

## Data Story for HelloNT

### -Your Digital Itinerary Planner

Simplifying Northern Territory Visit Planning: A Data-Driven Approach to a User-Friendly Website

#### 1. Introduction

- Digital Travel Planner in boosting tourism in NT
- Target Audience (Domestic Vacation Visitors) - Northern territories has the highest Predicted 5-year-average domestic visitor nights growth (%) compared to other areas (NT:6.5%):  
<https://www.tourism.australia.com/content/dam/digital/corporate/documents/tourism-australia-travel-sentiment-tracker-domestic-15-20-june-2022-v1.pdf>

#### 2. Problem Statement

- How can data be used to create innovative solutions that boost tourism in the Northern Territory, attract more visitors, and/or enhance their cultural experience?
- Current website issues: scattered information, poor navigation
- User pain points: difficulty in creating itineraries, budget management challenges
- Current planner-
  - Transparency Issues
  - Poor Customer Service
  - **Ease of Use:** Booking accommodations seems complicated on these platforms, leading to user frustration. A streamlined, intuitive user interface with features like easy booking modifications and a step-by-step guide could differentiate your product.

#### 3. Data Evidence

Based on the latest visitor dataset from the official Northern Territory Government website, the following information has been gathered:

- Purpose of visiting Northern Territory was classified as:
  - Holidays **decreased** by 41%
  - Visiting friends and family **increased** by 29%
  - Business related trips **increased** by 2.8%
  - Other (education, employment etc) **increased** by 7.2%
  - [https://www.tourismnt.com.au/system/files/uploads/files/2024/International\\_snapshot%20YE%20Mar%2024.pdf](https://www.tourismnt.com.au/system/files/uploads/files/2024/International_snapshot%20YE%20Mar%2024.pdf)

This information suggests that people visit Northern Territory mainly for living, employment, visiting families, but do not explore the area for holidays or as a leisurely trip.

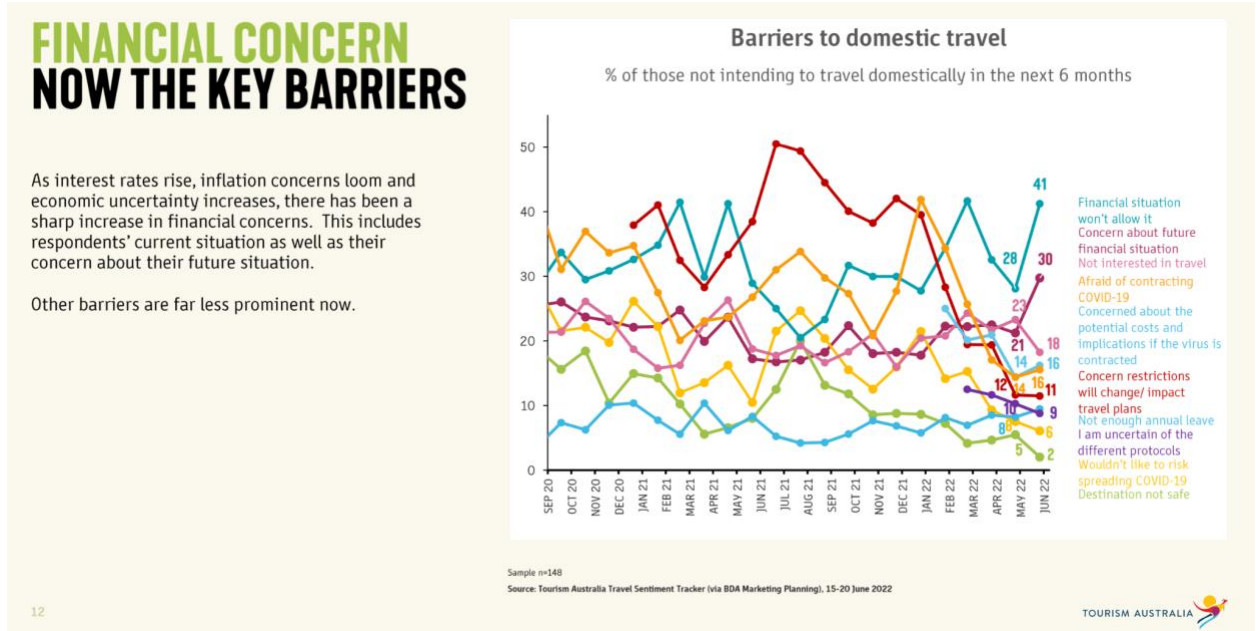
- The 5 most popular activities for travelers with accessibility needs were:
  - Dining at restaurants/cafes 64%
  - Visiting friends and relatives 39%
  - Shopping 24%
  - Sightseeing 23%
  - <https://www.tra.gov.au/en/economic-analysis/accessible-tourism-in-australia>

Therefore, travelers with accessibility needs prefer to visit restaurants and visit their friends and families, rather than sightseeing. This could be because restaurants and cafes are known to provide fully accessible paths and entry points that ensure quality experiences. Visiting history or heritage buildings, sites, monuments sat at just 4% of priorities and attending festivals/ fairs or cultural events was even lower at 3%.

