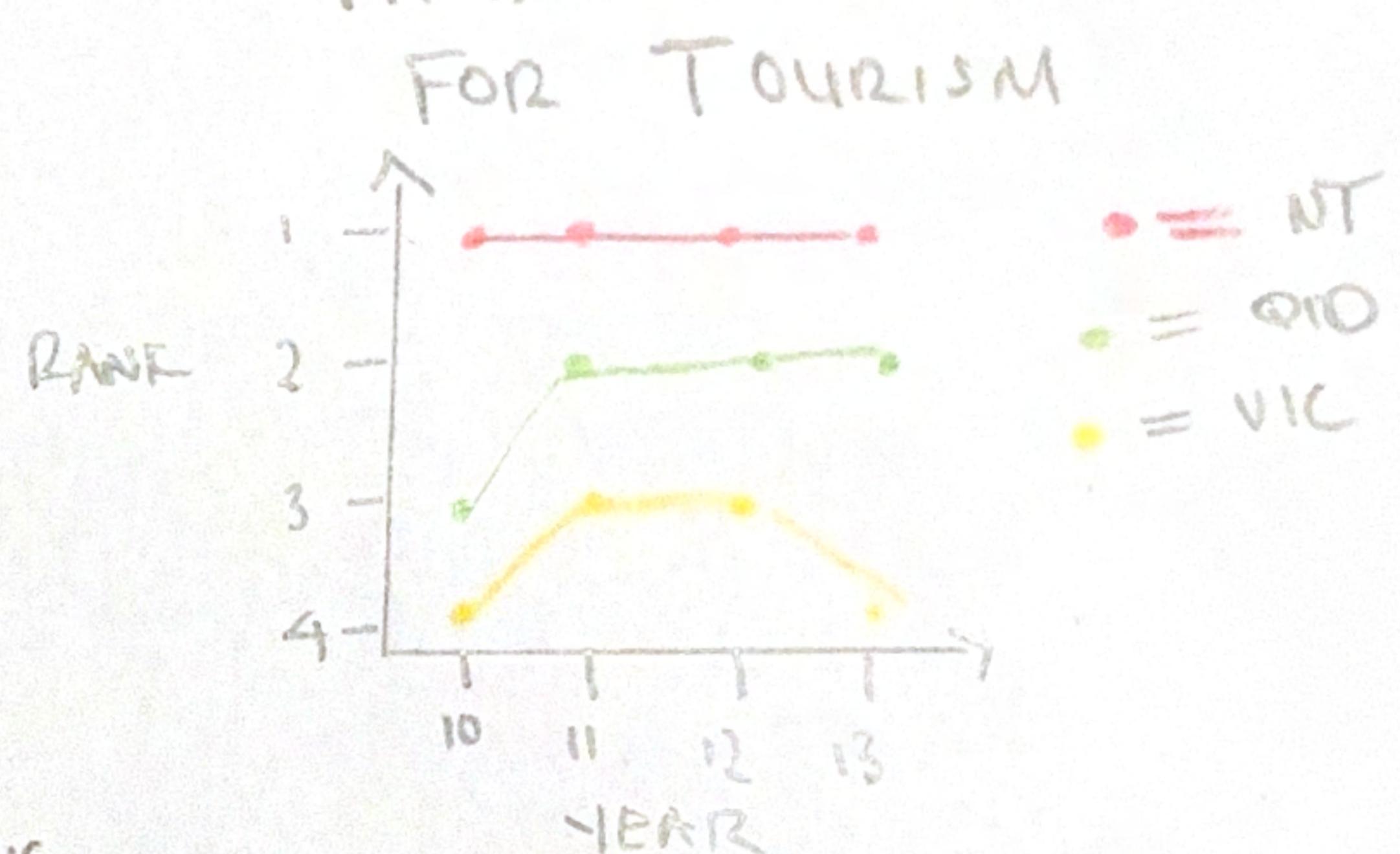
Text



## TOURISM BY Quarter

	Q1	Q2	Q3	Q4
2010	Red	Red		Orange
2011	Red	Orange	Orange	Yellow
2012	Orange	Yellow	Yellow	
2013	Yellow			Orange
2014	Red		Yellow	Red

## FAIREST GROWING STATES FOR TOURISM



## POPULAR REGIONS

Selected state: QLD

1	Gold Coast
2	Noosa
3	Port Douglas
4	Brisbane
5	Ipswich

- Hover over state to get extra info like number trips etc.
- State selection done via dropdown filter
- See if I can generate tooltip for bump chart showing % growth

## DISCUSSION

PROS: Good mix of visuals  
Systematic and structured  
Lots of detail can be added to tool tips

CONS: Is there enough space for annotations  
Layout a little cluttered

LAYOUT

# TOURISM IN AUSTRALIA

Year:

