



AI READINESS, WORKFLOW & KNOWLEDGE SYSTEMS

# How Fast Should We Move with AI

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**Nick Hall**

Founder & CEO · Digital Tourism Think Tank

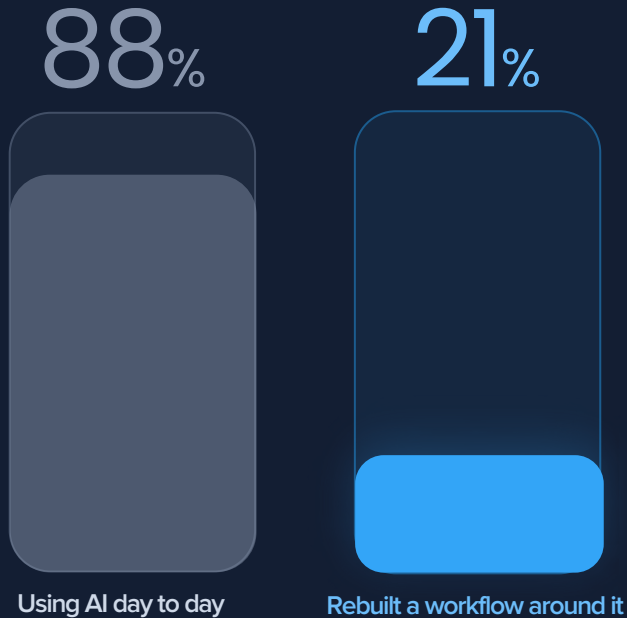
# XDW 26

AI READINESS, WORKFLOW AND KNOWLEDGE SYSTEMS

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How **fast** should  
**we move** with **AI**?

# Widespread adoption, shallow integration.



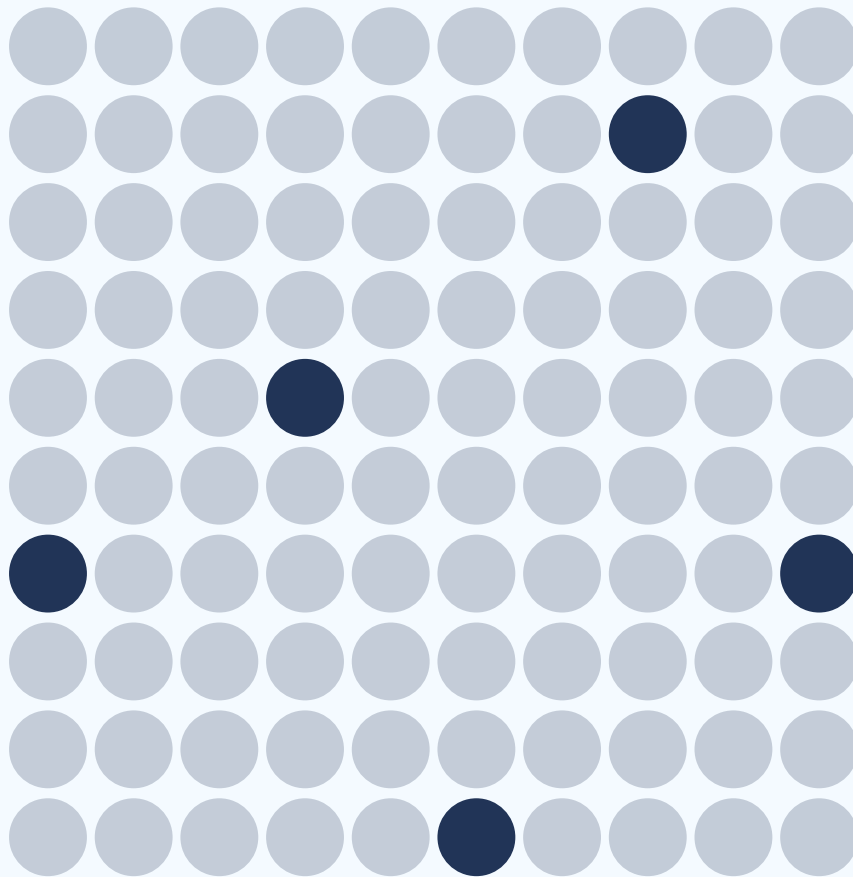
Almost everyone is using AI.  
**Very few have rebuilt anything around it.** Nearly four in five are layering AI on top of the processes they already had.

THE GAP IS NOT ADOPTION

# 95%

of enterprise generative AI pilots  
produced **no measurable return.**

MIT NANDA · THE GENAI DIVIDE · 2025



THE REFRAME

# Efficiency gains don't sit at task level.

That makes it **an organisational question**, not an individual or departmental one. The real subject is AI-first digital transformation.


