

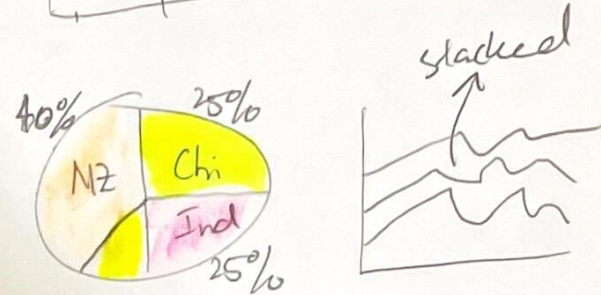
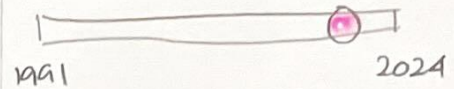
IDEAS

Arrivals by Country

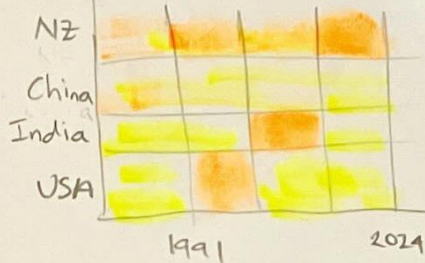
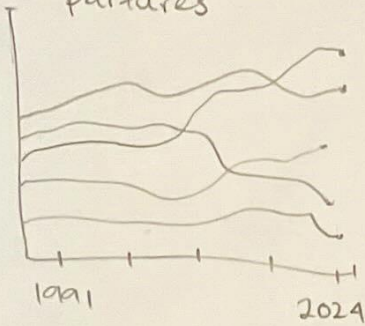


0.2M+
0.1M+
0.500k+
0.100k+

FILTER



Departures



CATEGORISE

National level
Arrivals to Au
total

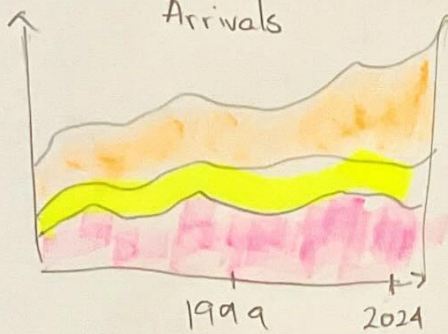


National Time
Series
1991-2024

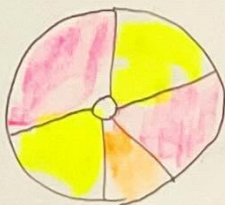


State by
State

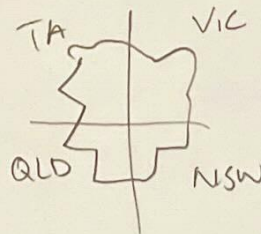
Arrivals



ACT
VIC
NSW
TAS

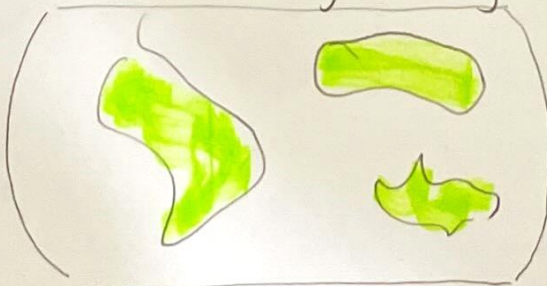


ACT
VIC
NSW
TAS

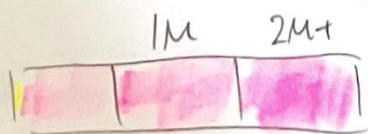


COMBINE & REFINED

Arrivals by Country



→ Equal area map to maintain area and distance visuals. Also ensures all countries are visible.