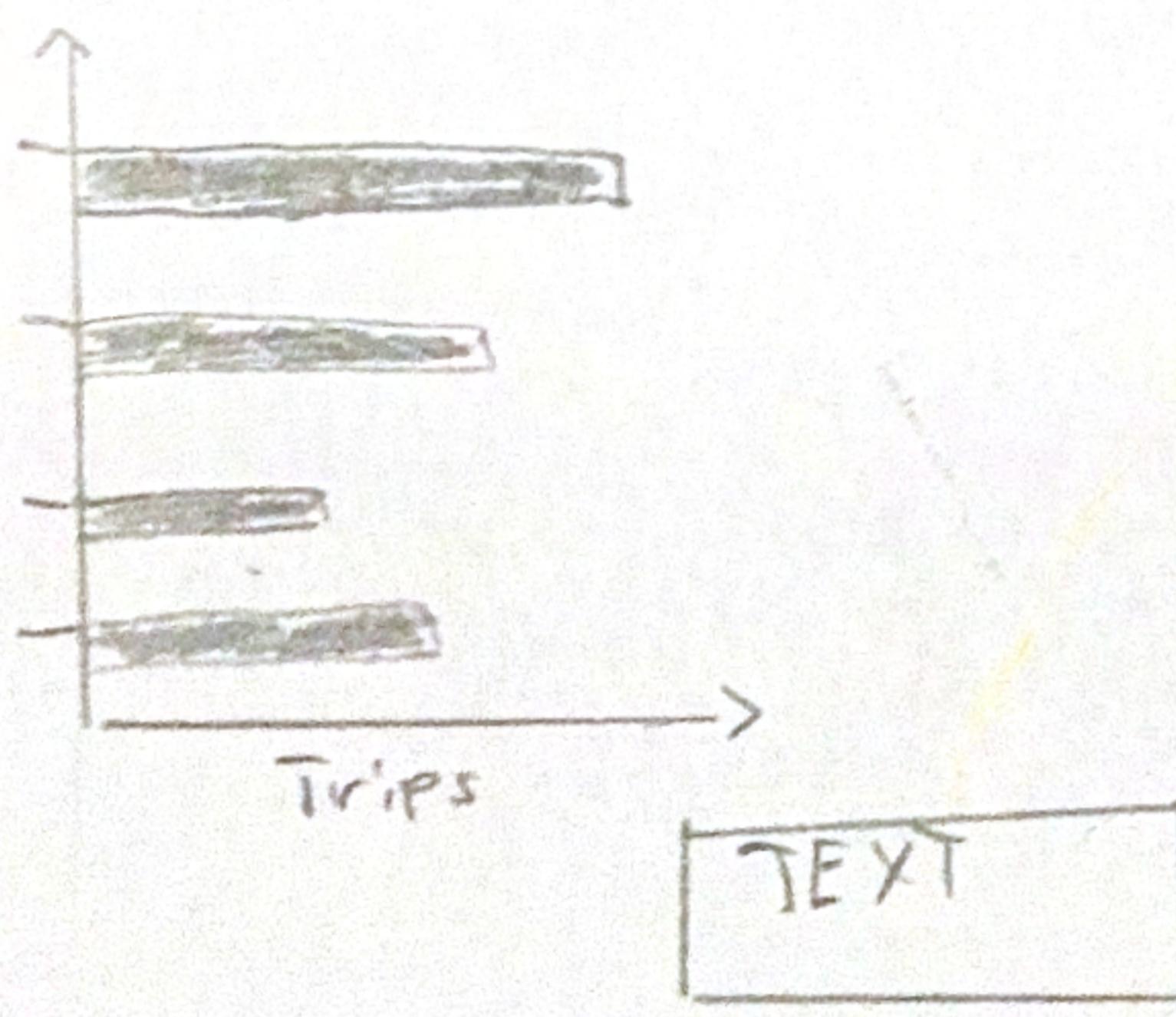
TEXT



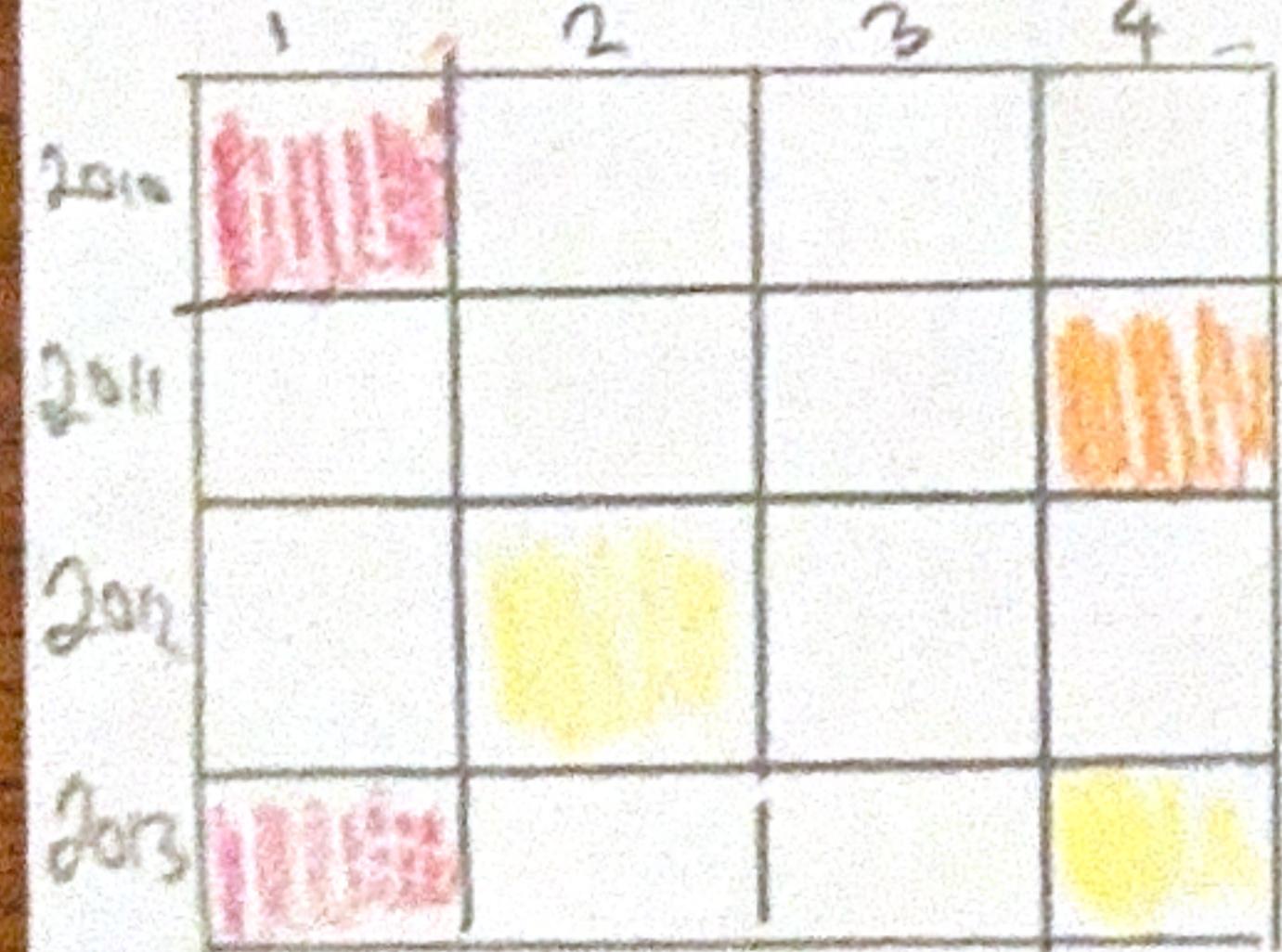
TEXT

## REGIONS

Select State: QLD



## TOURISM BY QUARTER



## FOCUS

Select State: QLD

Labels more easier to read  
easier to read

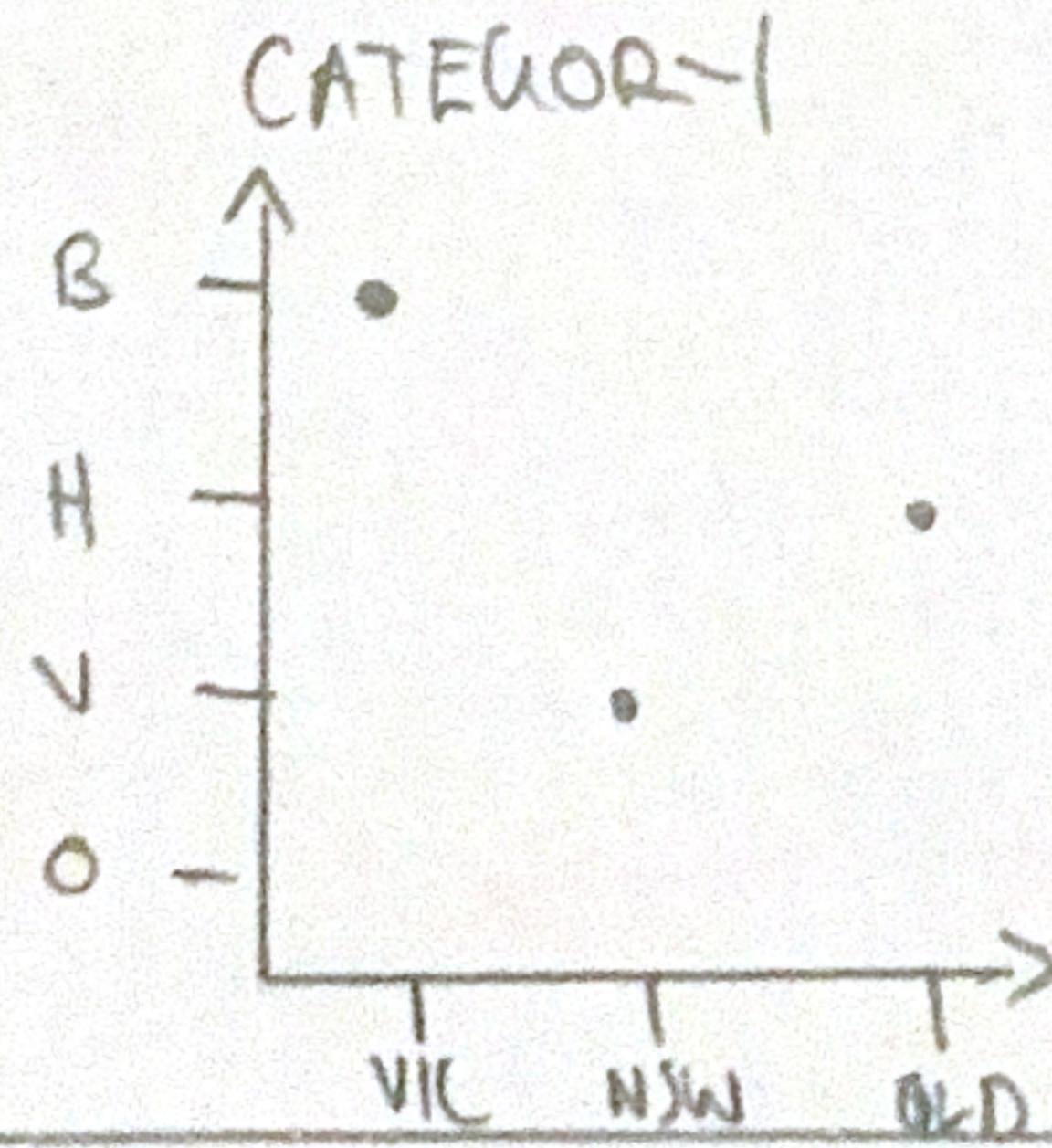
QC

WON

B24

PO

ISA



- More comprehensive at first glance since we can see top regions, and also number of trips

• Visualisation enhanced by position on common scale indicating most popular regions from less

TRIPS

TITLE: TOURISM IN AUSTRALIA

Author: Athan Vass

Sheet 3:

