

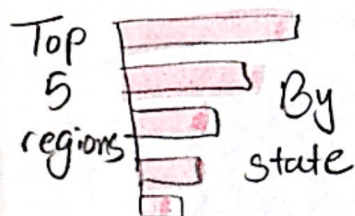
# IDEAS

1) Origin-destination flow map

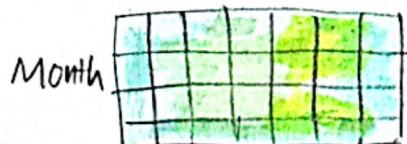


2) choropleth Map

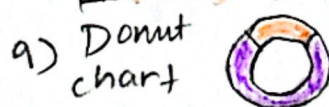
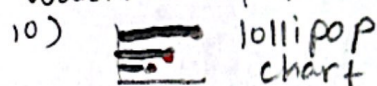
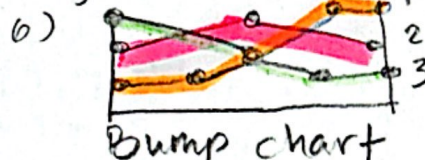
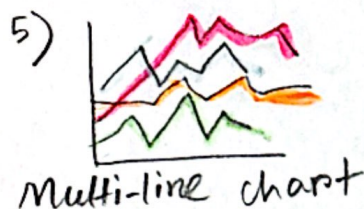
3) Ranked bar charts / nested



4) Heatmap



(calendar style or by states)



## COMBINE & REFINE

① and ⑩ could potentially be combined as they both show the Top 10 source countries.

① is not feasible as it is not possible to create an origin-destination flow map using Vega-Lite easily.

Can connect ② and ③ using an interactive filter. Click on states → Top regions within the state

Sheet 1

Date: 21/10/2025

Name: Nabila Hasan

Title: Tourism in Australia  
- a storytelling dashboard

## FILTER

⑤ Multi-line charts & ⑥ Bump chart (discard)

Both show visitors across states

Keep multi-line charts as it can show numbers and trends by purposes over time

⑧ Stacked bar chart & ⑨ Donut chart (discard)

Both show relative comparison between domestic vs international  
Discard donut chart because too disproportionate

## CATEGORIZE

\* Geography

② and ③ and ⑤

\* Trends over time

④ and ⑥ and ⑦

\* Economic contribution

⑦ and ⑧

Source countries (lollipop chart) will follow international contribution can add purposes to ③

## QUESTIONS

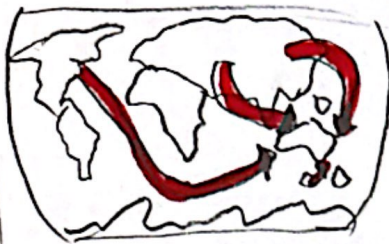
① Is the implementation of the visualisation idioms doable using Vega-Lite?

② Is there a clear narrative to tell a story through the dashboard?



