

X. DESIGN WEEK 2026 · BRUSSELS · 2 JUNE



# Supporting Industry AI Transformation

Creating the Change Tourism Austria Platform



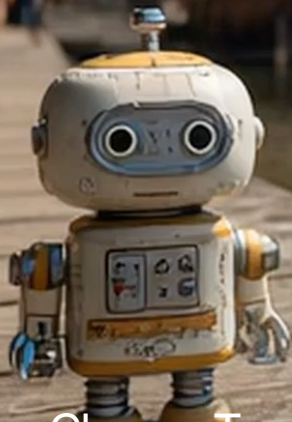
Teresa Karan · Head of Digital, Innovation & AI

*\* All visuals in this deck are AI-generated.*

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Austria  
Tourism

# The Journey



Creating the Change Tourism Austria Platform

Teresa Karan · Head of Digital, Innovation & AI

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# The Journey today



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**Our AI strategy:  
how we respond.**

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**How AI changes  
tourism: Three big  
shifts**

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**Tomorrow's tourism:  
What the future looks  
like.**

**1. AI is already  
on the trip.**

**"Search used to be  
the front door of the  
internet. Now  
conversation is."**

**Amy Webb, futurist**

**40% of US travelers  
used AI for at least  
one trip in 2025  
(+11pp YoY)**

# AI Strategy

Guest experience. Process. People.

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## **GUEST EXPERIENCE**

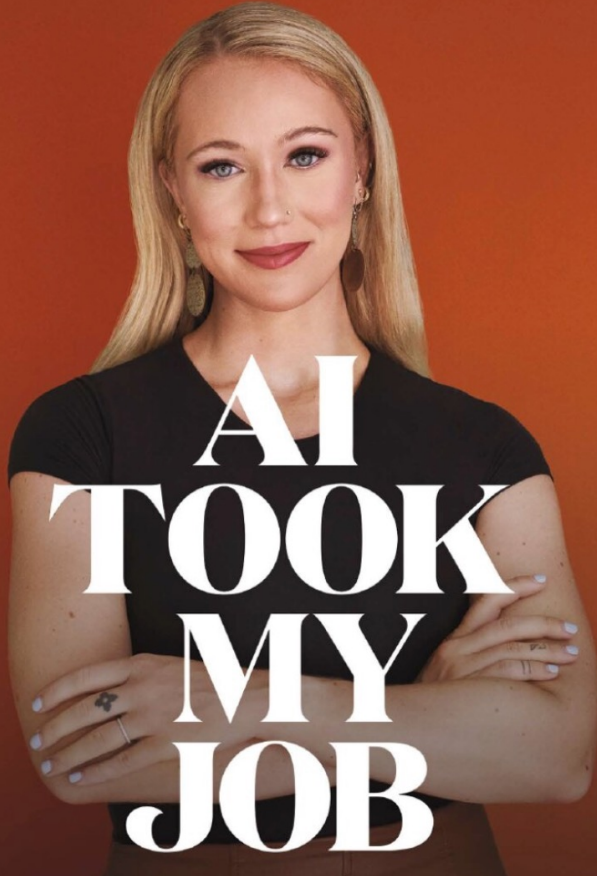
High-quality, machine-readable data.

The non-negotiable for staying visible and bookable in an agent-driven world.

**2. Automate the  
repetitive.  
Elevate the human.**

**fiverr.**

Gabby @ggerbus  
Freelance AI Copywriter



**AI  
TOOK  
MY  
JOB**

fiverr.

Gabby @ggerbus  
Freelance AI Copywriter



AI  
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**fiverr.**

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Freelance AI Copywriter

**Austria**  
Tourism



# AI TOOK MY JOB

TO THE NEXT LEVEL



**2. Process automation  
= free smart people  
from dumb processes.**

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## **GUEST EXPERIENCE**

High-quality, machine-readable data.

The non-negotiable for staying visible and bookable in an agent-driven world.

# AI Strategy

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1

## **GUEST EXPERIENCE**

High-quality, machine-readable data.

The non-negotiable for staying visible and bookable in an agent-driven world.

2

## **PROCESS**

AI woven into daily workflows. Real relief in a world short on talent and heavy on complexity.

Makes room for the new.

**3. Know-how &  
enablement  
are the real  
bottleneck.**

**68.8% of national  
tourism organizations  
say missing skills are  
their #1 barrier to AI.**

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## GUEST EXPERIENCE

High-quality, machine-readable data. The non-negotiable for staying visible and bookable in an agent-driven world

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## PROCESS

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3

## PEOPLE

Access & Agency. Make AI available, lift people's capacity to act.

09.06.26

Austria  
Tourism

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**We  
have a  
Vision**

**V**

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**AI** delivers its greatest  
value when it is  
**strategically** anchored  
**human-centered** and  
**shaped together**  
as a community.





**The future looks  
strange at first**

# CTA: Change Tourism Austria

A community-first platform  
for Austrian tourism.



