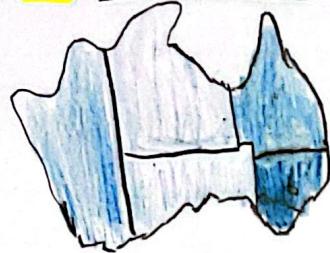
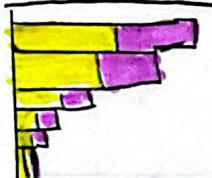


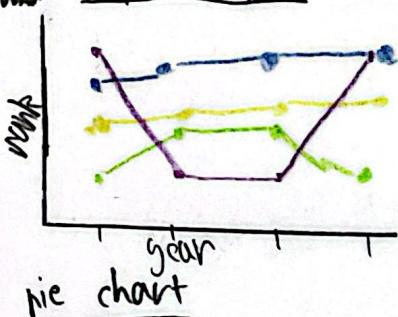
## Ideas Map Choropleth



stacked bar chart

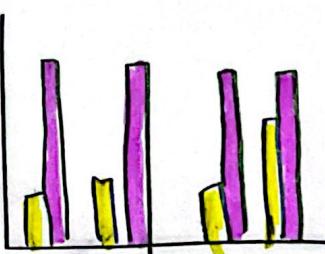


## Slope Graph

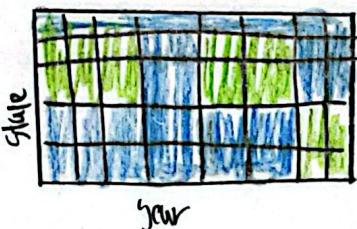


International  
domestic

## clustered Bar chart



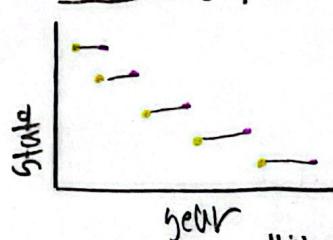
## Heatmap



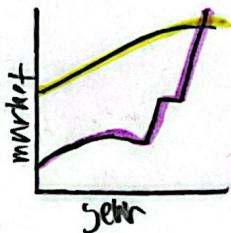
## donut chart



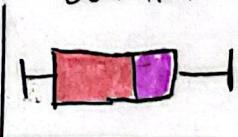
## Dumbell graph



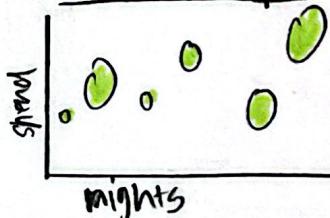
## Line chart



## Box Plot



## Bubble map



## Stacked bar



## 3. Categorise

### Trends over time:

- line chart
- Slope graph
- BM Dumbell graph

### Comparisons

- clustered bar
- stacked bar
- pie chart

### Distributions:

- Histogram
- Pie chart
- Box plot
- Stacked bar chart

### Context

- choropleth
- bubble plot
- flow chart

## 2. Filter

### omit (not decided):

- Box plot : no individual level data, only aggregates
- Flowchart: process diagram, not dat visualisation
- Pie chart: bad at demonstrating % values
- + Donut chart: proportionately to human eye

## 4. Combine & Refine

### A: Story - first layout

- Row 1: Choropleth showing internationals
- Row 2: Stacked bar chart

### Row 3: Dumbell chart

### Row 4: Slope chart

C: impact - first layout

- Hero chart in the bottom right with evergreen readability

### B: Analytical Dashboard

- . Top left: Choropleth
- . Top Right: Heat maps
- . Bottom left: clustered bar
- . Bottom Right: bumpy chart

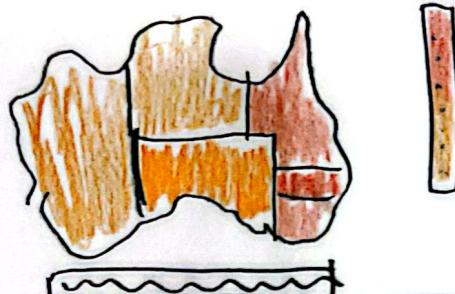
### 5. Summarise and questions

1. Include per capita or leave as absolute
2. Accessibility: min font sizes and contrast okay?

## Big Picture / Layout

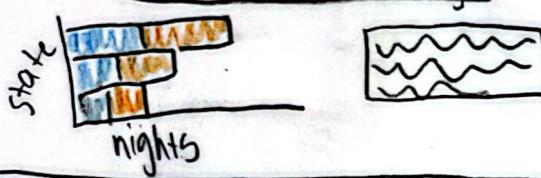
# International Concentration: Where tourism recovered first

## International visitors by State

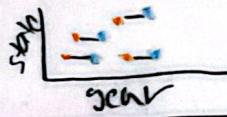


SI

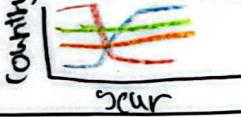
## Domestic vs International nights



## Recovery vs 2019 baseline



## Ranking International visitors



## Part / Focus

- Main focus is the amount of international visitors we get per state
- Choropleth catches all the attention when viewer initially looks at it
- Amber and Blue represents one of the main channels
- Builds narrative as you go down graph

