

A POP-UP POSTCARD ON PACIFIC TOURISM AND CLIMATE CHANGE

*Wish you were here...
...sustainably**



About this submission

This data visualization was designed as a physical, printed pop-up postcard. Because the physical object itself cannot be uploaded to the online entry form, this PDF brings together everything needed to judge and, if desired, reproduce it: the data design (pages 3-4), photographs of the finished postcard (page 5), the print-ready artwork (pages 7-8), the folding and cutting instructions (pages 10-13). A physical paper copy was sent on August 7th, 2026, to the Statistics division in Noumea, in the hope it arrives in time and sparks curiosity among judges and organizers.

The Concept

Tourism is one of the Pacific's most important economic engines, but it is also one of the region's biggest climate exposures. Tourism has fueled growth and livelihoods, but it also carries a climate cost: across the region, tourism emits more CO₂e per dollar of GDP than the wider economy, indirectly contributing to coral reef loss, sea warming, and saltwater intrusion. Thus, a paradox arises: visitors traveling thousands of kilometers to marvel at the natural beauty are contributing to the destruction of the same beauty.

'Wish You Were Here... Sustainably' takes the form of a travel postcard. When opened, it becomes a pop-up: a format usually reserved for souvenirs, repurposed here to hold an ambiguous message. The outer postcard shows the twenty-year rise, COVID-era collapse, and rebound of tourist arrivals across the Pacific. Opening it triggers a pop-up bar chart comparing each destination's tourism carbon intensity with that of its wider economy, alongside the share of women and youth whose jobs depend on the sector. The physical act of folding and unfolding mirrors the tension in the data: tourism's growth and its footprint rise together. The back describes the real actions the island nations take to fight the effects of tourism-induced climate change.