01

THE SHIFT

**From answers  
to autonomy**

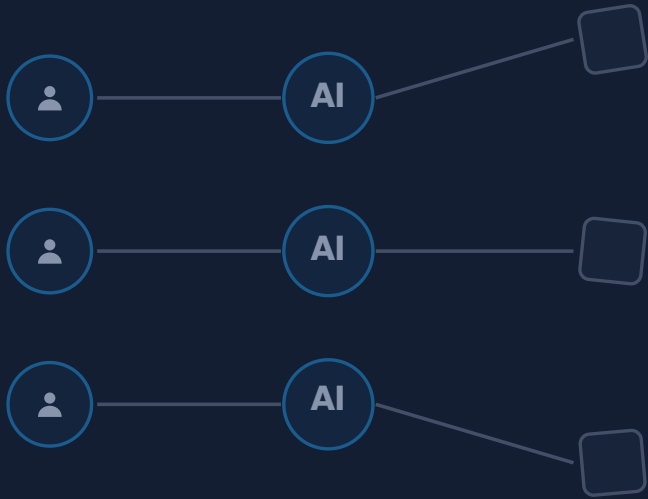
SHARED KNOWLEDGE

# From individual to team AI.

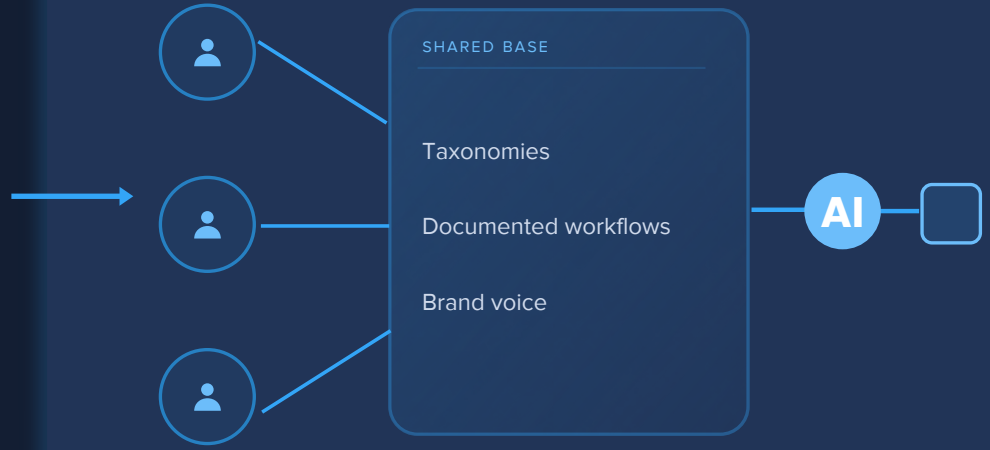
An abstract geometric diagram consisting of several thin blue lines forming a network of triangles and polygons. Three circles are overlaid on the diagram: one solid blue circle at the bottom center, and two hollow blue circles at the top left and top right. The background is a dark blue gradient.

Teams cannot run on individual AI relationships. The organisation needs **shared knowledge bases, taxonomies and documented workflows** or AI has no common ground to work from.

PERSONAL USE = DIVERGENT OUTPUT



SHARED BASED = ALIGNED OUTPUT



# Workflows are becoming agentic.

01

## Answers

AI responds. A person decides and acts.

02

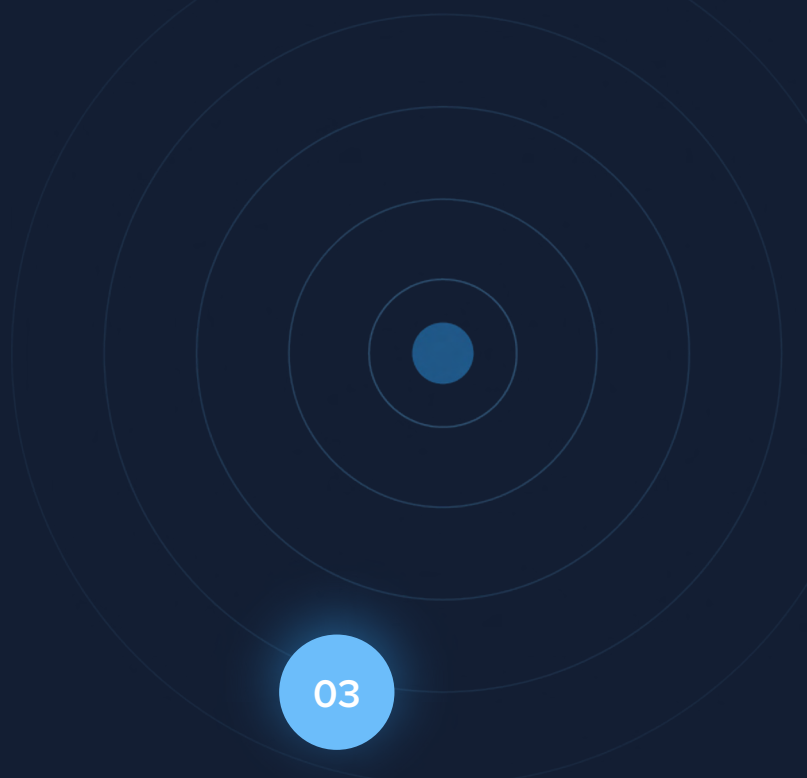
## Decisions

AI proposes the next step. A person approves it.