Sheet 2,3,4

Name Adal Singh

Date 19/10/25

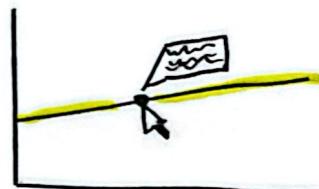
Title International concentration:  
where tourism recovered first

Description

## Story first layout

## Components / Operations

- Hover for precise values on graph



- Switch between raw values and index

toggle ▾

index%

raw%



- zoom on dot plot



## Pro & Cons

### Pros

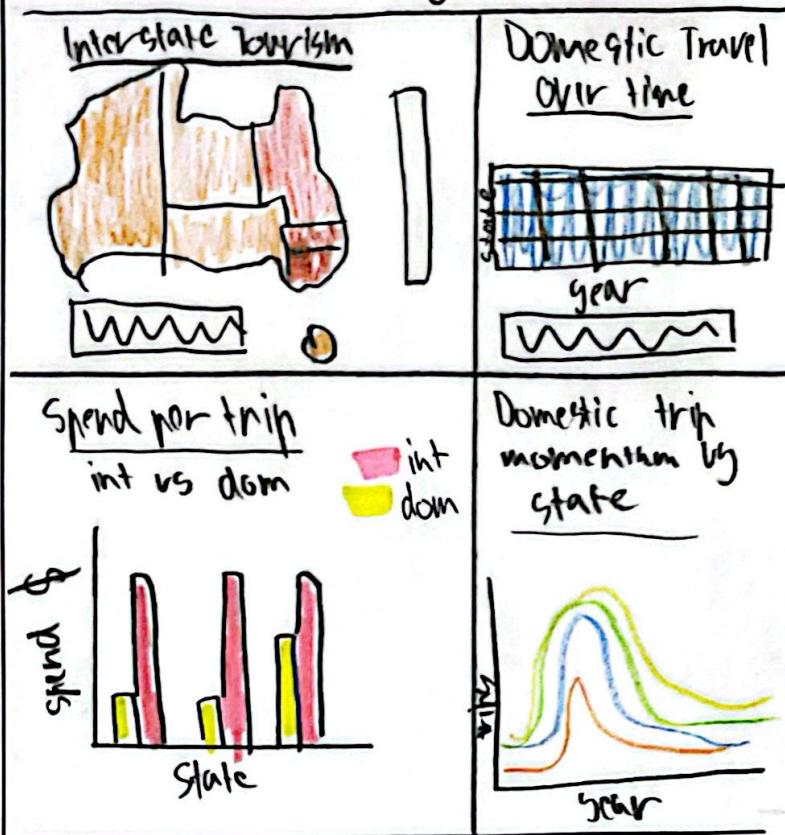
- Story first design
- easy to follow from top to bottom
- Multiple perspectives
- clear colour coding and annotations

### Cons

- Focuses too much on averages
- doesn't show distribution across debt funds
- may be information overload

# Domestic Demand

## The Unsung Hero



## Part / Focus

- No singular focus as all graphs have equal area size so share equal importance
- Goal was tell a story from 4 different points of view
- Want to reveal the shock absorber role of domestic travellers
- Colour a key channel here

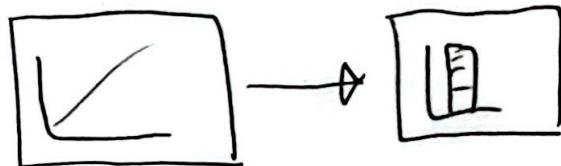
Title Domestic Demand

Description

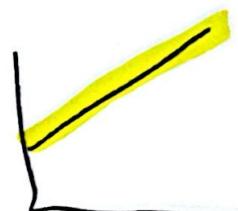
Analytical Dashboard

## Components / Operations

Pannels can be presented as a slide show:



Use Toggle to Isolate stat attribute:



## Pro &amp; Cons

## Pros

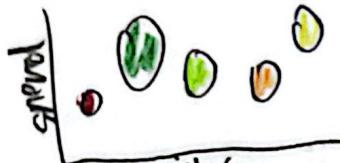
- covers trends, yearly change and distribution
- Bubble plot displays magnitude imbalance
- Easy to follow

## Cons

- Less cohesive than Sheet 2
- Bubble chart can be hard to interpret
- Possible information overload