DATE: 4/10/2025

## OPERATIONS

→ Text will offer analysis of visuals

Year: ↗ Propdown allowing user to select year to see trip proportions over timeframe to identify trends

↓ Press on dot shows tooltip giving info of no. of trips for that category

## DISCUSSION

Pros: lot more info can be added

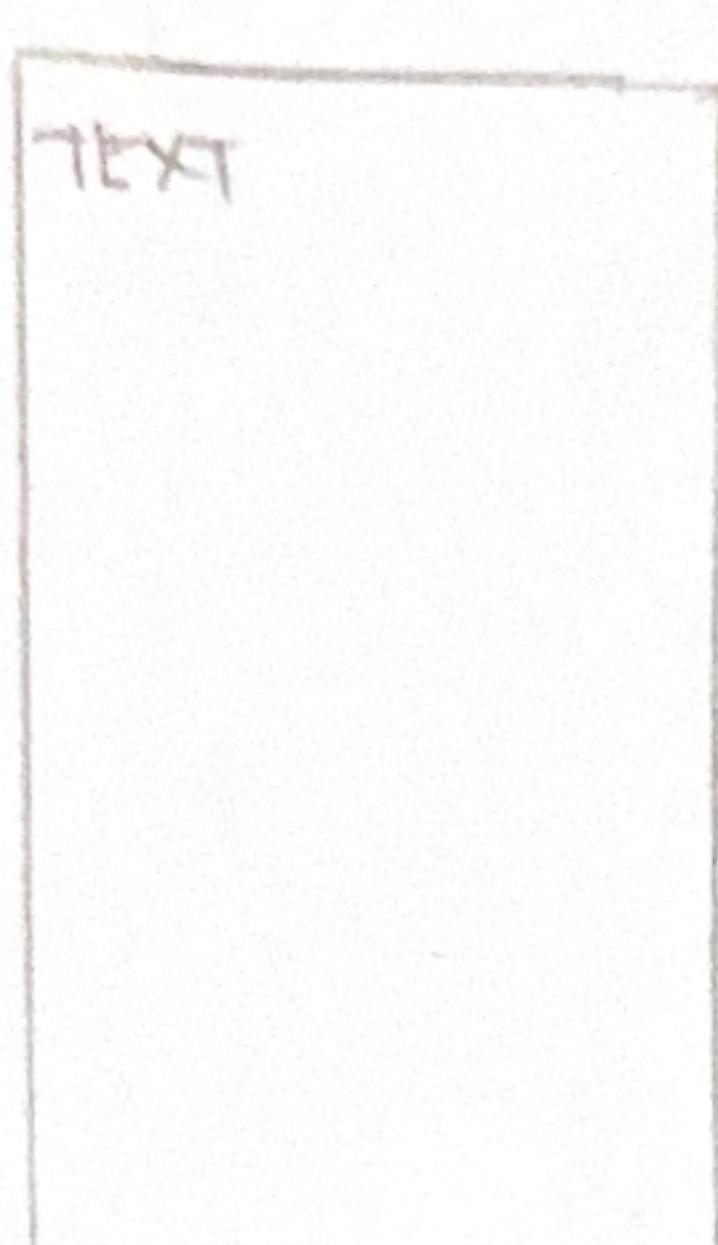
Layout easier to follow

Cons: less interactive slicing/filtering options

Dot plot may be redundant visual

LAYOUT

# TOURISM IN AUSTRALIA



TITLE: TOURISM IN  
AUSTRALIA

Author: Athan Vass

Sheet 4!