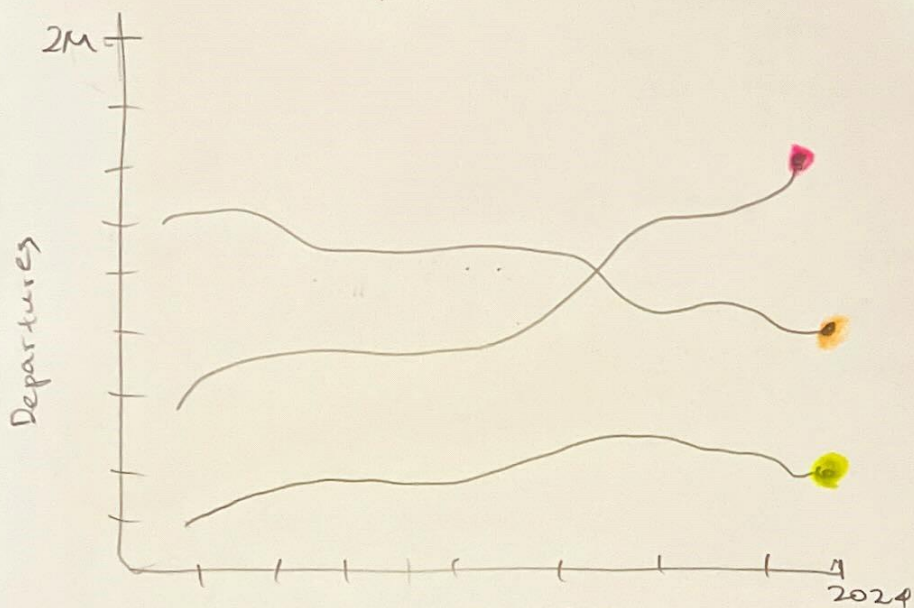


→ Transform data into ordinal and categorical for colour grouping

Arrivals by Country



Departures



○ New Zealand

○ China

○ India

Countries shown
4

Year of comparison
2024

Operations

↳ slider filters to adjust number of countries being shown (number of lines on line graph) as well as point of comparison (dot per line on line chart)

Discussion

- Clickable line points enhance story telling and interpretability.
- Map might be easy to interpret but may lose detail for smaller countries (data points)

Focus

- Having a national view, tracking where departures from and arrivals to Au overall are coming from.
- Being able to control how many countries are shown on each idiom to maintain readability.

