# Individual Visualisation – International Visitors to London

As one of the biggest capital city, London, has been a famous travel destination for people across the world (citation). People come to London for its theatrical entertainment, architectural heritage, football tourism, and many more (Tobar and Ramshaw, 2022). Moreover, periodically, London has been a host for world-level event and festival, such as Olympic Games 2012, London Marathon, and more. Events bring significant impact on the increase of tourism (Mxunyelwa, 2017). Thus, this digital visualisation aims to see the total visitors from different country to London.

This analysis was conducted using Number of International Visitors to London data that was taken by International Passenger Survey (IPS) by interviewing samples of passenger in the UK border such as, port, airport, and tunnel (*International Passenger Survey - Office for National Statistics*, no date). The data are available in [London Datastore](https://data.london.gov.uk/dataset/number-international-visitors-london) site in csv format. In this data, visitors are including people coming to London for travel and tourism but excluding migration.

To analyse the change of visitor from across the world in different time, the visualisation provides line charts and proportional symbol maps. This visualisation is using colour that safe for colorblind users. First, the line charts are showing the general trend of people coming to London in 2002-2019. The visualisation provides grand total charts and one country-focus chart that can be chosen by user if they want to focus on one country. Moreover, on the bottom of it, a quarter chart are provided to see visitors change quarterly and make it easier to compare with focus chart. Analysing quarter trend one line chart side by side are beneficial to examine the change with respect on fiscal situation, weather, and event or festival timeline. All the graph was made using dimple.js

Second, the proportional symbol maps help users comparing total visitors from different country across different time. Visualising number of visitors on a maps make it easier to analyse the spatial spread. To represent different number of visitors, circles with different size are put on top of the country and lines with different width and colour are drawn connecting the country with London. Higher value has bigger circle and wider line. Numeric label on top of the circle shows specific number of visitors in thousand. User can the change of total visitors across time by interacting with slider. The value change will change the circle size, line width and color. The map was made using mapbox.

Word count: 404

Reference:

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