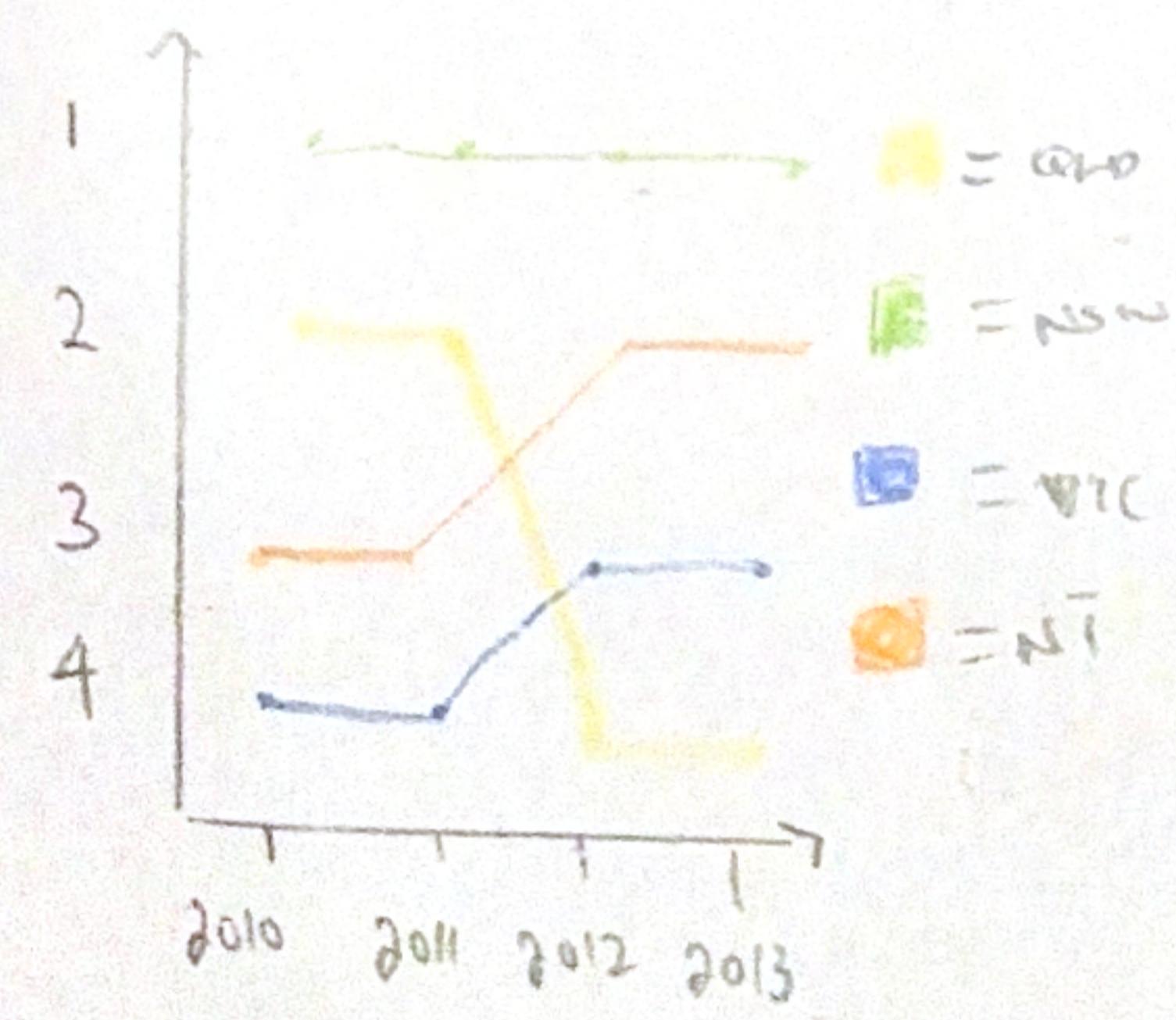
Date 4/10/2025

## OPERATIONS

Tooltips: Map  
Quarter-Quarter  
Tourism  
categories

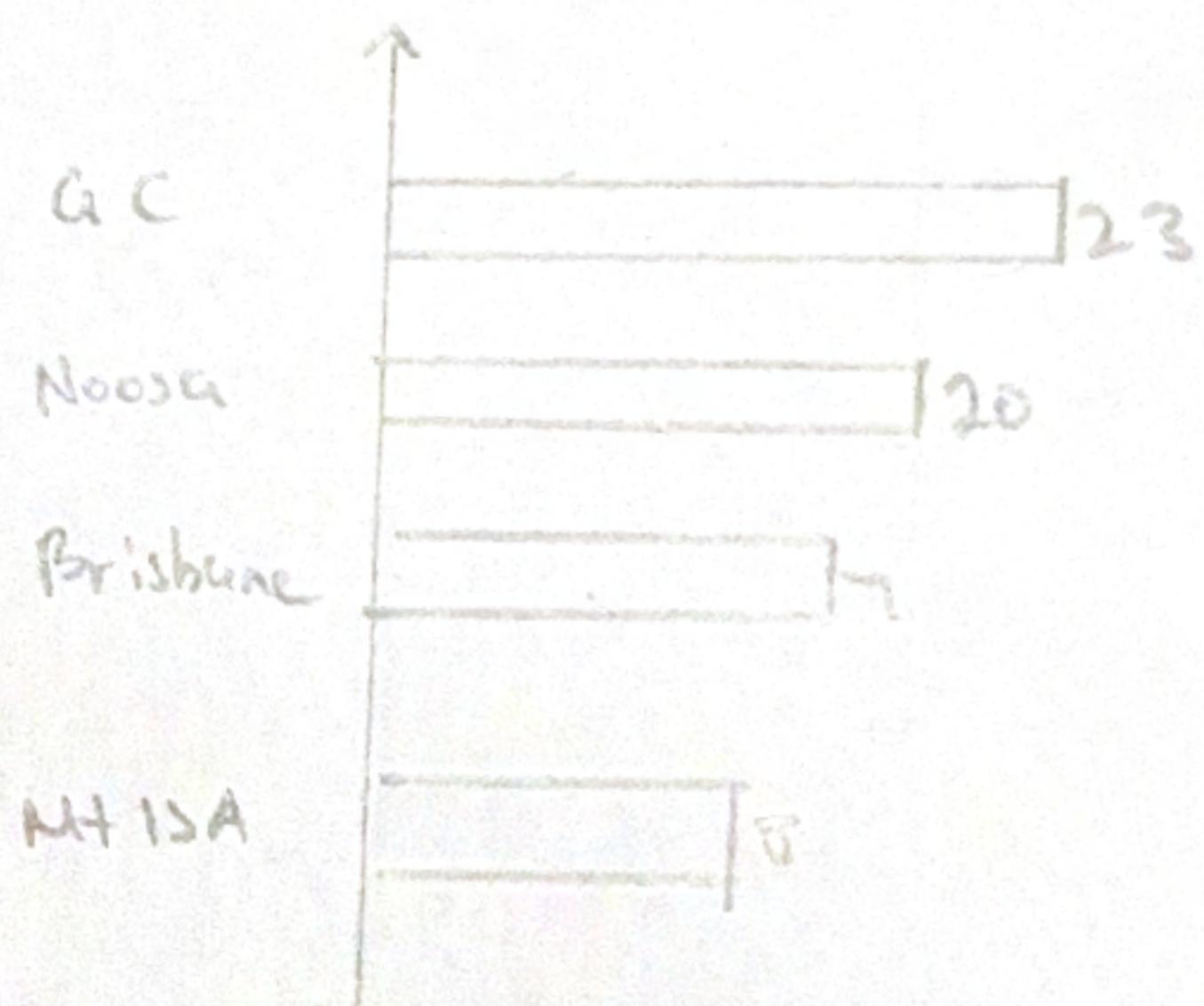