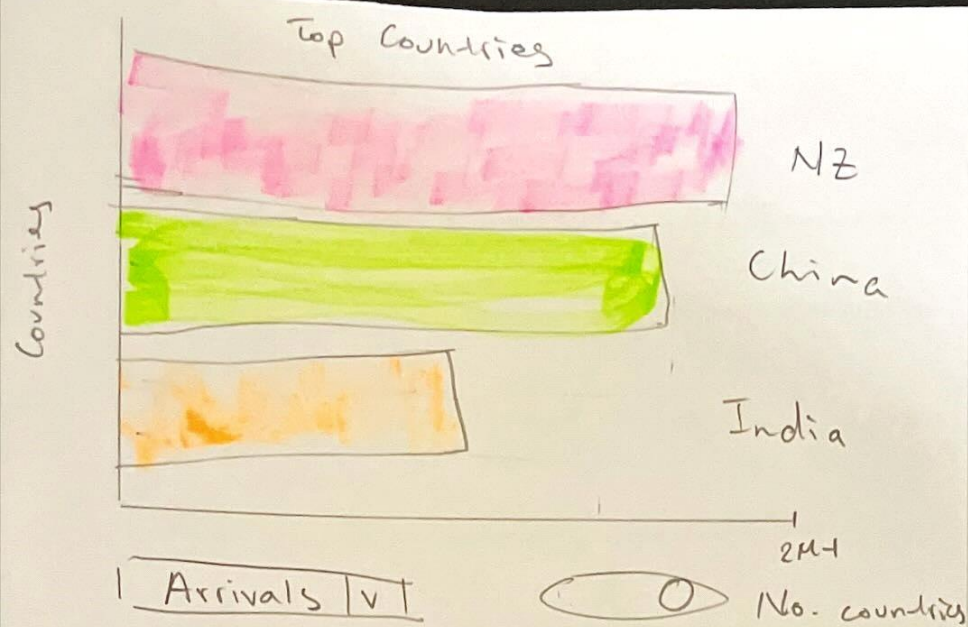
Adrian Louis

17/10/2025

Sheet 2

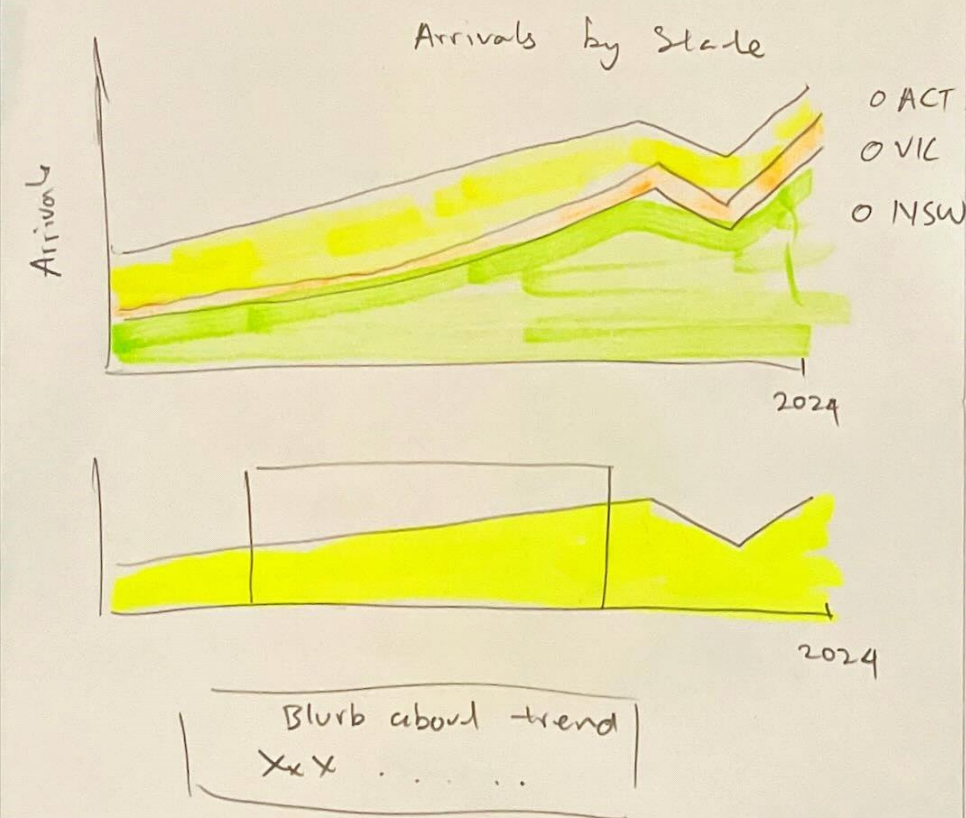
Chloropleth map +
line and pie chart

Title: Australian Tourism



Discussion

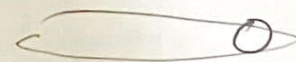
- % change bars may hide population size, may leave as raw numbers to save time or data wrangling
- Balance between detail and omission of countries with lower arrival and departure numbers that are negligible relative to others



Operations



↳ Brush filter to select time period borders for stacked line area chart



↳ No. countries slider for bar chart

Focus

- Focus on highlighting the differences in proportion of arrival country origins represented on a state by state basis.
- Choose contrasting colours for each state for readability

Title: Australian Tourism

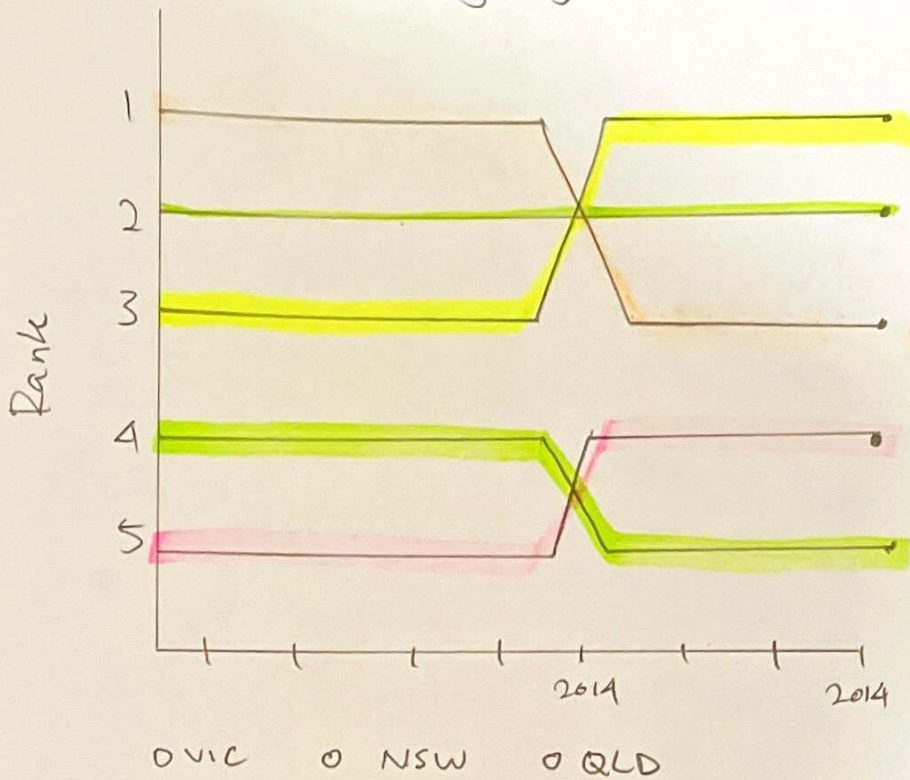
Adrian Louis

10/10/2025

Sheet 3

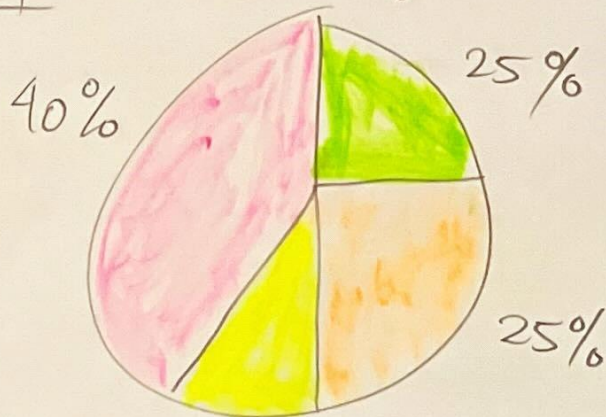
Bar graph and stacked line chart.

State Ranking by Arrivals



Split by State

Report | V |



1991

2021

Year | 2021 |

Focus

- Focus on more granular state by state comparison to tell a story of which area contributes more to Australia's tourism industry.
- Show % share and rankings instead of raw numbers for interpretability.

Discussions

- Will require consistent colour coding for each state across all state related idions to maintain interpretability.
- Pie charts are easy to interpret but sacrifices complexity on the dashboard.

Operation

Arrival | V |



Departure | V |

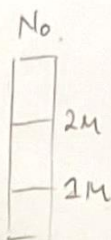
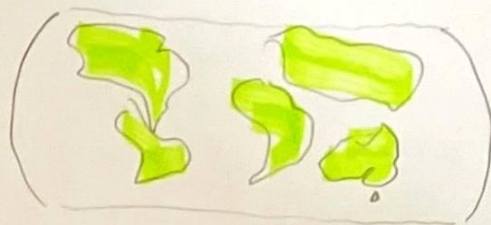
↳ Arrival vs. departure dropdown filter to alternate between different views.

Adrian Louis

Title: Australian Tourism Sheet 4

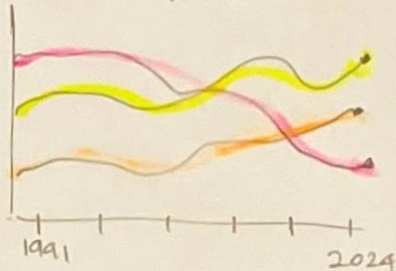
Pie chart for state by state analysis + State rankings graph

International Arrivals



Departures

A V

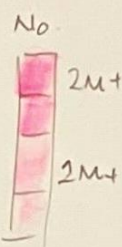
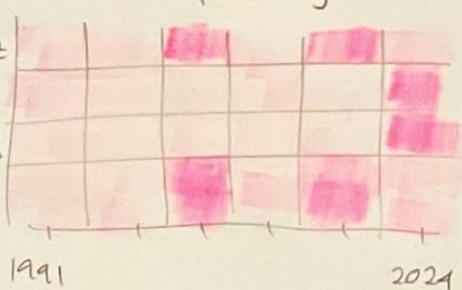


- XxX
- Au
- Nz
- Chi

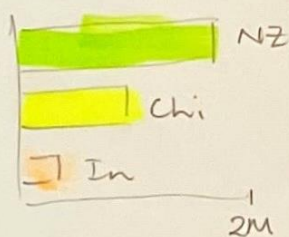
Departures

AA

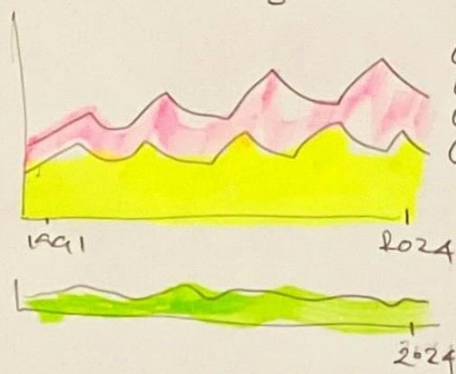
Nz
Chi
Ind



Top destinations



Arrivals by State



Adrian Louis

Title: Australian

10/10/2025

Tourism

Sheet 5

Final layout

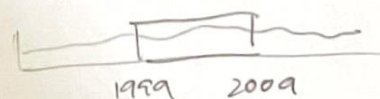
Details

- Dependencies: ABS table builder to format and clean data. Formatting of data has to be appropriate for mapping and properly joined.
- Time est.: 3 days for all idioms, 1 day for revisions, 4 hours data wrangling

Operations

Arrivals/V

↳ Dropdown filter to switch between arrival and departure data.

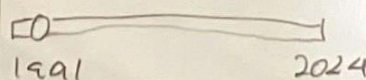


↳ Brush filter to select time period borders for stacked graph.

• Tooltip hover on all idioms showing details about each country

↳ e.g.

New Zealand
No: Arrivals



↳ Dynamic timeline filter for

Focus

- Focus on how narrative flows from an overall national and international view to a more granular state by state view.
- Emphasis on changes in tourism trends over time, with timeline being static or dynamic.
- Consistent colour coding for countries and states across all charts