## Big Picture / Layout

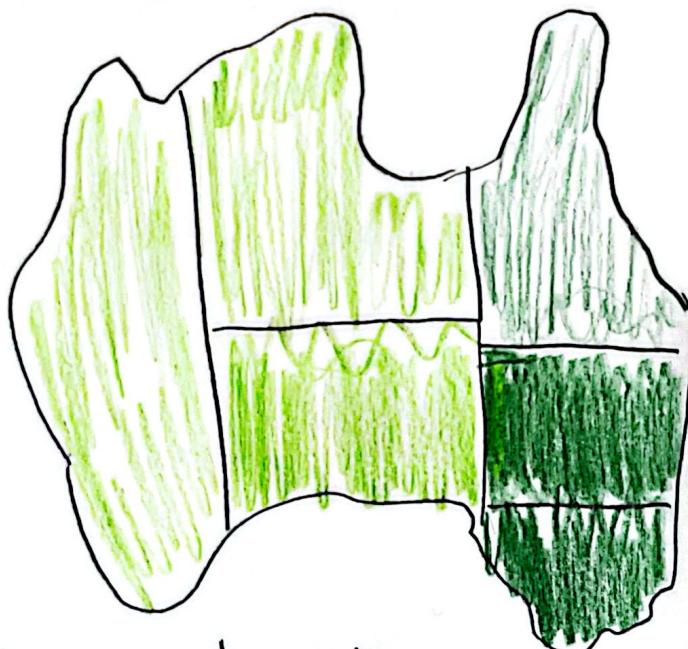
### Domestic Spend per night



### International vs Domestic spend



### Revenue From tourism per state



### Top International markets



## Part / Focus

- Highlight the quality over quantity transformation
  - fewer visitors but more valuable ones
- Economic shift narrative
- ↳ The choropleth is the focus of the visualisation as it catches the eye of the reader and garners their interest

## Sheet 2,3,4

Name

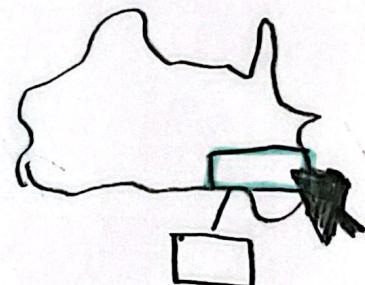
Date

Title Tourism Value Shift  
Volume to spend  
Description

All Impact first layout

## Components / Operations

1. Hover over states for precise values:



2. toggle between Histogram and pie chart



## Pro & Cons

### Pros

- Unique insight
- Visually engaging

### Cons

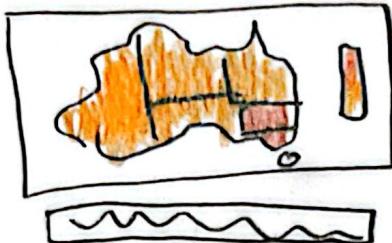
- harder to follow
- may be skewed by inflation

## Big Picture / Layout

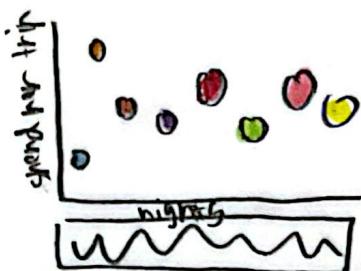
# Tourism Trends and Hotspots

## Where people went

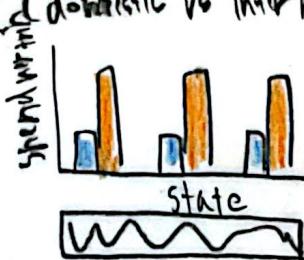
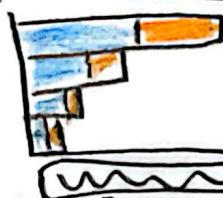
International visitors by state



## Domestic nights and spend

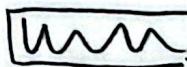


## How much they spent (domestic vs international)

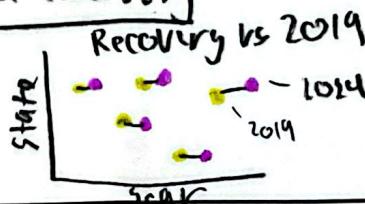


## When Demand returned

Domestic travel overtakes International



## International travel position and Recovery



## Part / Focus

- Focus: To show how Australia's tourism recovered after (Covid)-19 and how it evolved unevenly across states - with domestic travellers driving early stability, international visitors returning gradually, and spending patterns shifting toward higher value trips
- No one idiom takes away from another as they are proportionately sized

## Sheet 5

Name Adhal Singh

Date 19/10/25

Title Tourism Trends and Hotspots

Description

Holistic overview  
of the tourism sector  
with Australia

## Components / Operations

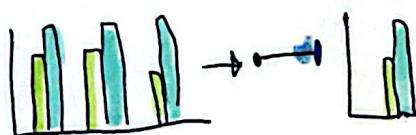
- Flower over state for tool tip



- Isolate Lines



- Filter Slider



## Details

### Dependencies:

- Vega ~~HTML~~
- VS code
- Java Script
- HTML/CSS

specific hardware requirement	target device: laptop screen
- High resolution	

### Time estimates:

- data prep: 2 days
- building and styling: 3 days
- formatting: 1.5 days