Filter: Map  
Popular Regions

### TRENDS IN STATE TOURISM



### POPULAR REGIONS

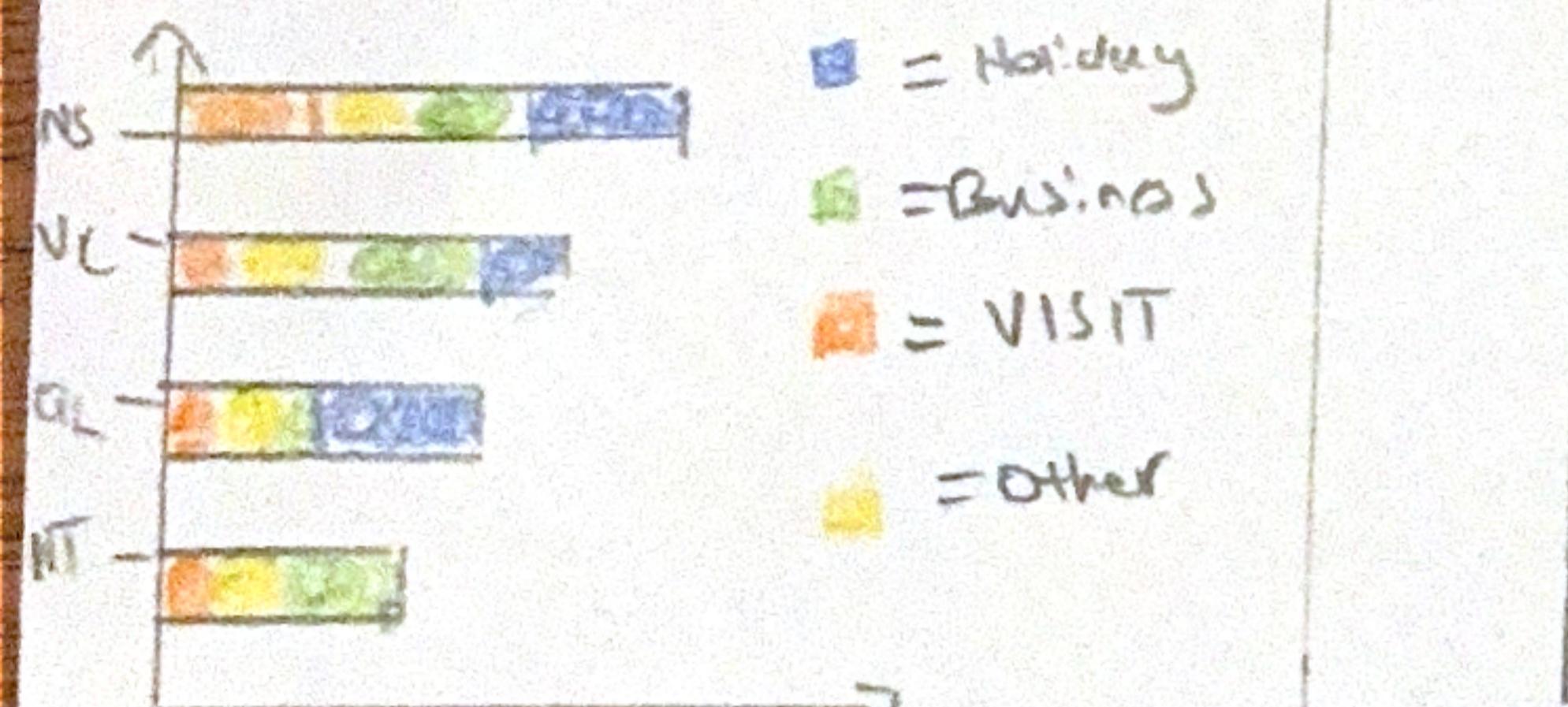
Select State:



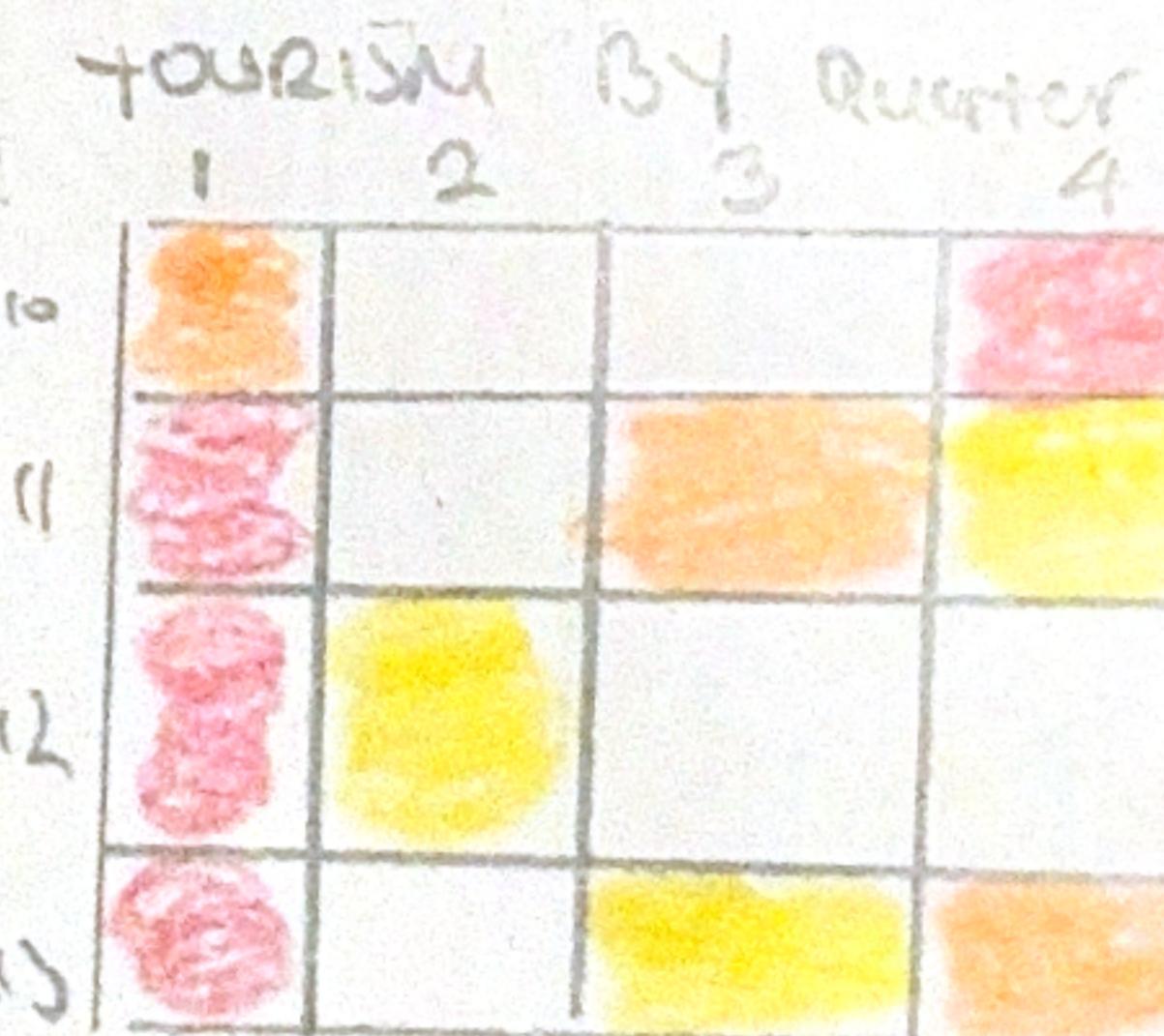
TEXT analysing  
maps and other  
visuals

• Need to add  
something to  
Bump chart to  
add further detail,  
maybe button  
that shows page  
containing stats

### TOURISM CATEGORIES



TEXT

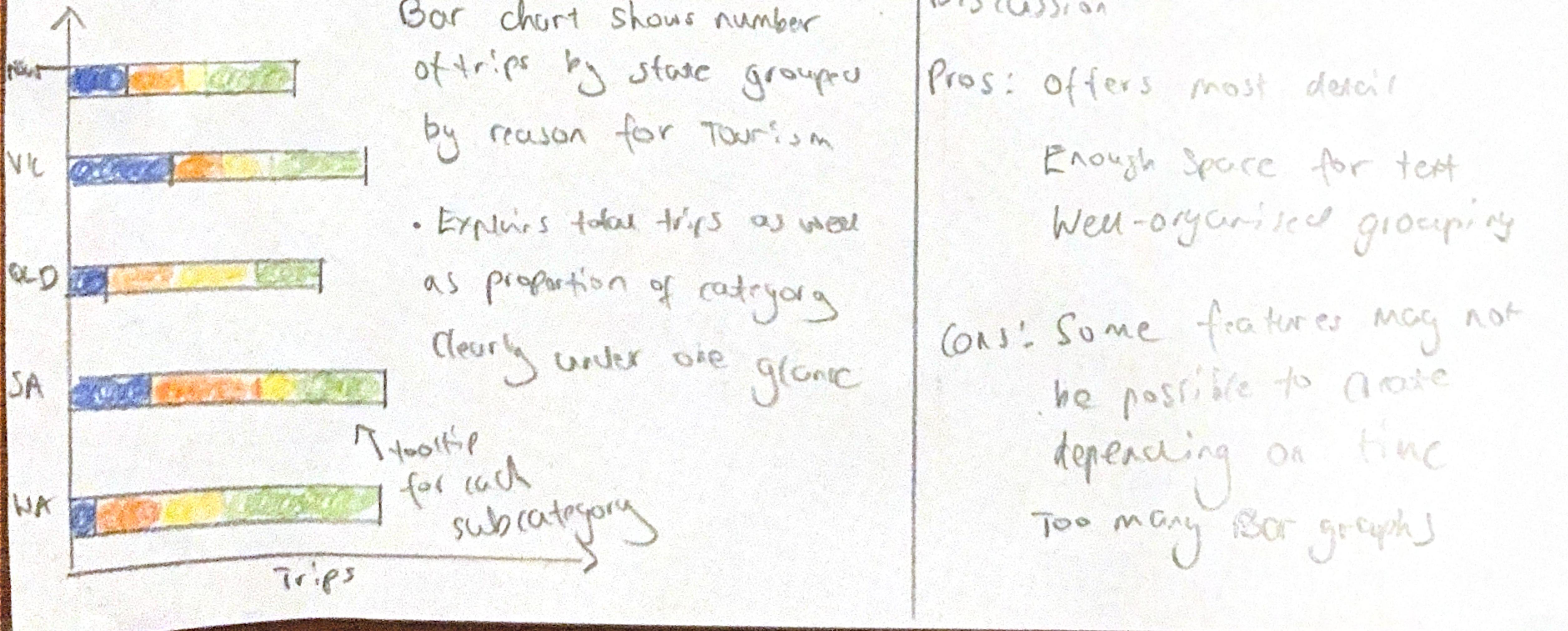


### FOCUS

Bar chart shows number of trips by state grouped by reason for Tourism

- Explains total trips as well as proportion of category clearly under one glance