- Weather:
  - Dataset for monthly weather and temperature
  - <https://reg.bom.gov.au/climate/dwo/IDCJDW8014.latest.shtml>
  - Recommended places to visit based on weather can be found on this website:
  - <https://ntnow.com.au/weather-and-when-to-travel-in-the-nt?srsId=AfmBOoo79qC87iuKaBwoCcEu0QYJ1gw-T23Xp1lhrqjN07Bawk95yo6z>
- Events:
  - Month-wise events calender:
  - [https://assets.contentstack.io/v3/assets/blt0a1258326b2bae62/blt1d3ee679ddc44609/TNTCS-0007333%20-%20Calendar%20of%20festivals%20and%20events\\_v5%20\(May%202024%20update%20FA\).pdf](https://assets.contentstack.io/v3/assets/blt0a1258326b2bae62/blt1d3ee679ddc44609/TNTCS-0007333%20-%20Calendar%20of%20festivals%20and%20events_v5%20(May%202024%20update%20FA).pdf)
  - State wise event list that contains all events happening in Northern Territory <https://ntmajorevents.com.au/state-event-list>
- User feedback: survey results highlighting key frustrations

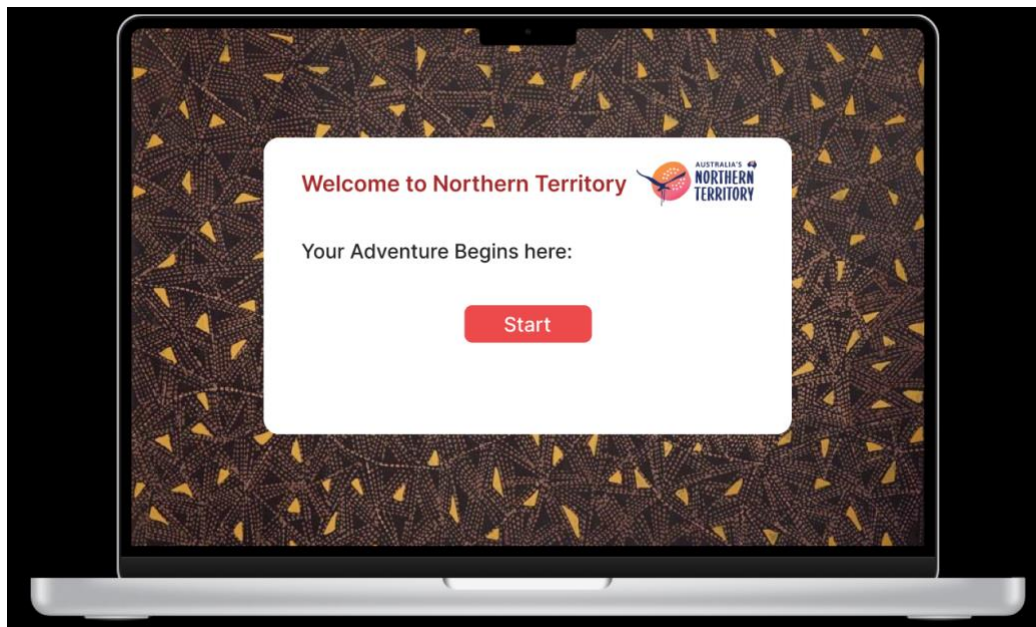
- Financial

## Concerns

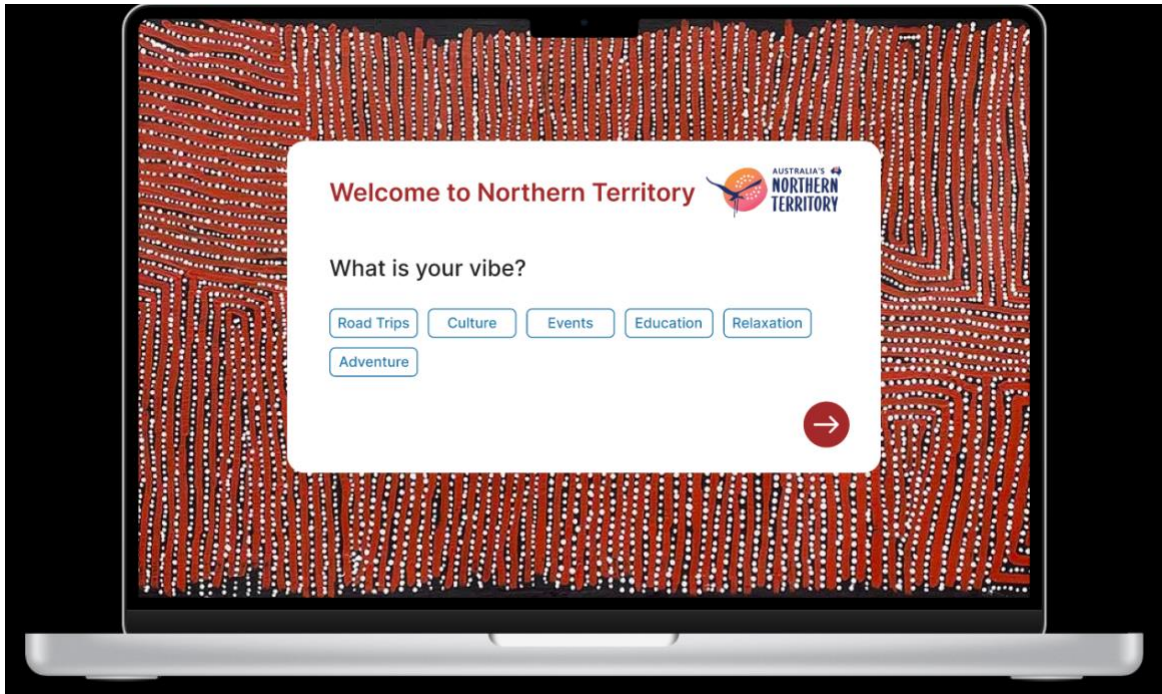


## 4. Solution

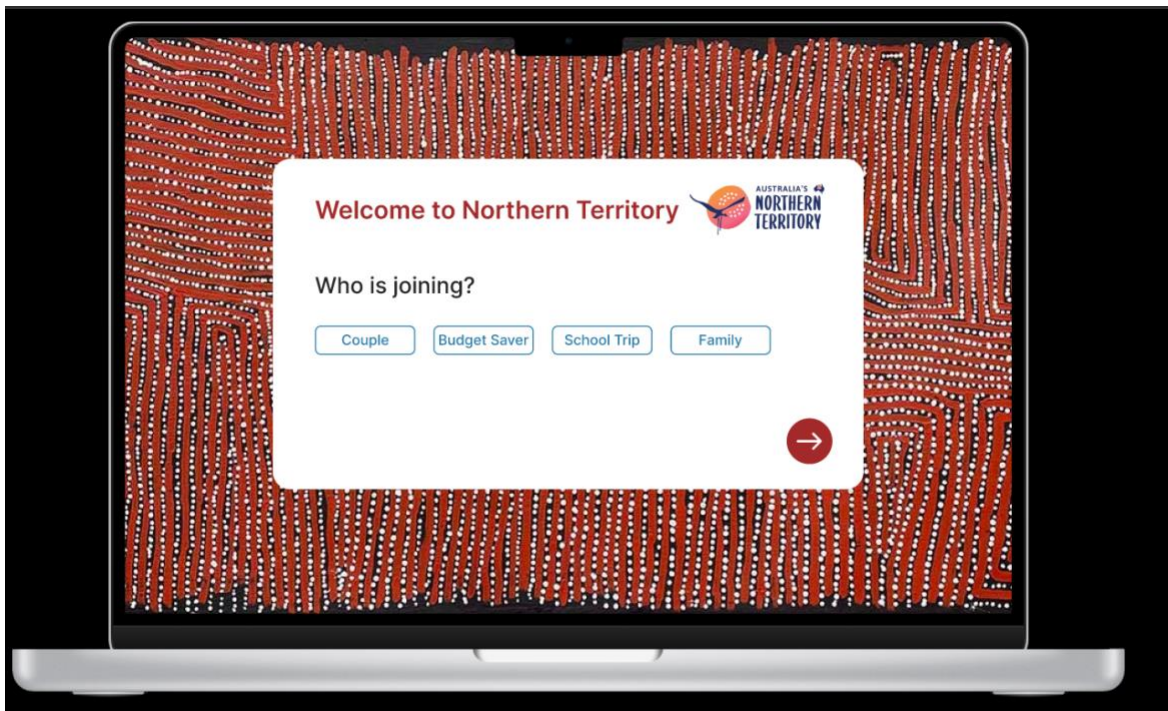
- Figma design mockups: Welcome page



- Finding the right vibe of your travel

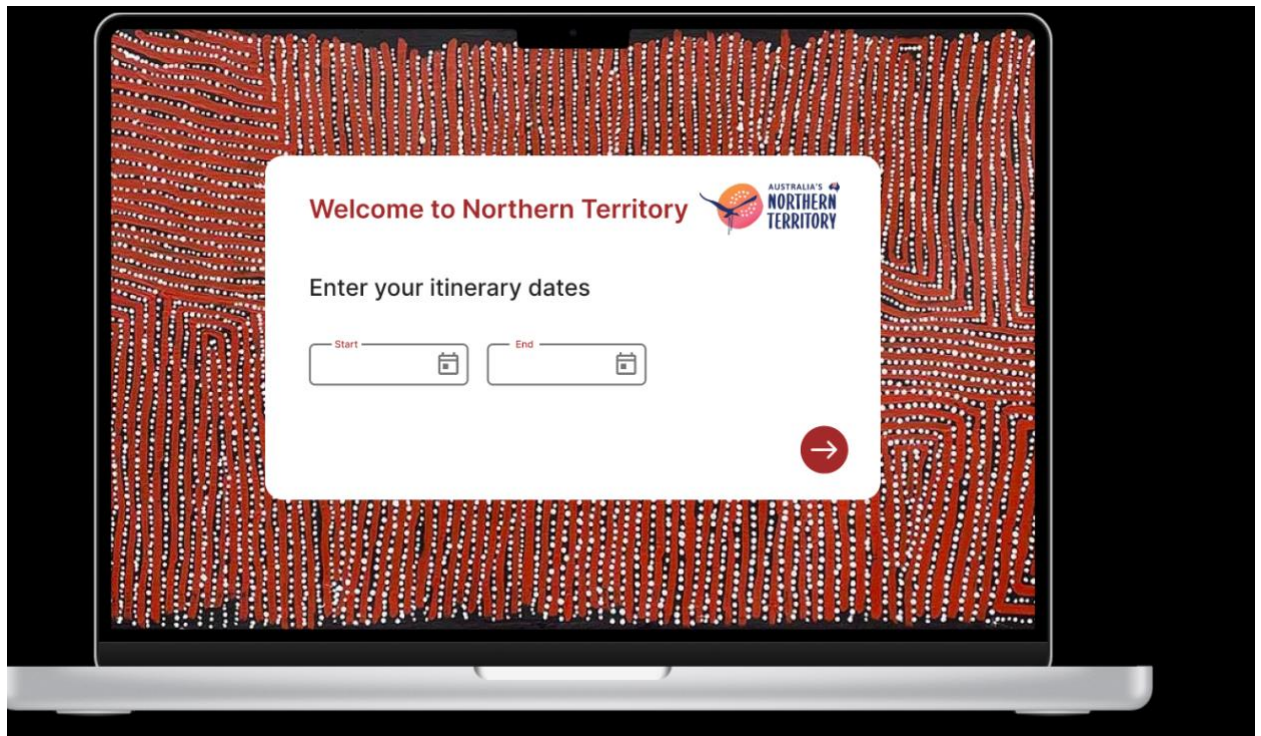


- Personalized according to the company.