# LAYOUT

## DASHBOARD VIEW



Tourism in Australia

Where Tourists Come From

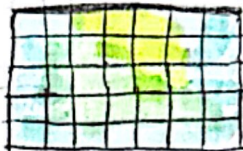


Where Tourists Go

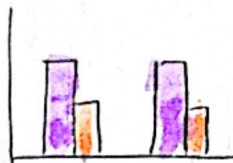
State  
Top Regions



Trends Over Time



Economic Contribution



Sheet 2

Date: 21/10/2025

Name: Nabila Hasan

Title: Magazine Style

## OPERATIONS

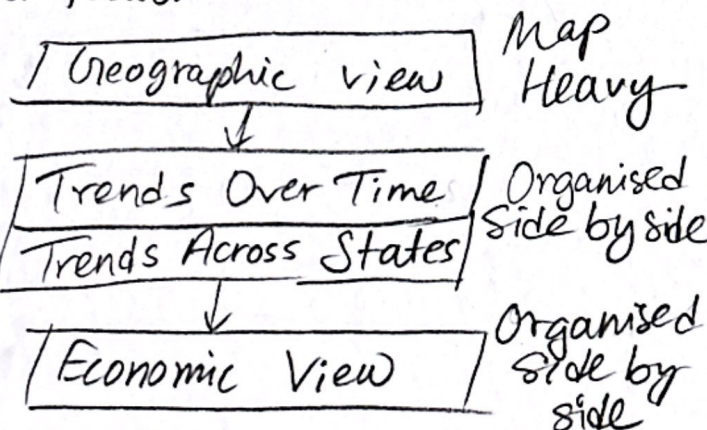
Year filter by year

clicking on a state reveals interacting the ranked visualisations bar chart for that state

could interact together with filters maybe highlight?

## FOCUS

- Audience: Australian public interested in travelling and tourism, industry professionals
- Essence: Dynamic multi-perspective view, everything in one place.
- User focus:



## DISCUSSION

### PROs:

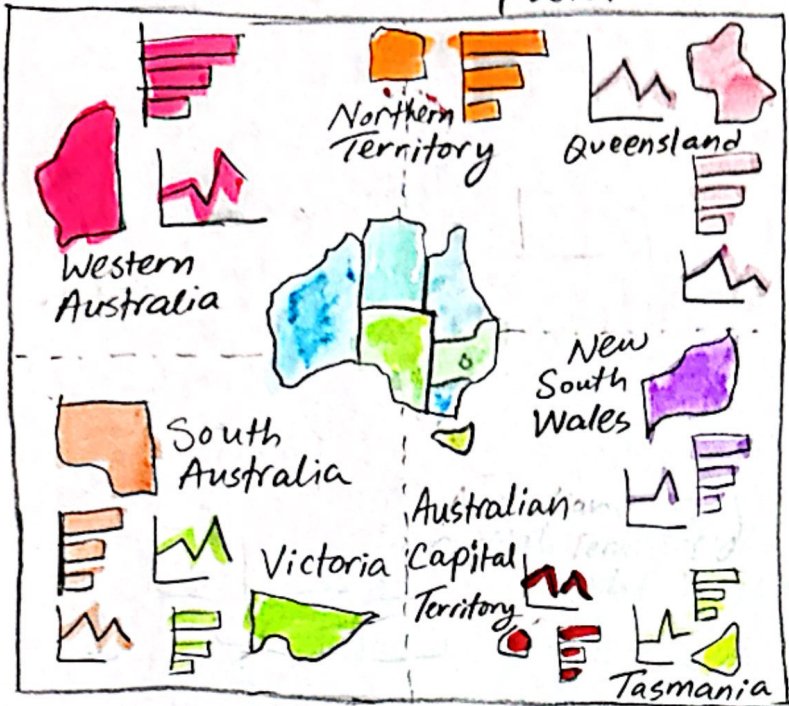
- visually appealing (maps and spatial data)
- Vertical scrolling, so better storytelling
- Move from one category to the next

### CONs:

- Origin-destination flow map not feasible to be implemented using vega lite
- time consuming to make



# LAYOUT Partitioned Poster

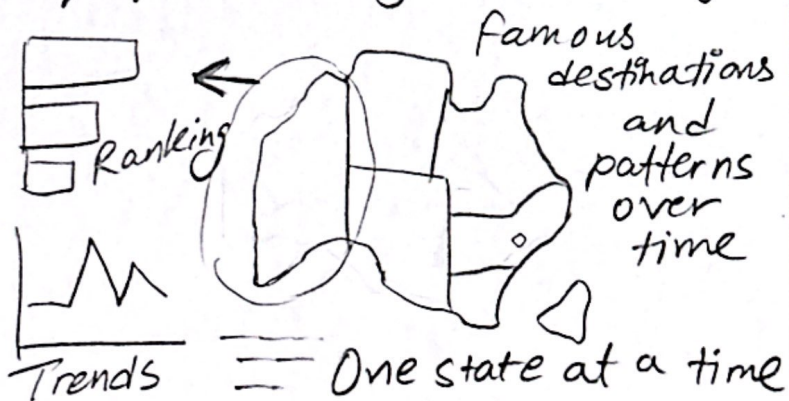


## DASHBOARD VIEW

Geography will be the main focus, partitioned by the different states, showing regional trends and patterns