• Tooltip for each subcategory



### Discussion

Pros: Offers most detail

Enough space for text

Well-organised grouping

Cons: Some features may not be possible to create depending on time  
Too many bar graphs

LAYOUT

# TOURISM IN AUSTRALIA



Title: Tourism in Australia

Author: Athen Vass

Sheet 5 (Based on sheet 4)

4/10/2025

TEXT

Operations

Popular Regions

↳ Based on state returns Top 5 most visited regions

Tooltips for map, category bar

Add informative text where able to to make visualisation more cohesive

Details

Estimated Time ~ 15 hours

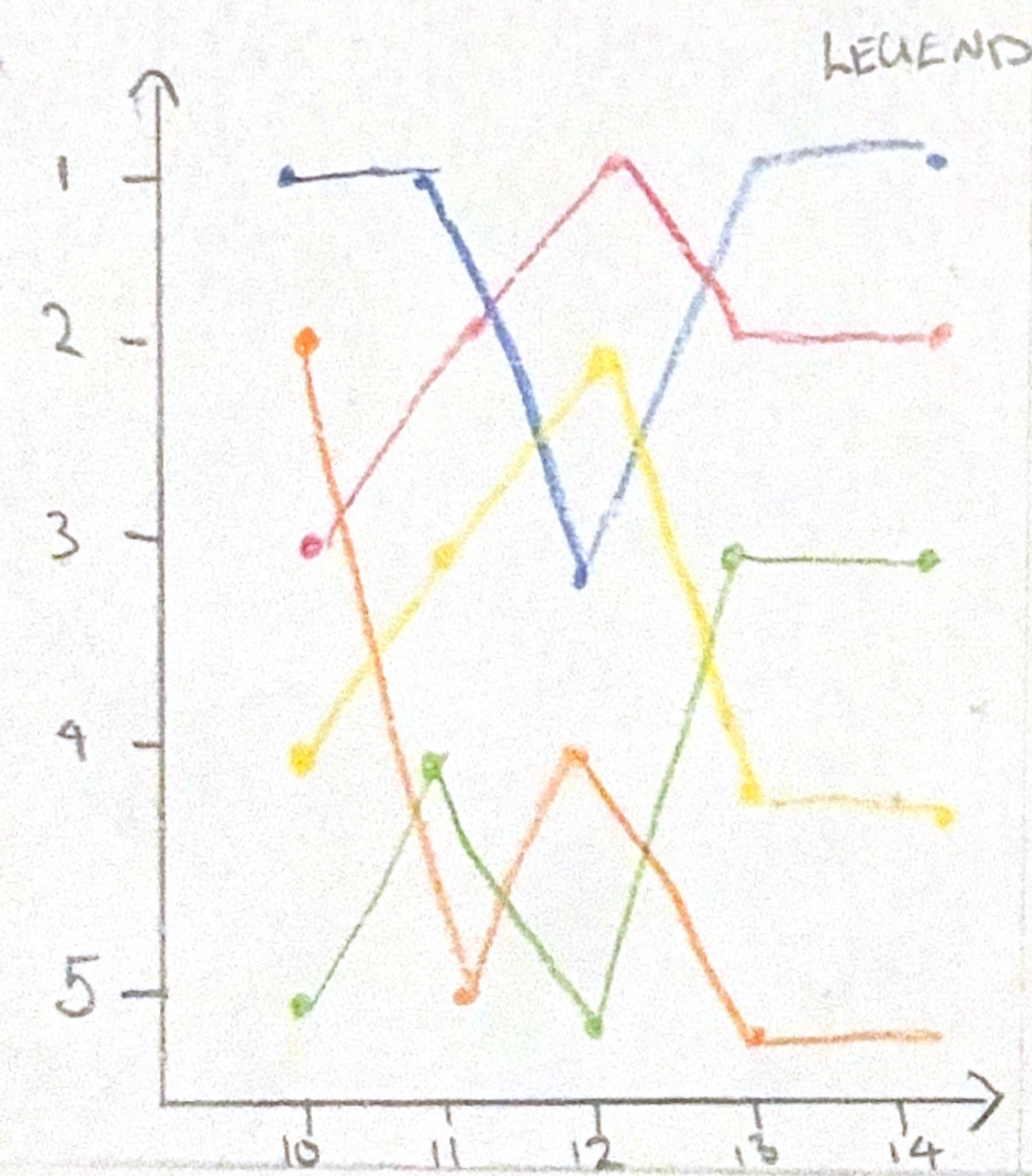
↳ Learn Javascript, CSS

HTML way to make web page look good

UX very important

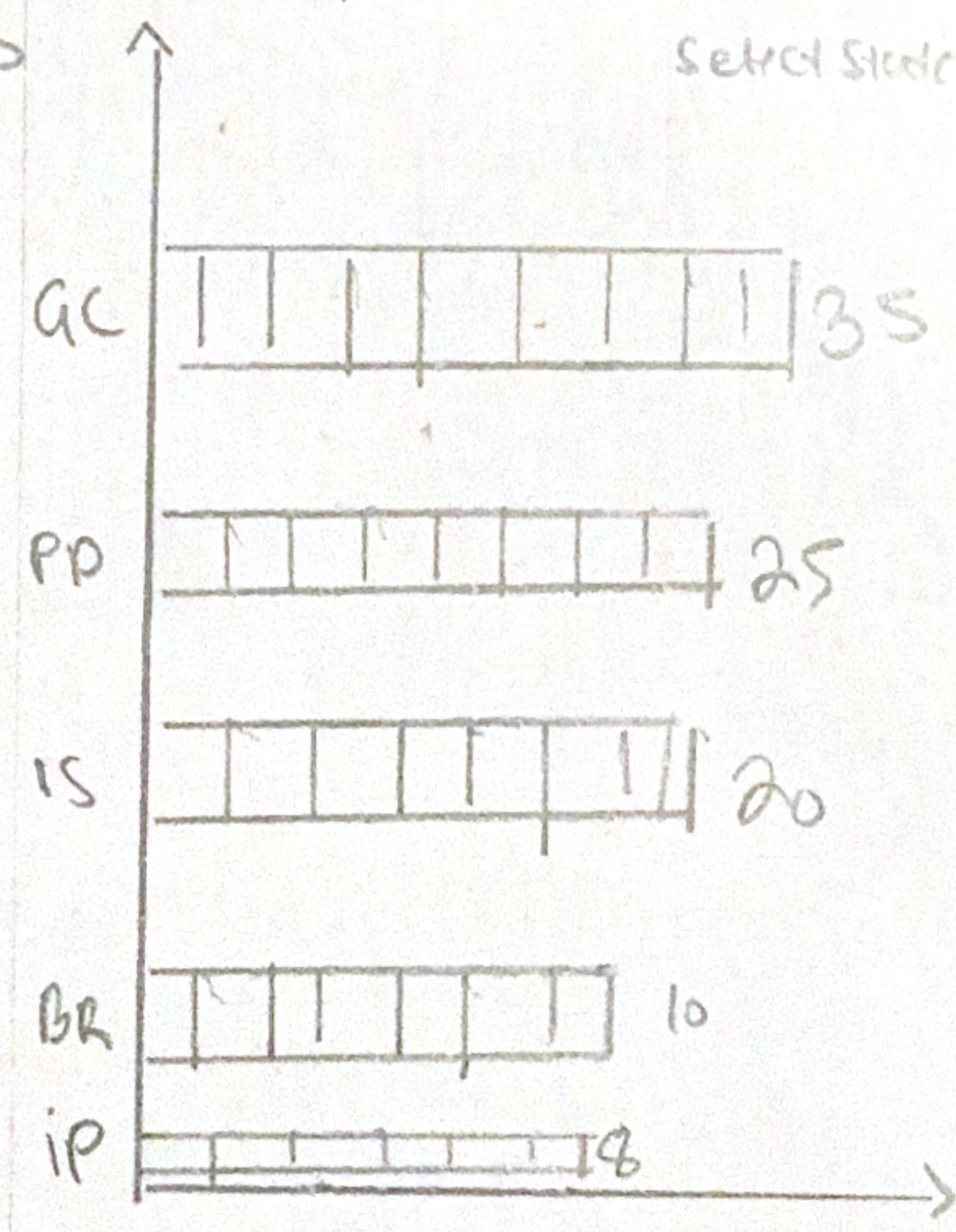
Make smaller more specific (CSV files) for each visual

## TRENDS IN STATE TOURISM



TOURISM CATEGORIES

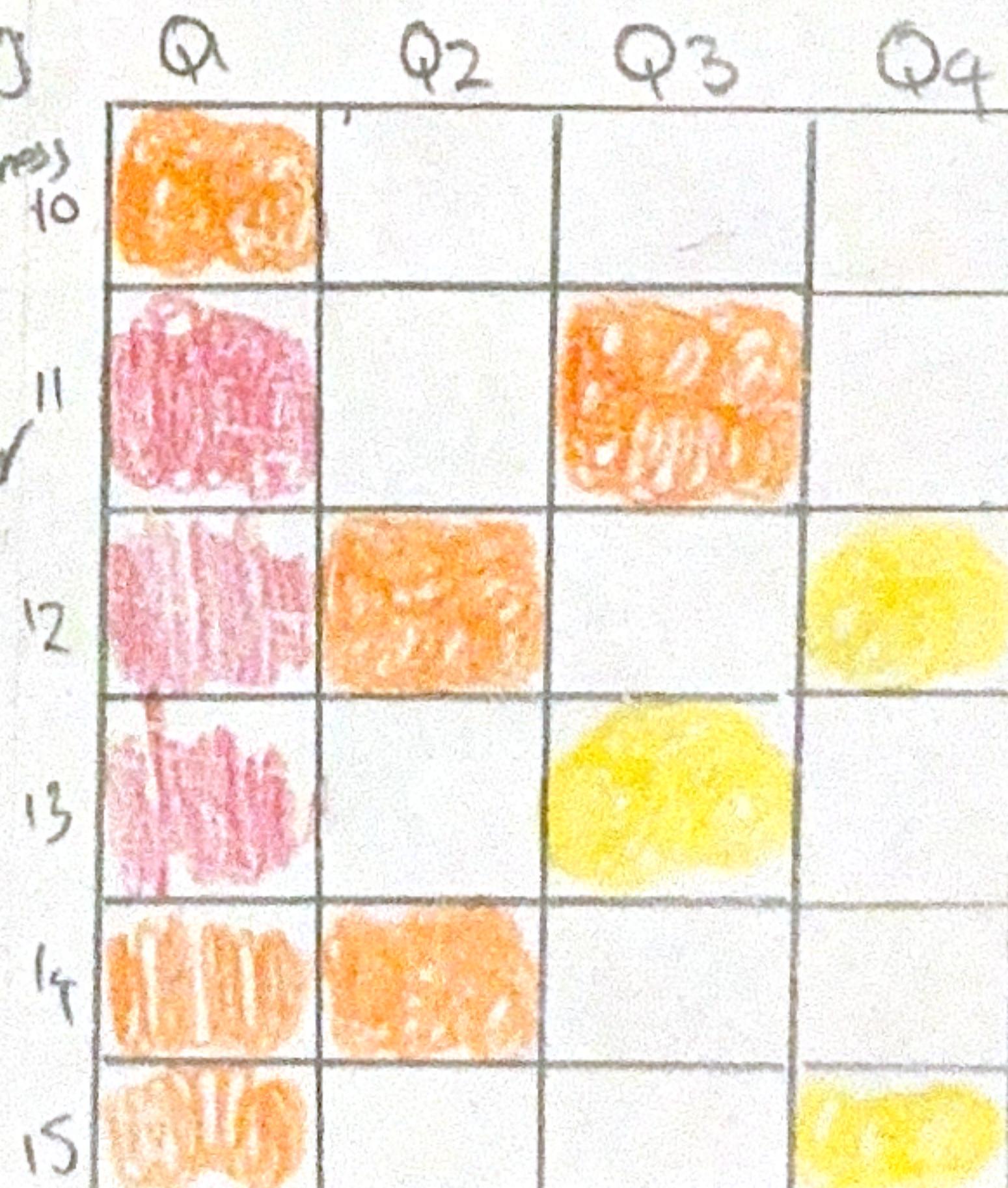
## POPULAR REGIONS



## TOURISM BY Quarter

LEGEND

- = Holiday
- = Business
- = Visit
- = Other



LEGEND: