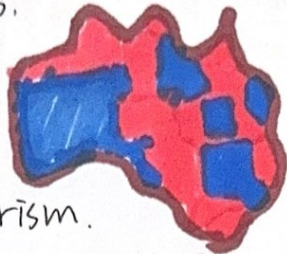
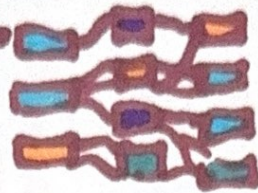
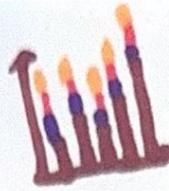


# IDEAS



- International Visitor Flow
- Regional Tourist Numbers.
- Tourism's Contribution to GDP.
- Employment Trends in Tourism.
- Tourist Spending Breakdown.
- Sectoral Contribution to Economy.

• Sankey diagram

• Choropleth map

• Bar chart 

• Line chart

• Treemap. ~~Isk~~

• Pie chart.

## Filter.

Questions:

• Dashboard.

• Category.

• Remove Duplication.

• Feasibility check ✓

✓ visitor flow: where come from and where to go. ✓

✓ Regional and Economic impact: How affect GDP and employment. ✓

✓ spend patterns: How spend their money. ✓

employment trends?

sectoral economic?

## Categorize.

• Visitor Flow and Regional Distribution

• Economic Impact:

• Employment and Spending

Sankey Diagram: International tourist flow from source countries to Australian regions.

Map: changes in tourist numbers across Australian regions.

Bar chart: Annual tourism GDP Contribution by region

Pie chart: Sectoral contribution to tourism economy

line chart: Employment trends in tourism-related industries

Tree map: Tourist spending breakdown by category and region.

## Combine, Refine

Visitor Flow & Regional impact?

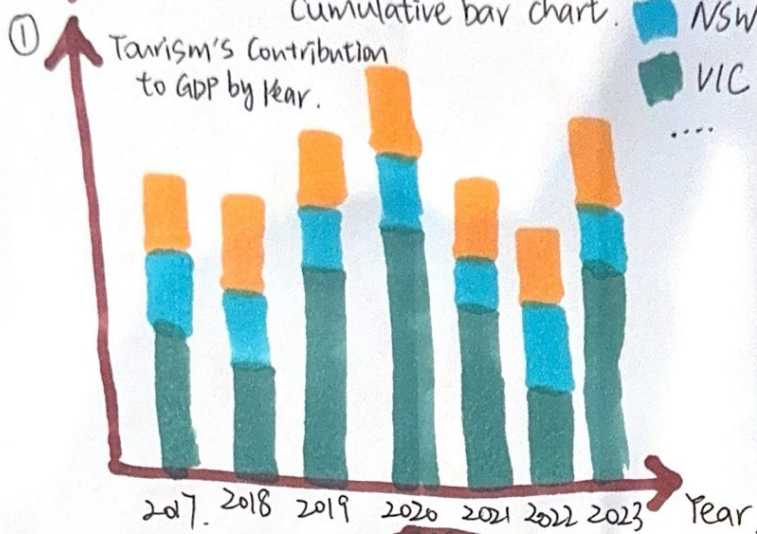
Sankey diagram & Choropleth Map.

Impact & job creation.

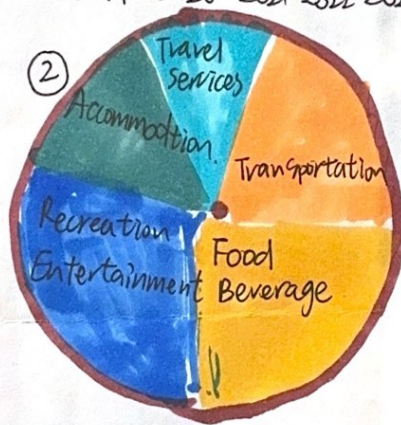
Bar chart & pie chart.



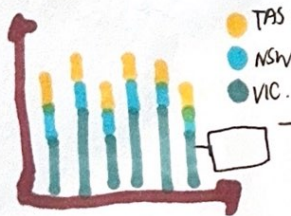
## Layout:



pie chart  
Economic Breakdown by Sector.



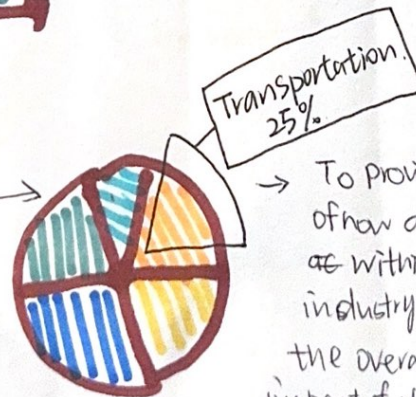
## Focus:



→ Each bar represents a year, diff colour used to distinguish state.

→ Taller bar represent higher GDP contributions.

Display the exact percentage and monetary contribution.



→ To provide a breakdown of how diff sectors are within the tourism industry contribute to the overall economic impact of tourism.

Title: Visualisation project 2

Author: Xinlu Tian

Date: 14/09/2024

Sheet: 02.

Task: Economic Impact Analysis.

## Operations

① Users can filter by year, state, or ~~se~~ sector to explore the ~~en econ~~ economic impact in detail. Hovering over a bar will reveal exact GDP contribution values for that year.

② User can click on a sector to explore further details about its contribution in diff regions ~~or~~ display exact percentage.

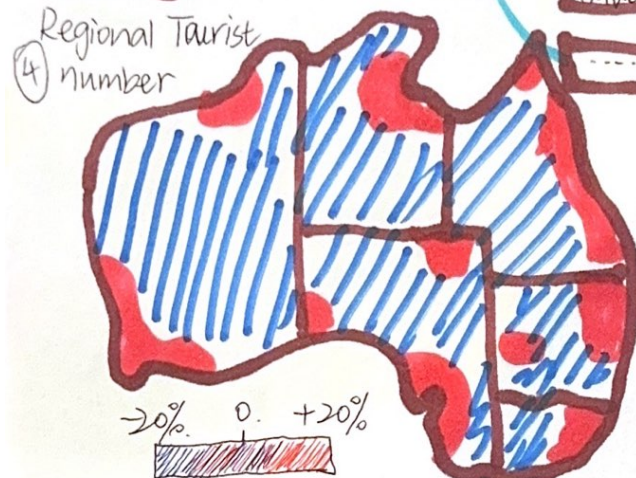
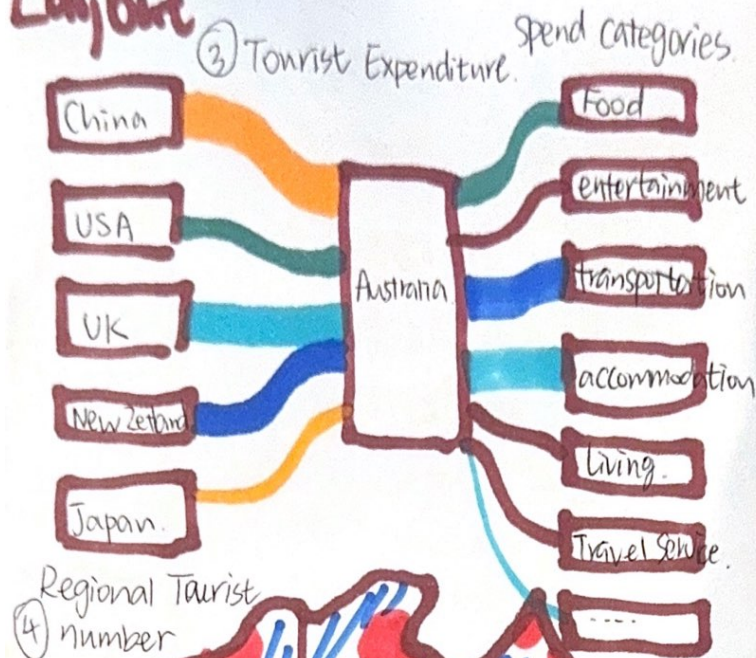
## Discussion:

① Shows the growth or decline of tourism's economic impact, offering a comparative view across regions and time periods. Identifies which states are the most economically dependent on tourism.

② Helps to identify which sectors drive the tourism industry, showing where investments or policy adjustments might be most impactful.



## Layout



## Focus



The size of the flow lines representing the volume of expenditure.



**Title:** Visualisation project 2

**Author:** Xinlu Tian

**Date:** 14/09/2024

**Sheet:** 03

**Task:** Visitor Flow Analysis  
**Operation**

① Clicking on a country will filter the diagram to show only that country's spending distribution. User can hover over the flow lines to see detailed data.

② User can click on regions to filter related visualization (e.g. economic impact or employment data). display detail statistics for that area, percentage increase or decrease in tourist.

Blue : ↓

Red : ↑

## Discussion

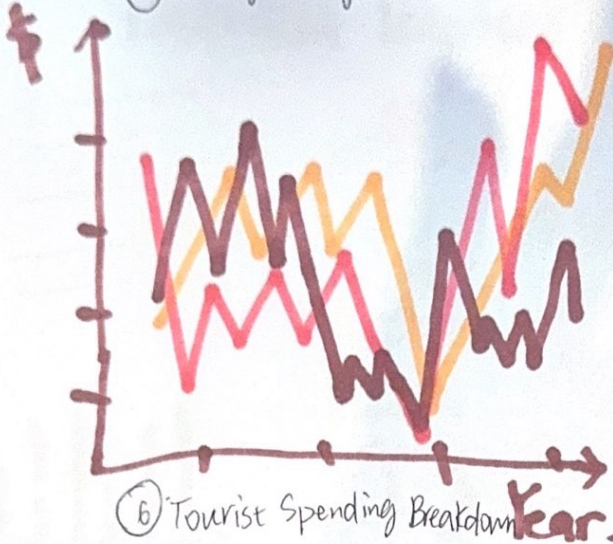
③ Identifies the most significant spending areas for tourists from different countries, highlighting where the highest economic contributions are made.

④ Provides an immediate visual cue of which areas are gaining or losing tourists, allowing users to investigate the reasons behind regional trends. Help identify regions that are growing in popularity among tourists and those that may need further investment or marketing.

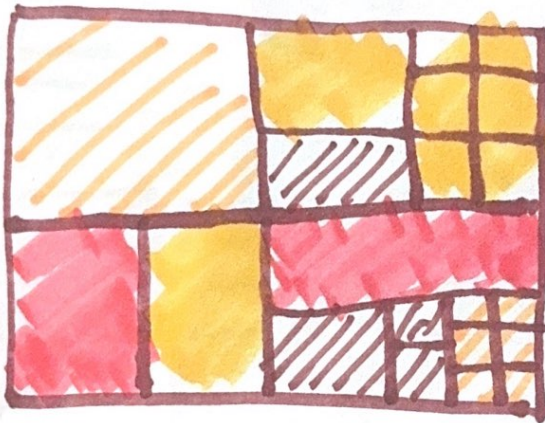


## Layout.

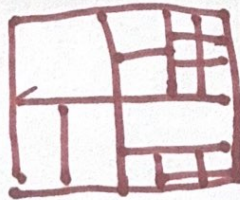
⑤ Employment by Sector Over time.



⑥ Tourist Spending Breakdown



## Focus



↓  
Each spending category will be presented by a block of color, with size of each block proportional to the total spending in that category.



**Title:** Visualisation project 2.

**Author:** Xinlu Tian

**Date:** 14/09/2024

**Sheet:** 04.

**Task:** Employment, Consumption analysis.  
**Operation**

⑤ User can toggle sectors on and off to focus on specific industries. Hovering over the lines will display exact employment numbers for each year.

⑥ Click on categories to see how spending patterns change over time.

## Discussion

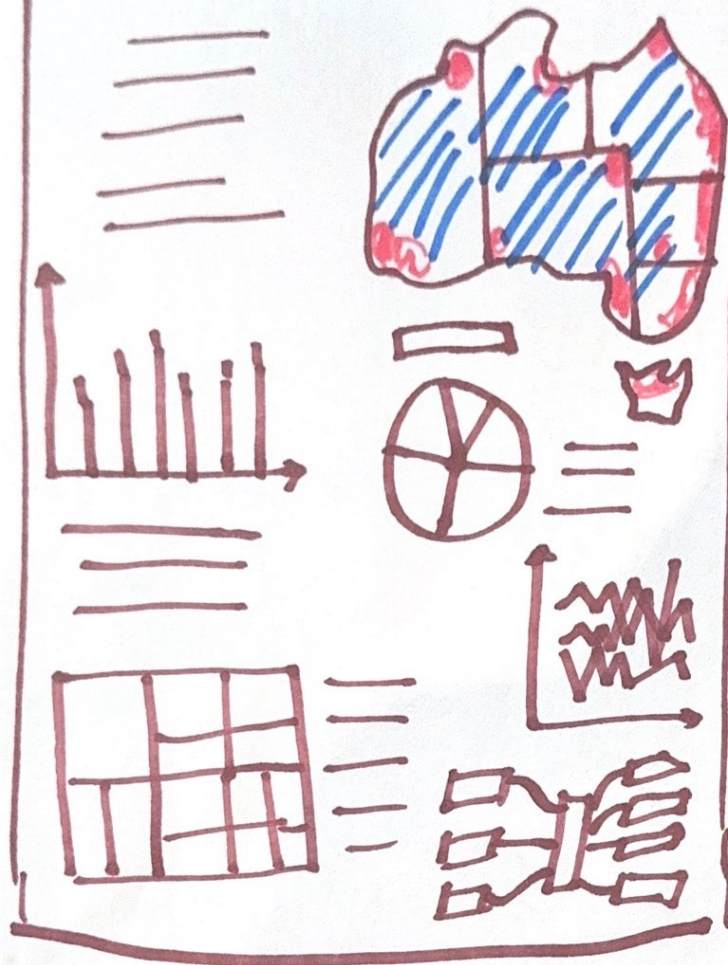
⑤ Shows how tourism supports various industries and how employment levels fluctuate overtime, helping to identify sectors most affected by tourism growth or decline. Offer insights into how job creation correlates with tourist numbers and economic contributions.

⑥ Highlights the primary areas where tourists are spending money, offering potential insights into ~~regional~~ regional strengths.



## Layout

### Australia Tourism Trend



## Focus

● Decrease

● Increase

### Australia Tourism Trend

↓  
font used: clean, modern  
(Sans-serif fonts: OpenSans)

Title: visualisation Project 2

Author: Xinlu Tian

Date: 14/09/2024

Sheet: 05

Task: Dashboard

## Operation.

Users will be able to select specific timeframes using a date range picker at the top of the dashboard. Sankey and map will both update dynamically based on the selected time period.

The

## Discussion

The Sankey diagram and map combination offers a powerful visualization of both tourist spending behavior and regional travel patterns, providing deep insights into how tourists interact with different parts of the Australian economy. Con: Sankey diagram can become visually complex if there are too many countries and spending categories.