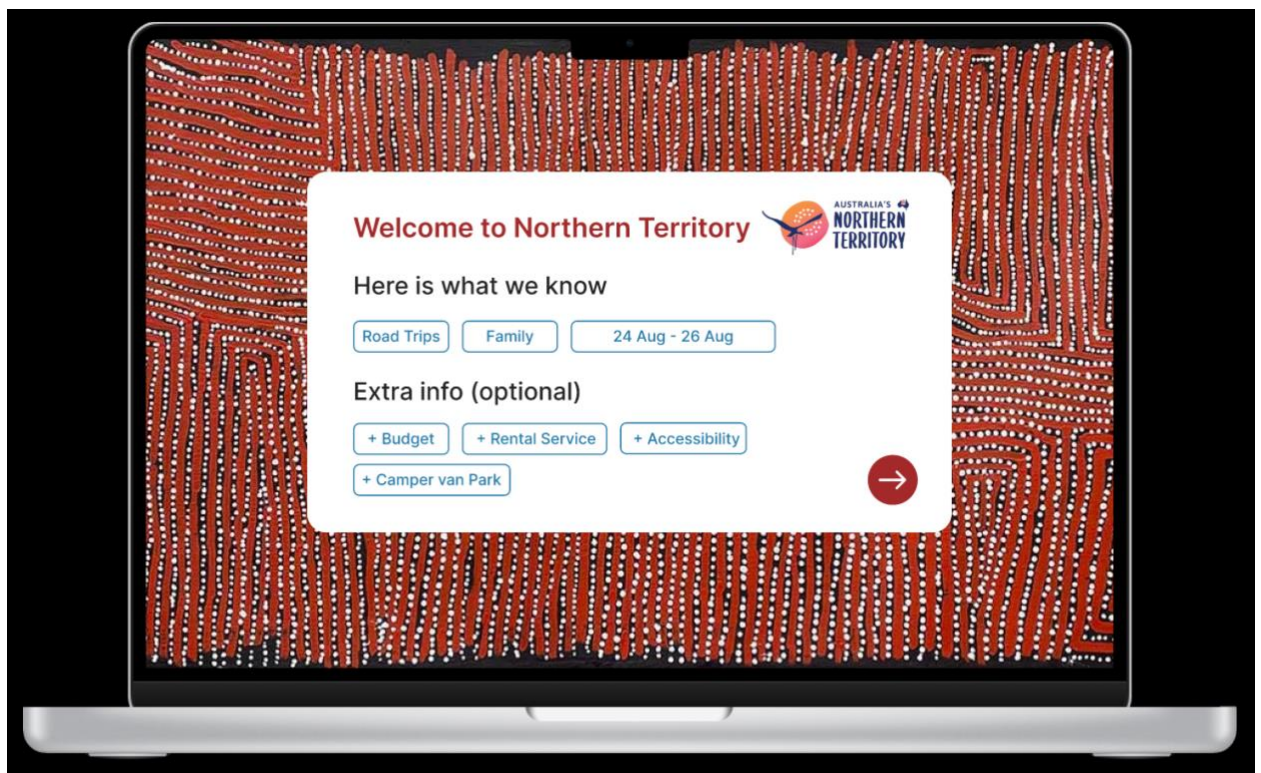


- Dates of travel

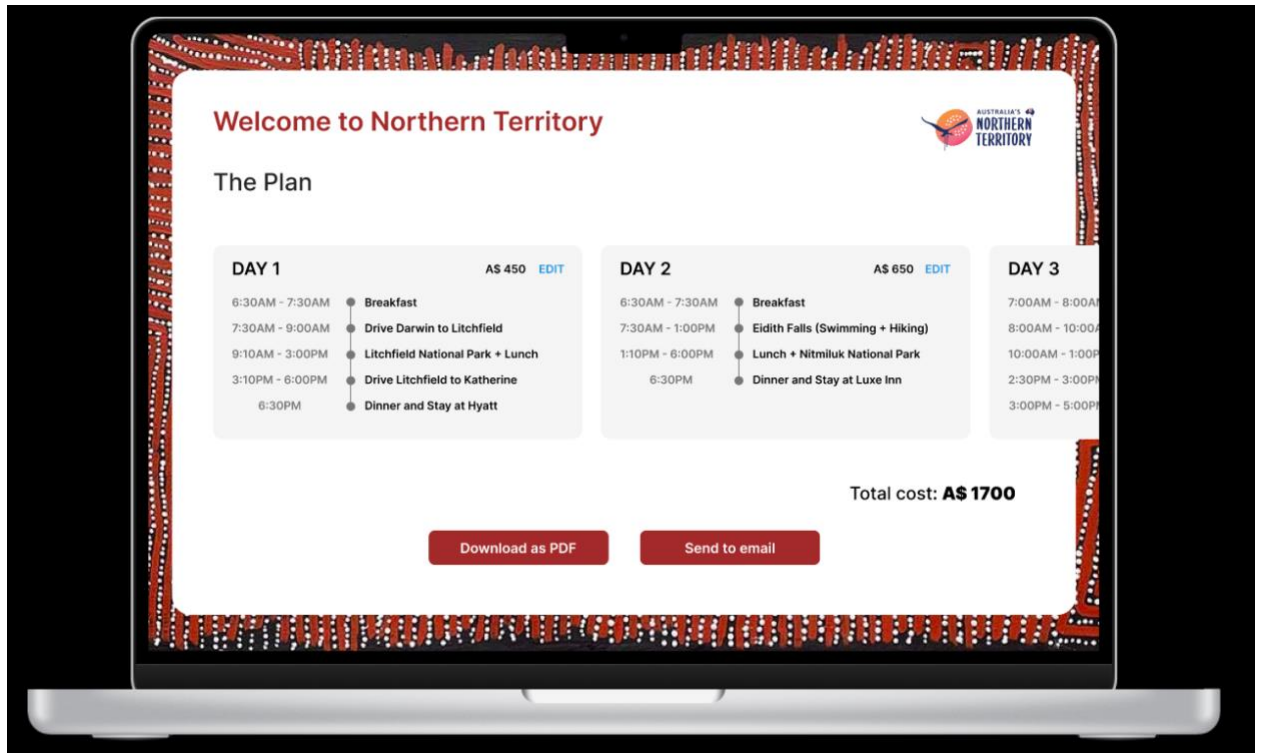




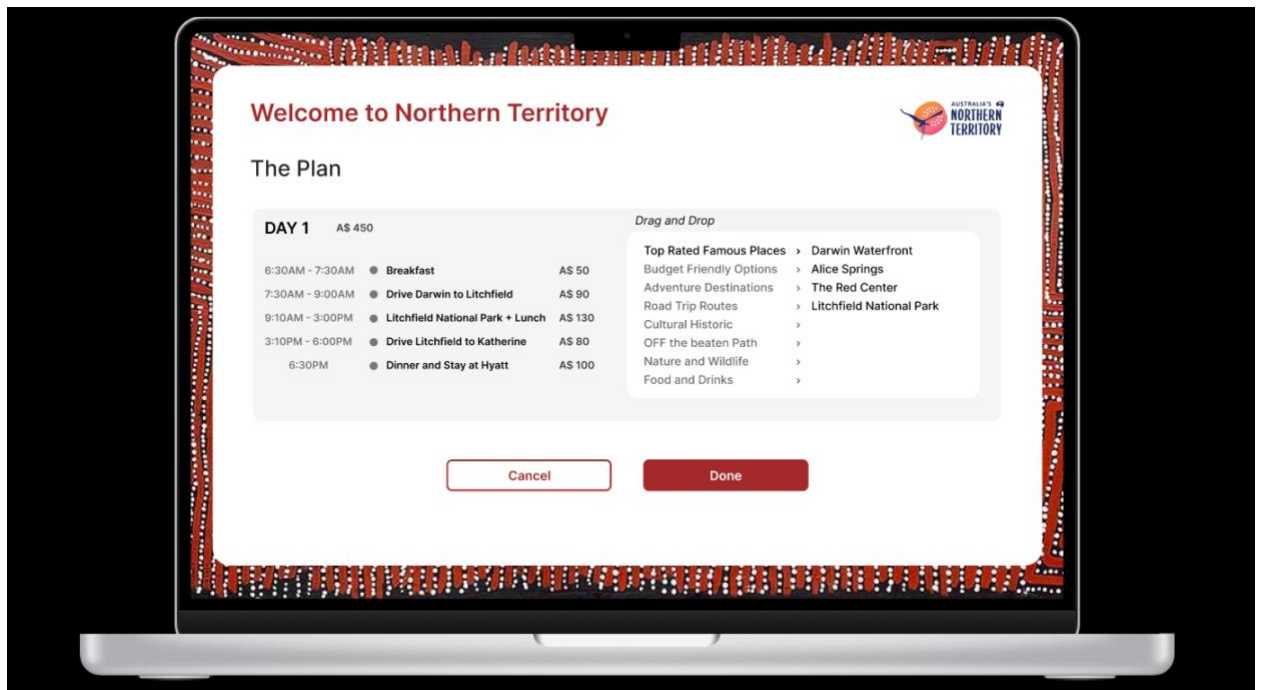
- Summary of your responses and additional filters.