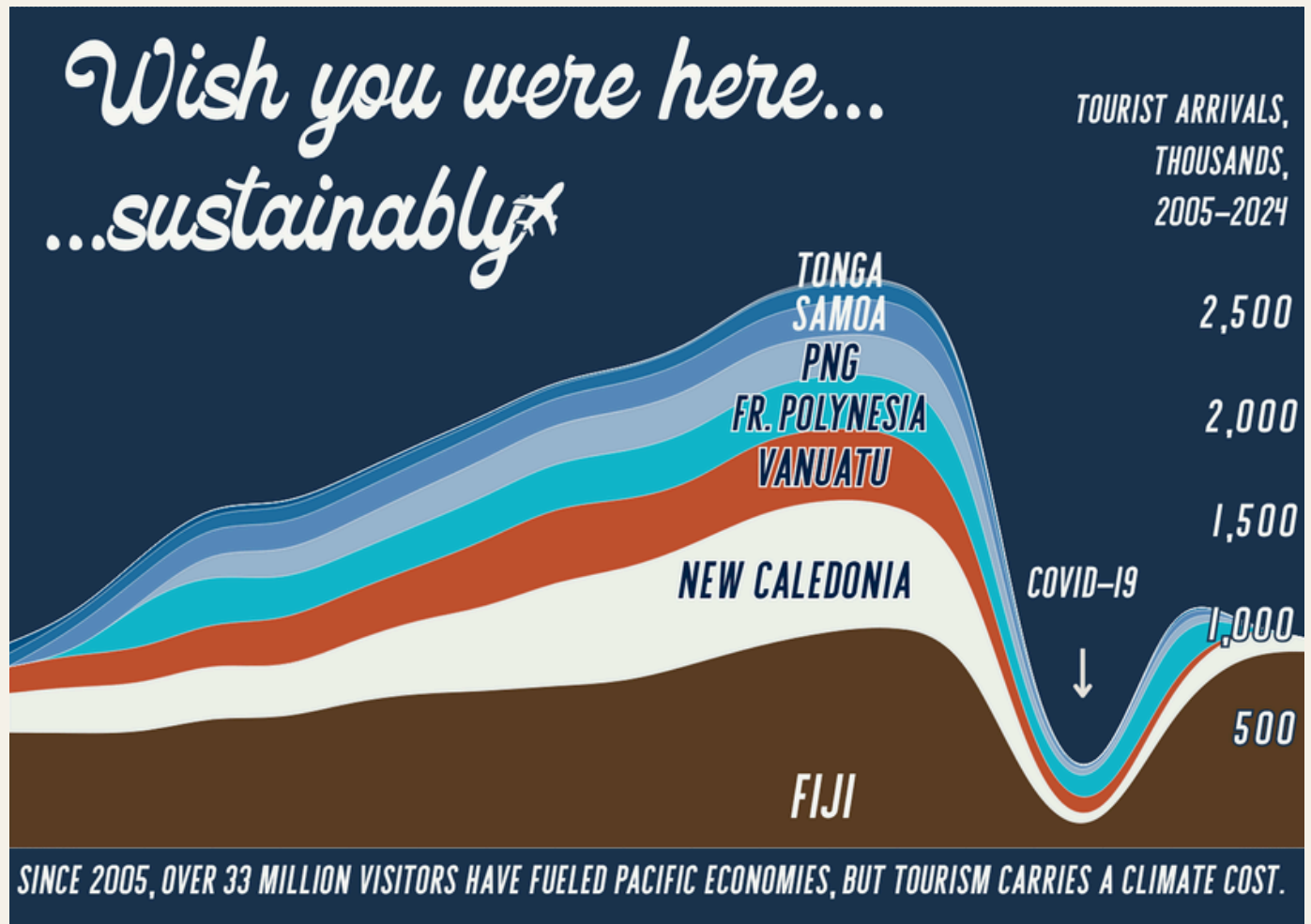
Why a pop-up postcard

A postcard is the classic artifact of tourism itself: something a visitor sends home to say 'wish you were here.' Turning it into a pop-up forces the reader to physically participate in revealing the data.

Data sources

- Tourist arrivals, 2005–2024: Pacific Data Hub, Climate Change Indicators (stats.pacificdata.org)
- Tourism carbon intensity & workforce composition: World Travel & Tourism Council (WTTTC), 2024 reports (researchhub.wtttc.org)
- Additional context: South Pacific Islands Travel (southpacificislands.travel)

THE FRONT PANEL



THE BACK PANEL

Action for Sustainable Tourism

PACIFIC TOURISM HAS COMMITTED TO ELIMINATION OF SINGLE-USE PLASTICS BY 2035.

PLANNING	35% REDUCTION	75% REDUCTION	100%
2027	2030	2033	2035

OTHER GOALS FOR SUSTAINABLE TOURISM BY 2030:

- RESILIENT AND PROSPEROUS TOURISM ECONOMIES
- THRIVING & INCLUSIVE COMMUNITIES
- VISIBLE & VALUED CULTURES
- HEALTHY ISLANDS & OCEANS

DATA SOURCES:

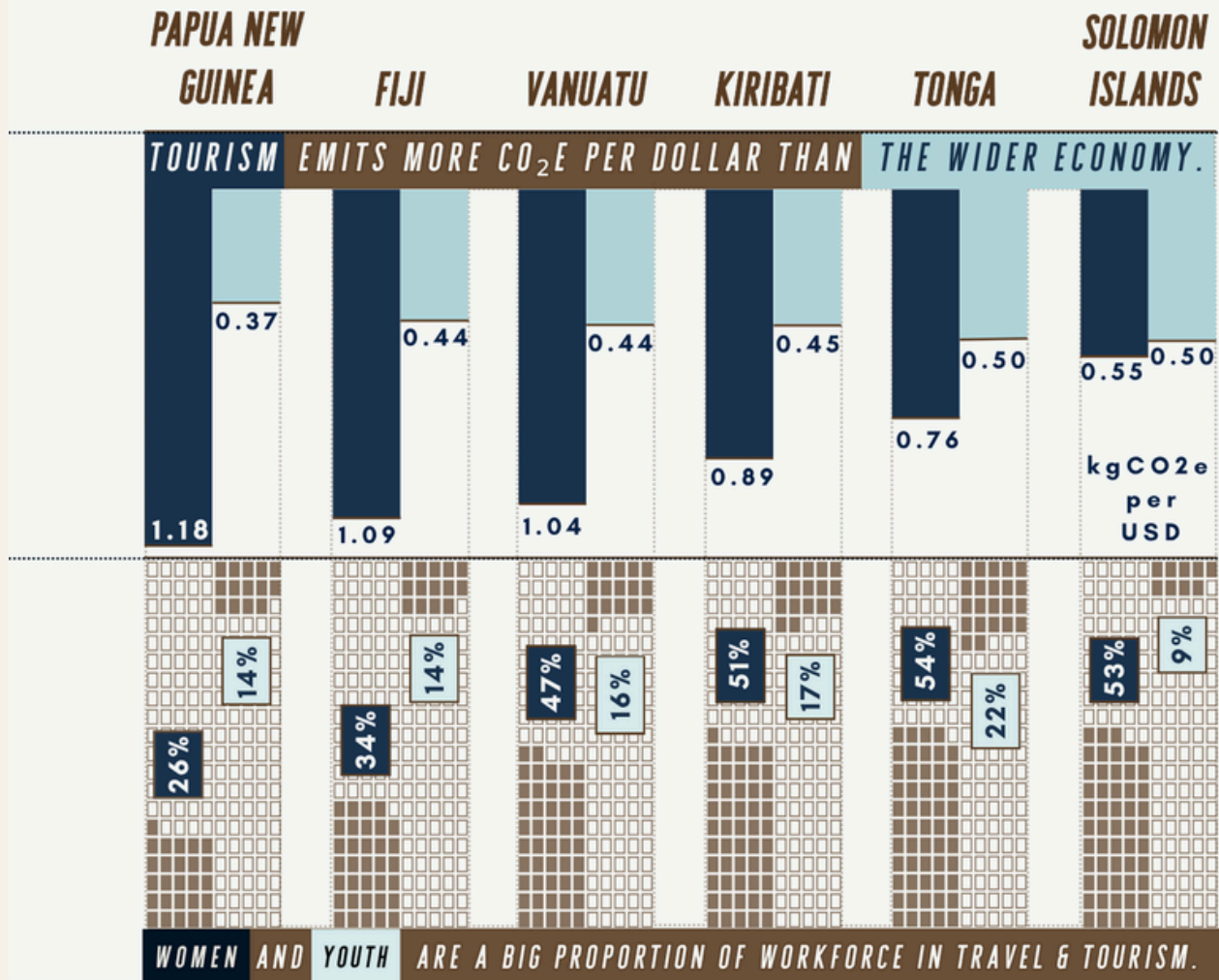
- CLIMATE CHANGE INDICATORS: TOURISM ARRIVALS, [STATS.PACIFICDATA.ORG](https://stats.pacificdata.org)
- WORLD TRAVEL & TOURISM COUNCIL (WTTTC), REPORTS FOR 2024, [HTTPS://RESEARCHHUB.WTTTC.ORG/](https://researchhub.wtttc.org/)
- [SOUTHPACIFICISLANDS.TRAVEL](https://southpacificislands.travel)

DATA DESIGN BY ALIAKSANDRA SHYMANSKAYA
FOR PACIFIC DATAVIZ CHALLENGE 2026

INSIDE PANEL WITH A POP-UP MECHANISM

Climate footprint of tourism

TOURISM ADDS TO CLIMATE CHANGE,
WHICH IN TURN CAUSES CORAL REEF LOSS,
WARMING OF SEAS AND LAND, AND
SALTWATER INTRUSION.

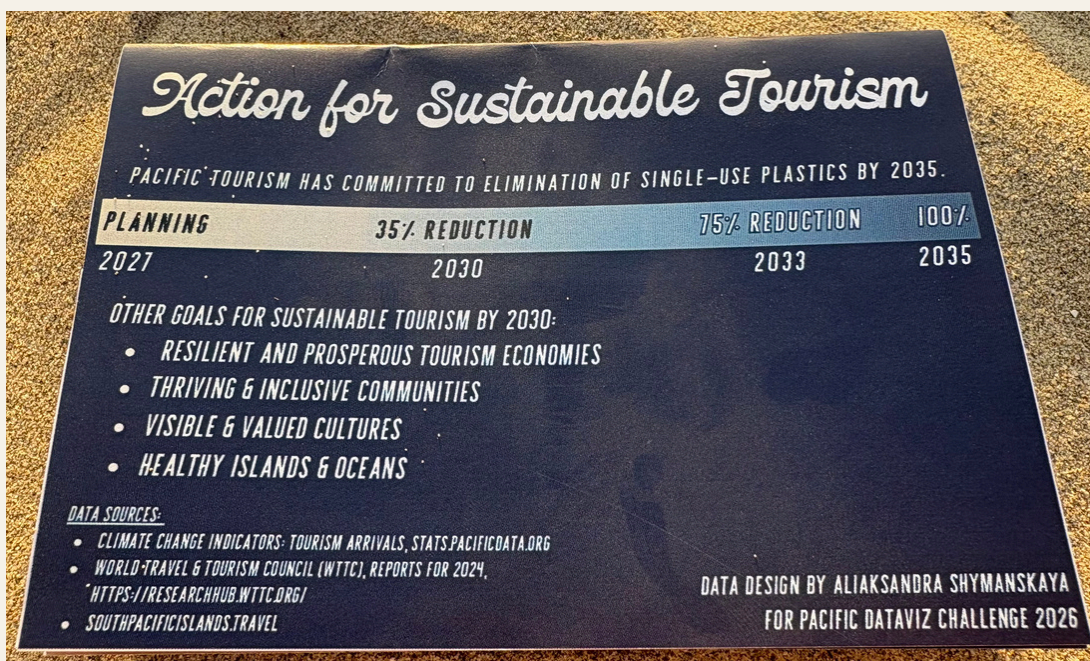
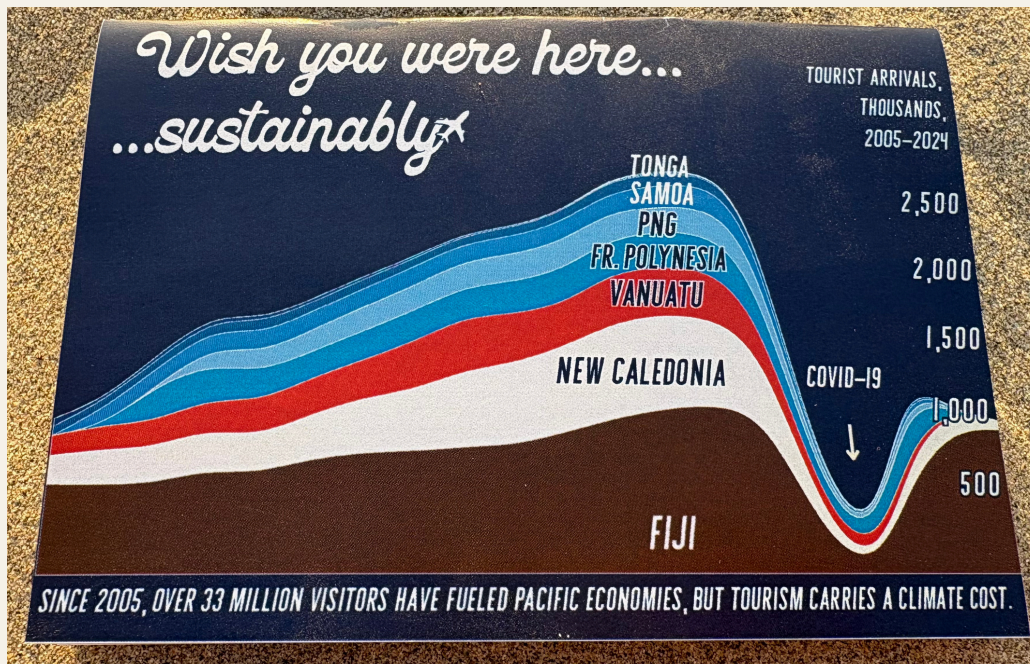


ANOTHER PERSPECTIVE

Social footprint of tourism

OVERTOURISM HARMS THE ENVIRONMENT, WITH TRANSPORTATION AS A MAIN CONTRIBUTOR.
BUT LOSING TOURISM ALTOGETHER WOULD COST WOMEN AND YOUTH WHO WORK IN TRAVEL & TOURISM THEIR JOBS.

