

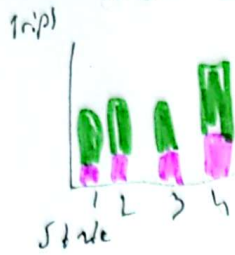
ideas

Page ①

map of trips
choropleth



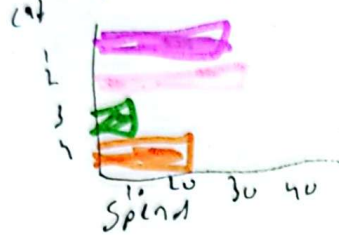
Region vs City



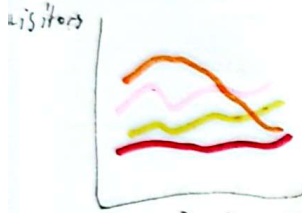
State bubble
trips vs nights



Total spend



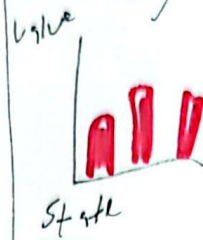
Countries of visitors



Tourism by year/month

Filter

state charts can
show nights, trips, and
money



select
option
(trips)

keyrise

Overview → other countries

Spending → breakdown, reasons

State data → popular ones,
map

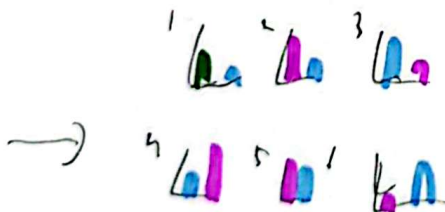
Questions

Combine & Rebind

Use filters
on state
maps



Properly examine each state



make facet map
show country spending better

- DO - state maps overlap

- Is there enough data
available for countries

- Will could show impact

- Are idioms advanced

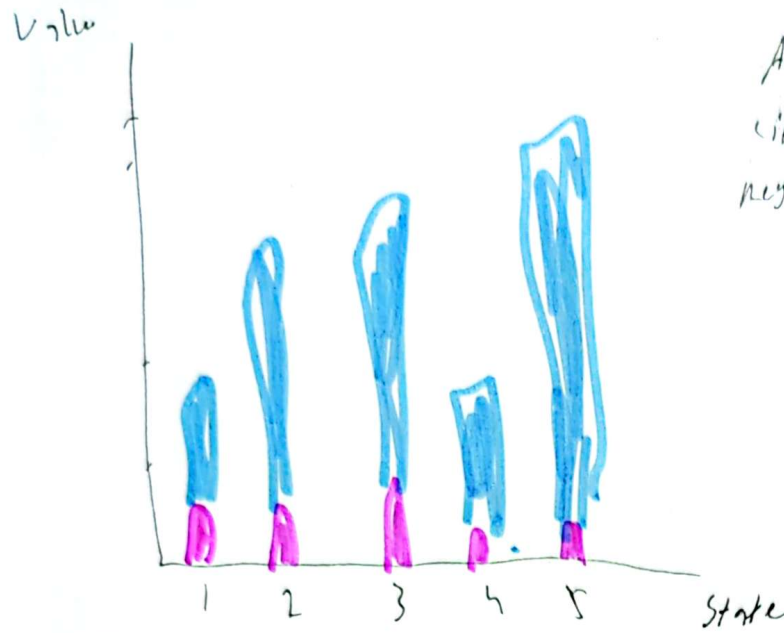
- In the story follow
properly

Layout

Title: Stacked bar
Author: Joshua Kupshik
Date: 10/10/25

Sheet: 2

Task: show breakdown
by region



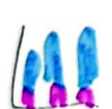
Operation

- flower to show opacity
- Select with area type
- tooltip
- Select stat - option

Focus

Select option:

option 1:  ← nights

option 2:  ← trips

- graph will change to show other stats
- much easier to see difference

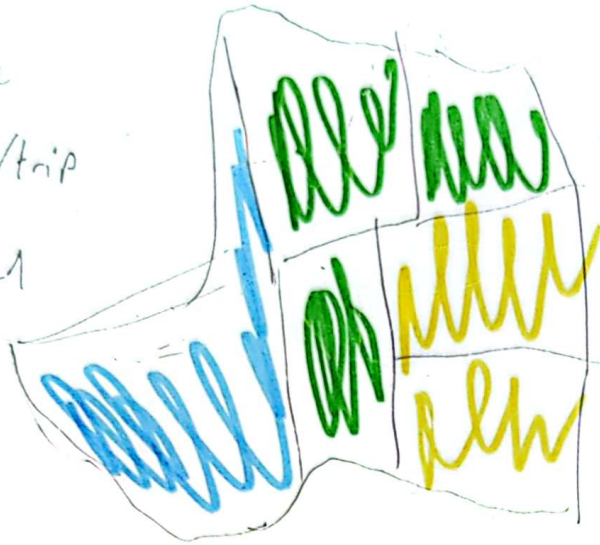
Discussion

- ensure sorting is correct
- show proper scale
- + easy comparison of states
- + show many stat categories

Layout

Shows
Average
nights/trip
↑
normalised

Australia



Scale



← will be sequential
in implementation

title! choropleth map
author! Joshua Kupshik

date! 10/10/25

sheet! 3

task! show state
stay length

operation

- Tooltips for each
state

- annotations

- maybe zoom?

Focus



State: AD
Trips: 10
Avg: 10

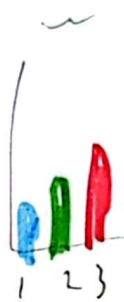
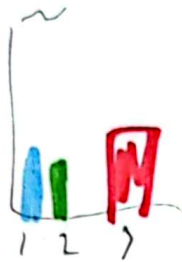
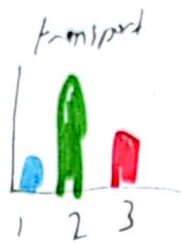
- tooltip will show values
- ensure sequential colours
- use right projection

Discussion

- must use the
right projection type
- only show normalised
values
- + clean break down
by state
- + different states
getting element

Layout

Spending
(\$M)



Countries

Legend

Country 1 — blue
" 2 — green
" 3 — red

Title: Multi chart

Author: Joshua Kershik

Date: 10/10/25

Sheet: 4

Task: show spend by country

Operation

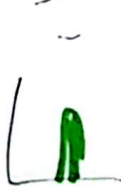
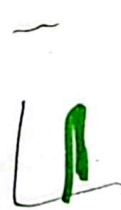
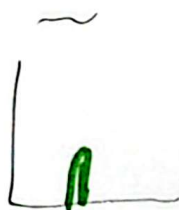
- filter by country

- hover highlight

- All charts made together

Focus

Spending
(\$M)



Countries

Legend

Country 1 — blue
Country 2 — green
Country 3 — red

- only show selected country
- examine each individually

Discussion

- Will this work with data we have

- Will there be too many graphs on one page + lots of filterisation

+ see which countries spend and where

Tourism in Australia in 2025



Title: Tourism 2025
Author: Joshua Kupshik
Date: 10/10/2025

Sheets: 5

Task: realisation of final result

Operations

- filters for zooming, selection and legend selection

- tooltips for most graphs

- selection of different states per city and region

Detail

- implemented using Vega-Lite, CSS and HTML
- data will need to be cleaned
- Some graphs will be changed, lots added
- Teal blue scheme
- 8 days to implement

Focus

- This will show all key info needed that is available from data sources
- utilise different stations and maps
- graphs will have features discussed on previous pages
- no chartjunk, must use a neat and slick design