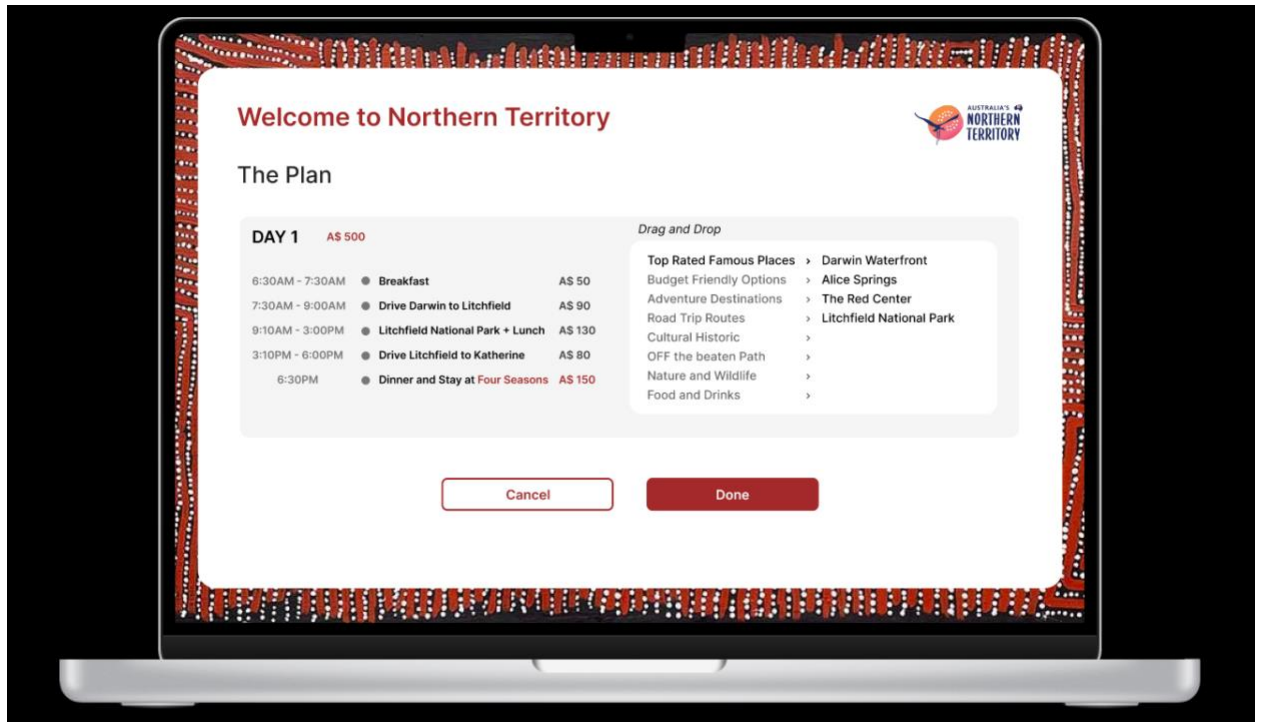
- Detailed plan for each day of travel that is editable and gives a proper breakdown of costing



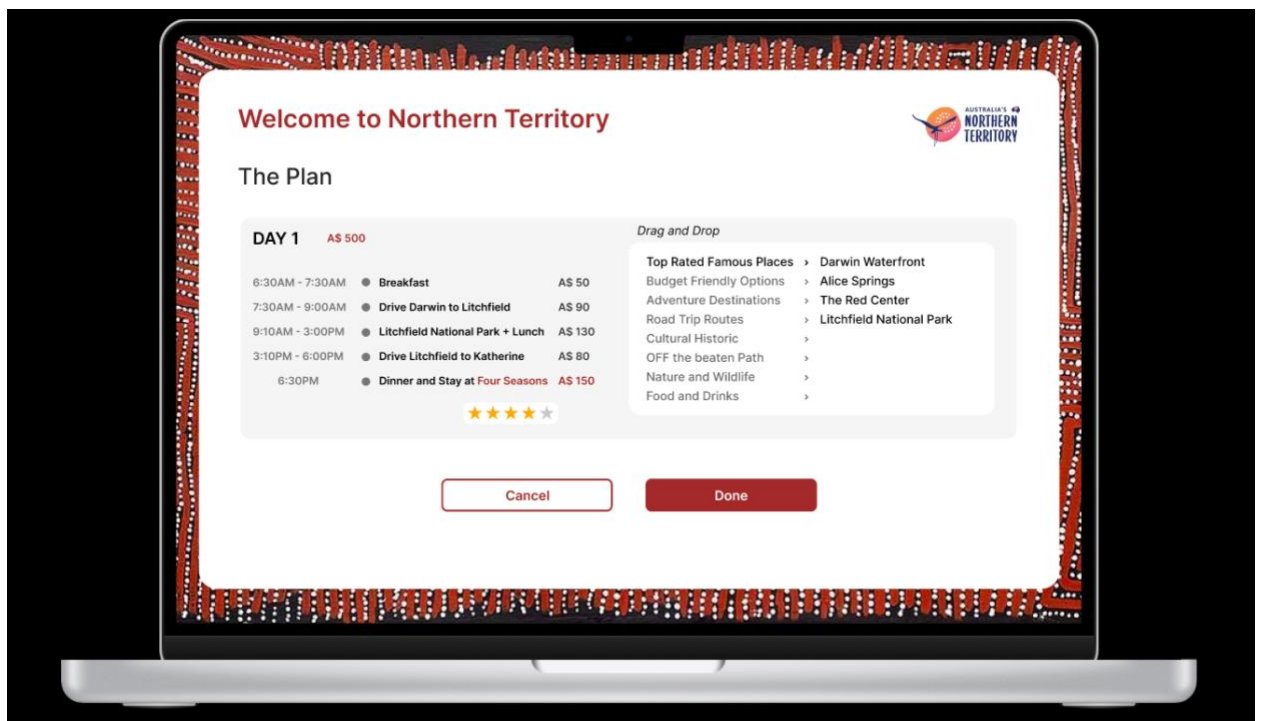
- Editable page for the plan of day 1 with drag and drop features that helps in a personalized approach to align with the budget needs.