PHOTOGRAPHS OF THE PRINTED POSTCARD

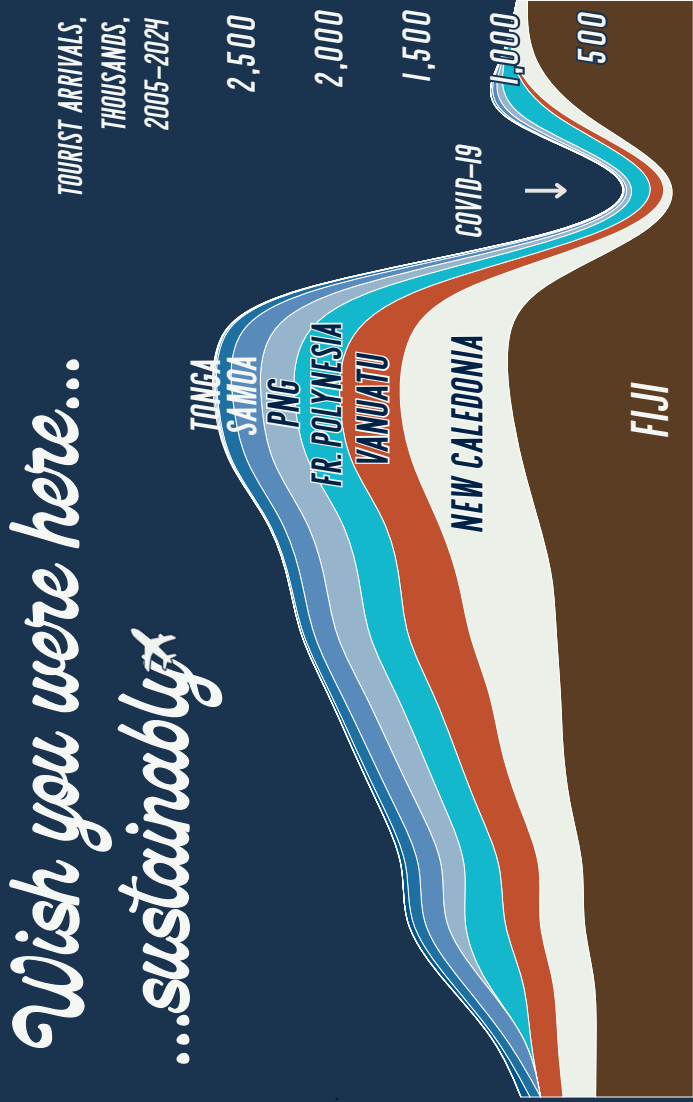


***THE FOLLOWING TWO PAGES FORM A SINGLE DOUBLE-
SIDED A4 SHEET:***

***PRINT ONE PAGE ON THE FRONT (P.7) AND THE OTHER
ON THE BACK (P.8) OF THE SAME SHEET.***

***THEN FOLD AND CUT IT ACCORDING TO THE
INSTRUCTIONS ON PAGES 10–13.***

SINCE 2005, OVER 33 MILLION VISITORS HAVE FUELED PACIFIC ECONOMIES, BUT TOURISM CARRIES A CLIMATE COST.



Action for Sustainable Tourism

PACIFIC TOURISM HAS COMMITTED TO ELIMINATION OF SINGLE-USE PLASTICS BY 2035.

PLANNING	35% REDUCTION	75% REDUCTION	100%
2027	2030	2033	2035

OTHER GOALS FOR SUSTAINABLE TOURISM BY 2030:

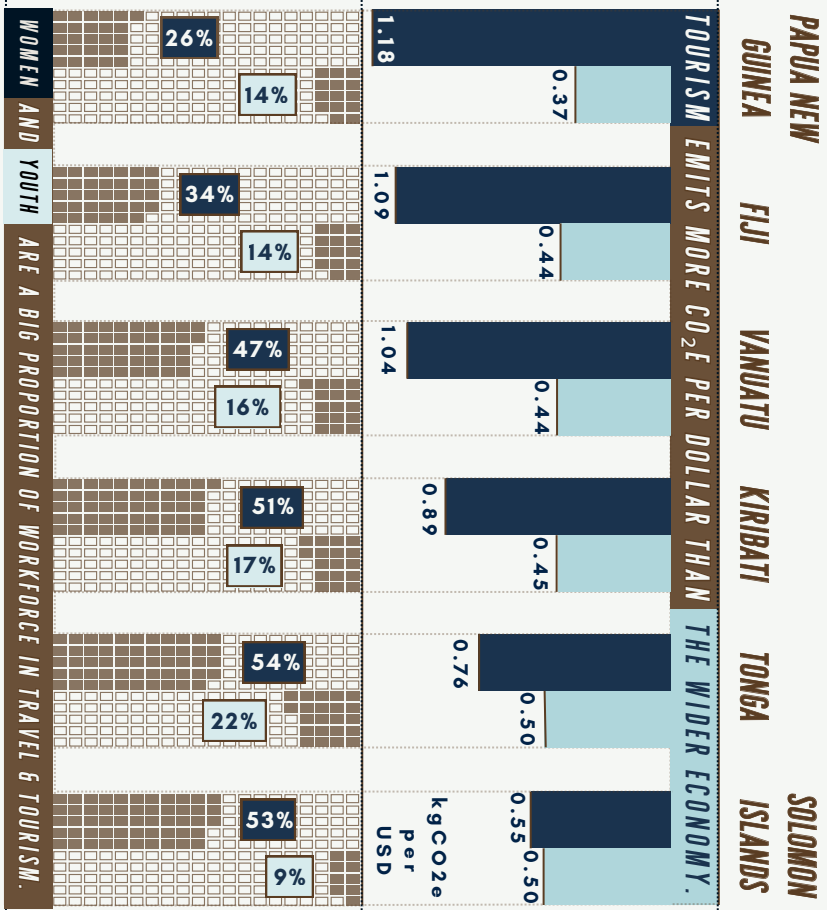
- RESILIENT AND PROSPEROUS TOURISM ECONOMIES
- THRIVING & INCLUSIVE COMMUNITIES
- VISIBLE & VALUED CULTURES
- HEALTHY ISLANDS & OCEANS

DATA SOURCES:
• CLIMATE CHANGE INDICATORS: TOURISM ARRIVALS, STATS.PACIFICDATA.ORG
• WORLD TRAVEL & TOURISM COUNCIL (WTC), REPORTS FOR 2024.
[HTTPS://RESEARCHHUB.WTC.ORG/](https://researchhub.wtc.org/)
• SOUTHPACIFICISLANDS.TRAVEL

DATA DESIGN BY ALIAKSANDRA SHYMANSKAYA
FOR PACIFIC DATAVIZ CHALLENGE 2026

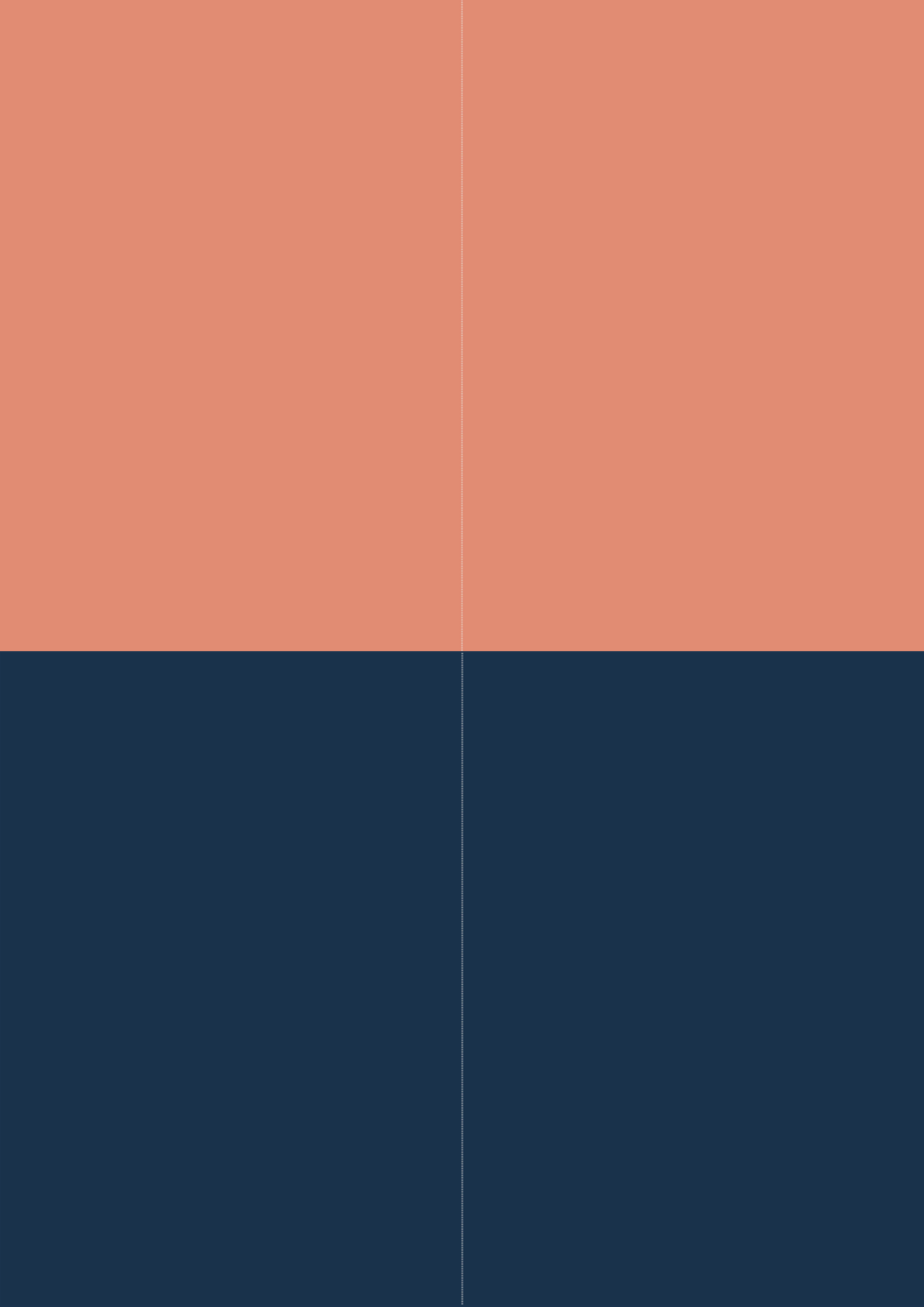
Climate footprint of tourism

TOURISM ADDS TO CLIMATE CHANGE, WHICH IN TURN CAUSES CORAL REEF LOSS, WARMING OF SEAS AND LAND, AND SALTWATER INTRUSION.



Social footprint of tourism

OTHER PERSPECTIVE
OVERTOURISM HARMS THE ENVIRONMENT, WITH TRANSPORTATION AS A MAIN CONTRIBUTOR. BUT LOSING TOURISM ALTOGETHER WOULD COST WOMEN AND YOUTH WHO WORK IN TRAVEL & TOURISM THEIR JOBS.



***THESE FOUR PAGES SHOW THE PRINT-READY DATA VIZ WITH
ASSEMBLY MARKINGS.***

***1) CUT OUT THE POP-UP PART IN THE 'INSIDE PANEL LEFT /
INSIDE PANEL RIGHT' INSERT ALONG THE MARKED CUT LINES
AND FOLD IT AS SHOWN IN THE PHOTOGRAPH.***

***2) OPEN THE FOLDED COVER FLAT AND GLUE THE INSERT'S TOP
AND BOTTOM FLAPS (NOT THE CUT-OUT STRIPES) TO THE INSIDE
FACE OF THE FRONT COVER PANEL (THE SURFACE VISIBLE WHEN
THE CARD IS OPEN) — NOT THE PRINTED BACK-COVER SIDE.***

3) THAT'S IT, THE CARD IS DONE!

SINCE 2019, OVER 33 MILLION VISITORS HAVE FUELED PACIFIC ECONOMIES, BUT TOURISM CARRIES A CLIMATE COST.