Austria  
Tourism

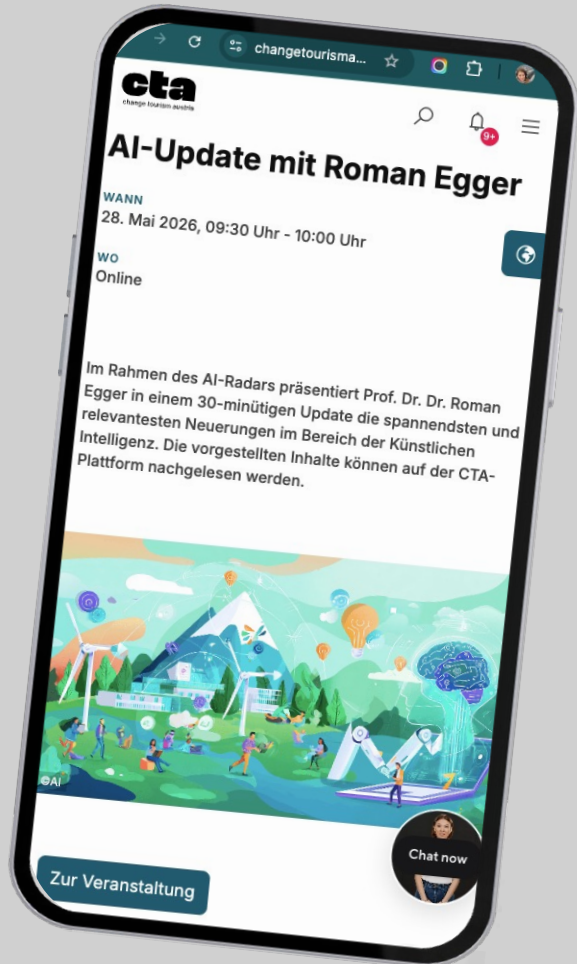


**Inspiration**

# AI news you can use

## AI Radar

Monthly briefings.  
One trusted voice



# AI news you can use

**Blog posts on the  
topics the  
community is  
wrestling with  
right now. Hot  
Topic: AI Agents**

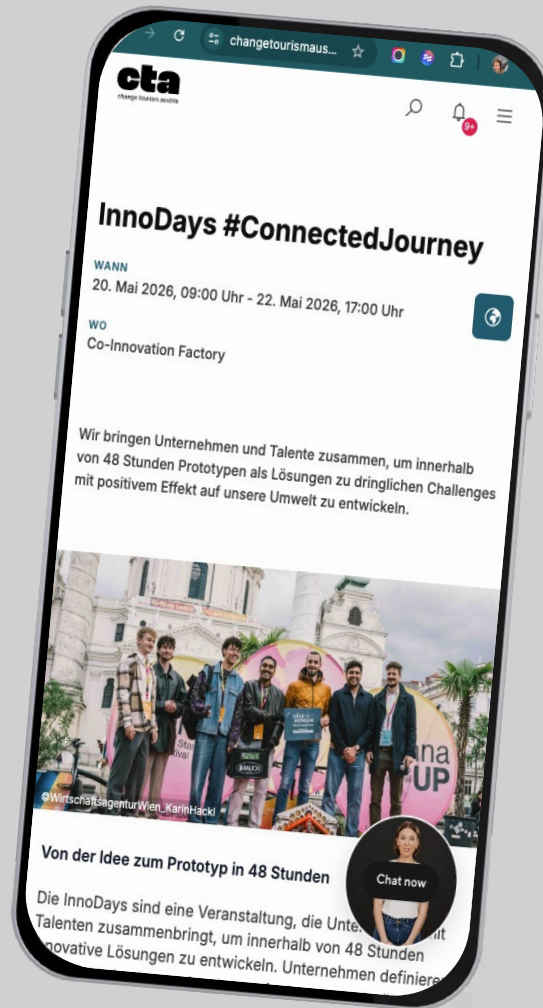


**Use cases & collabs**

# Hack-athons & Start-ups

Real industry problems.

Motivated student teams paired with practitioners.



# Cases & Challenge S

**AI Challenges**  
**Specific,**  
**Actionable,**  
**Playful.**



# Mini-Communities

Stammtisch-Style

Same people,  
same table,  
real talk.





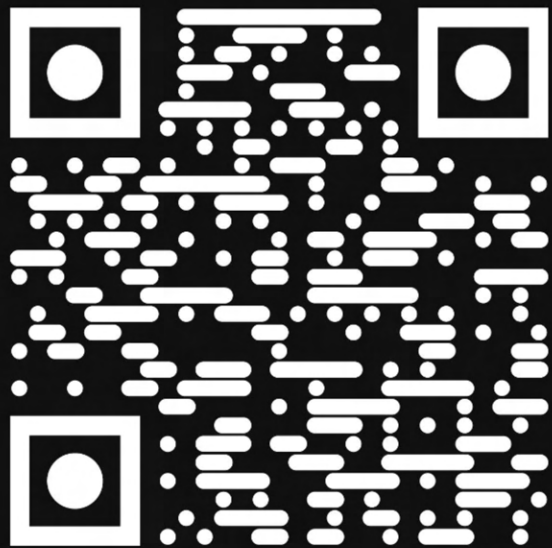


# Strategic Implementations

3



# act



← now