- An example of drag and drop functionality.




- The edit feature also displays the star rating of each place.



- We can also generate a proper pdf with details of weather, things to pack, google maps link for the more detailed packing itinerary.



# PLAN



26 August 2024

**DAY 3**

6:30AM - 7:30AM

7:30AM - 9:00AM

9:10AM - 3:00PM

3:10PM - 6:00PM

6:30PM

● Breakfast

● Drive Darwin to Litchfield

● Litchfield National Park + Lunch


● Drive Litchfield to Katherine

● Dinner and Stay at Hyatt


**A\$ 450**

**Additional Information:**

Please bring a water bottle, sunglasses, hat, sunscreen, windbreaker, comfortable clothes, comfortable walking shoes and camera.



Average Weather : 21°C - 25°C



Google Trip : [Link](#)

**Price Breakdown**

Breakfast	A\$ 50
Drive Darwin to Litchfield	A\$ 90
Litchfield National Park + Lunch	A\$ 130
Drive Litchfield to Katherine	A\$ 80
Dinner and Stay at Hyatt	A\$ 100
<b>Total</b>	<b>A\$ 450</b>

\*\* All inclusive of GST \*\*

Made with ❤️ by Team Sober Tiramisu at GovHack 2024

- Key functionalities:
  - customized itinerary
  - budget tracking
  - interactive maps
  - save options
- Key sectors:



- Aboriginal tourism
- Adventure
- Business events
- Cruise
- Drive
- Education
- Food & Drink
- History & Heritage
- Increased advertisements/digital marketing e.g. Advertisement of outback as a place of adventure, Collaboration with influencers to promote the Digital itinerary planner and thus promote NT as a travel destination - [Dundee Campaign](#) and [Oprah's Adventure](#). Evidence: Norway collaborated with influencers who used the **Visit Norway trip planner** to design custom tours, including fjord exploration and hiking routes. These influencers shared their itineraries, complete with links to the planner, making it easy for followers to book similar trips. The campaign emphasized sustainable travel, using electric boats and responsible tourism practices, which attracted a wave of eco-conscious travelers.

## 5. Benefits and Impact

- Improved user engagement metrics
- Increased number of tourists, therefore increased revenue for the state.
- Enhanced user satisfaction and planning efficiency
- Additional features: weather info, item suggestions, reviews

## 6. Conclusion and Call to Action

Despite the many travel destinations in the Northern Territory, tourism is low in the area. Our new data-driven digital itinerary planner powered by Machine Learning algorithms provides a user-friendly platform that aims to address the current challenges in NT trip planning. It focuses on simplifying itinerary creation and providing affordable itinerary options. By promoting the planner through collaboration with influencers, we can boost tourism in the Northern Territory and increase revenue from tourism in the area.

Visuals:

- Current vs. new website analytics
- User feedback charts
- Figma design mockups
- Projected improvement graphs

## Tools and Resources

- Figma: Use it to create visual mockups and incorporate them into your data story.
- Google Sheets: Utilize for compiling and visualizing data (e.g., user feedback, analytics).
- Slack: Share drafts and gather feedback from the team.

Artworks used for this project are from this website:

<https://japingkaaboriginalart.com/>