front panel

instruction
only

...sustainability

Wish you were here...

Fold along this
line

Action for Sustainable Tourism

PACIFIC TOURISM HAS COMMITTED TO REDUCTION OF 75% SINGLE-USE PLASTICS BY 2035.

PLANNING

35% REDUCTION

REDUCTION

100%

2027

2033

2035

back panel

OTHER GOALS FOR SUSTAINABLE TOURISM

- RESILIENT AND PROSPEROUS ECONOMIES
- THRIVING & INCLUSIVE COMMUNITIES
- VISIBLE & VALUED CULTURES
- HEALTHY ISLANDS & OCEANS

DATA SOURCES:

- CLIMATE CHANGE INDICATORS: TOURISM ARRIVALS
- WORLD TRAVEL & TOURISM COUNCIL (WTTTC) FOR 2024
- SOUTH PACIFIC ISLANDS TRAVEL

DATA DESIGN BY ALIAKSANDRA SHYMANSKAYA
FOR PACIFIC DATAVIZ CHALLENGE 2026

Climate footprint of tourism

**inside
panel left**

Fold along this line

cut here

0.37

MORE CO₂E PER DOLLAR THAN THE WIDER ECONOMY.

**Fold along this
line (pop up fold)**

cut here

14%

14%

7%

5%

51%

7%

540

%

53%

cut here

Fold along this line

ARE A BIG PROPORTION OF WORKFORCE IN TRAVEL & TOURISM.

**inside
panel right**

OVERTOURISM HARMS THE ENVIRONMENT. BAN IT. TOGETHER WE CAN SAVE THE WORLD.

**reverse of the
front panel**

**Fold along this
line**

**reverse of the
back panel**

**reverse of the
inside left**

**Fold along this
line**

**reverse of the
inside right**