## FOCUS

- Audience: Policymakers, Australian tourism industry, travellers
- Essence: Highlighting the role of different states, regional investment decision-making, trip planning
- User focus:



Sheet 3 Date: 21/10/2025

Name: Nabila Hasan

Title: Partitioned poster

## OPERATIONS



All states will be colour coded, matching with the visualisations for that state. Different colour highlight for each state

## DISCUSSION

### PROs:

- Visually appealing and interesting to navigate

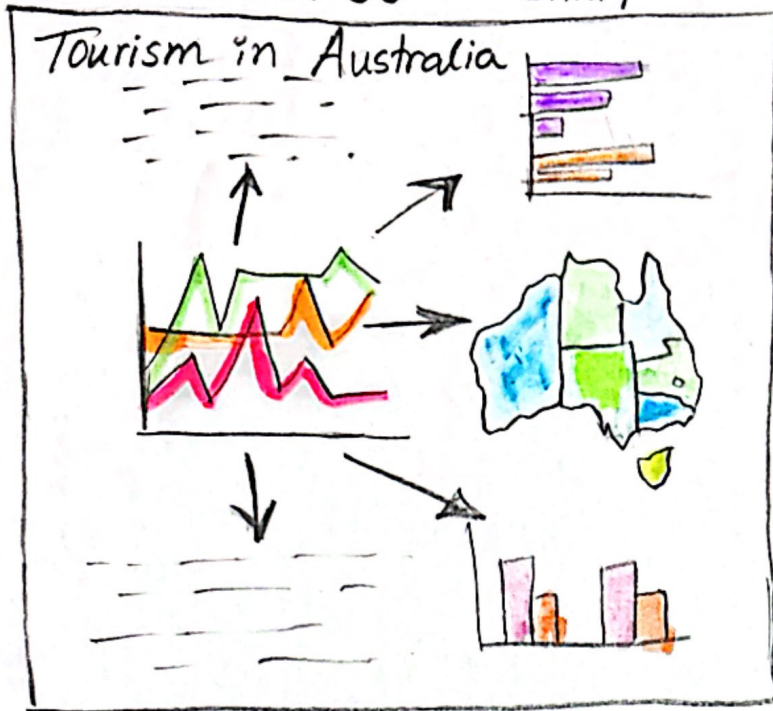
### CONS:

- Trends are hard to compare since states are far away
- Economic side not shown



# LAYOUT

Annotated Chart

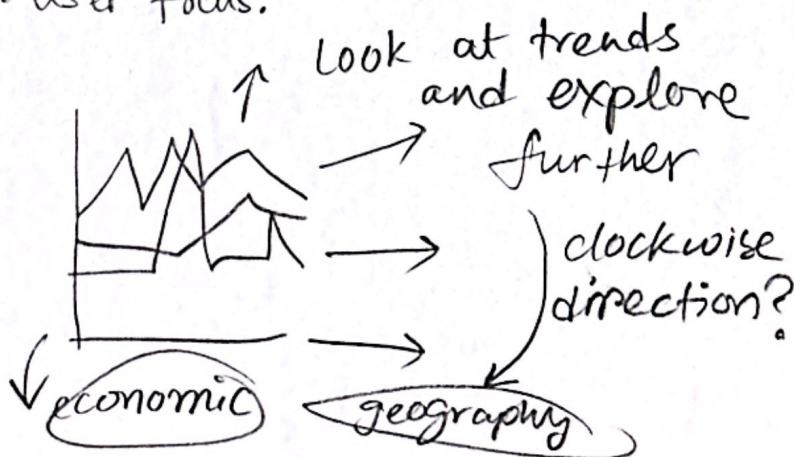


## DASHBOARD VIEW

The interactive chart will be the main focus, everything else will serve as further contextual visualisation / text through annotations around it.

## FOCUS

- Audience: Tourism researchers, analysts, and agencies.
- Essence: Data driven decisions about tourism recovery and marketing strategies.
- User focus:

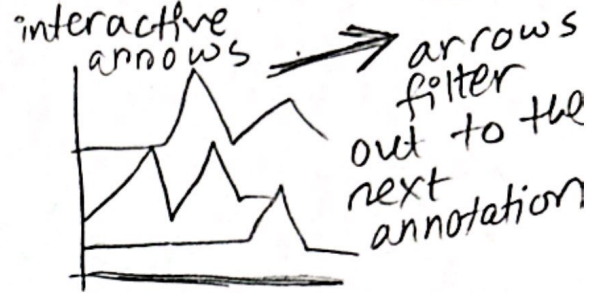


Sheet 4 Date: 21/10/2025

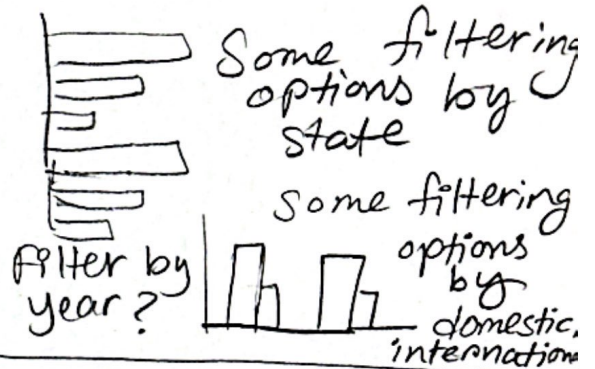
Name: Nabila Hasan

Title: Annotated chart

## OPERATIONS



The arrow will highlight the next visualisation among all other visualisations



## DISCUSSION

### PROs:

- less spatial data involved, so less work

### CONS:

- Map positioning seems off, it's not focused
- Difficult to narrate through a story in chronological order.



# LAYOUT

## DASHBOARD VIEW

Tourism in Australia  
subtitle

legends

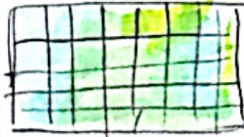
Subheading 1



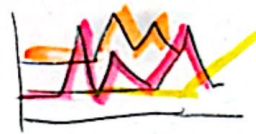
Subheading 2



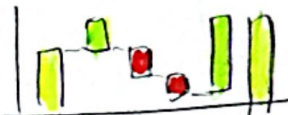
Subheading 3



Subheading 4



Subheading 5



Subheading 6



Subheading 7



Sheet 5 Date: 21/10/2025

Name: Nabila Hasan

Title: Final Design Sheet

## OPERATIONS

- Subheading 1 Year  
colour changing on map Filter by year
- Subheading 2 State  
filter by state interactive?
- Subheading 3 Tooltips and annotations.
- Subheading 4 Purpose  
filter by purpose
- Subheading 5 Tooltips and annotations.
- Subheading 6 highlight domestic / international
- Subheading 7 Flag icons
- Metadata → clickable source links

## FOCUS

- no main graph focus, all visualisations are equally important
- focus on smooth transition from one idiom to the other to narrate through a story
- Drop-down filters and interactive Hover tooltips will be the most engaging for users.

Tourism Across Australia →  
Most Popular Regions by States →  
Tourism Across Time → Why  
people travel → Changing role in  
economy → Domestic VS International → from where

## DETAILS

- Datasets already found in CSV format
- Installed Vega Lite
- Set up public GIT repository, host HTML
- Data wrangling (manual & python)
- Spatial data found, map dataset.

Time estimation:

~ 4 hours for each visualisation  
~ 2 days for putting it all together.