03

## Autonomy

AI acts within bounds. A person sets the bounds.



# What an agentic workflow really involves.

A single request runs a chain of steps, decisions and system calls, with the person directing rather than doing.

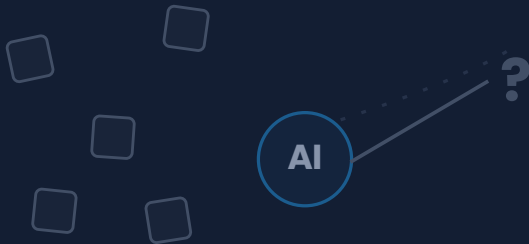


The agent runs every step. You set the direction and sign off before anything commits.

## CONTEXT

# Knowledge has become infrastructure.

## WITHOUT CONTEXT



Reaches past what it knows

## RESULT

Hallucination · Slop

## WITH CONTEXT

### GROUNDING CONTEXT

Brand knowledge

Approved sources

Workflow rules

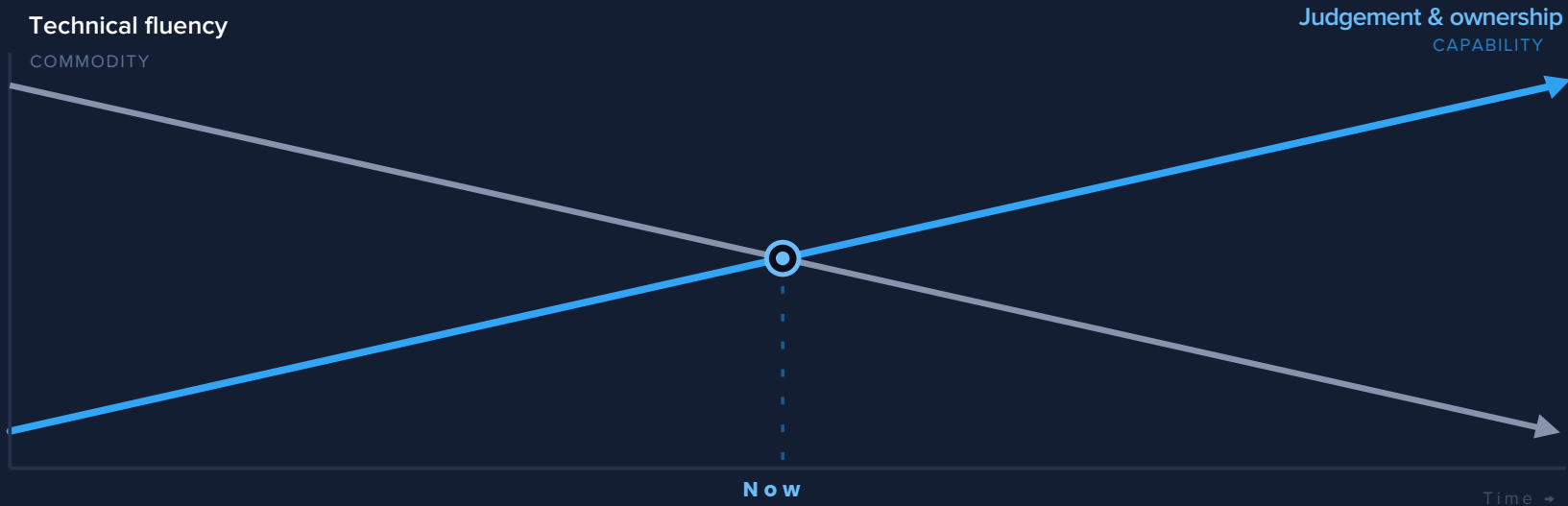
Tone & voice



JUDGEMENT

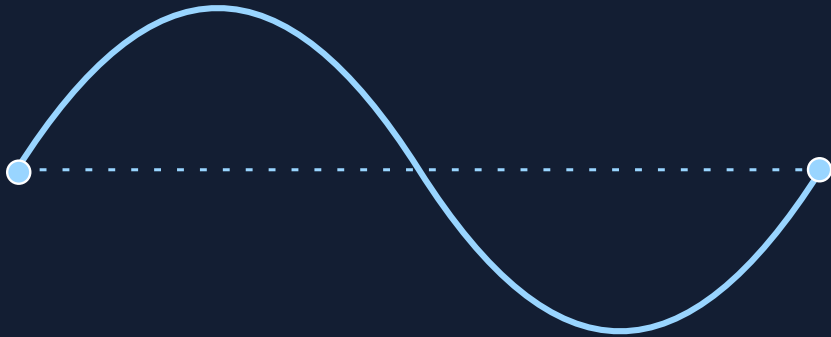
# Judgement is the scarce skill.

The technical barrier has mostly fallen.  
What is scarce now is the judgement to direct AI well and to own the outcome.



# This is a structural shift.

A TREND PASSES



Rises, peaks, returns to where it began

NO TRACE LEFT BEHIND

A STRUCTURAL SHIFT HOLDS



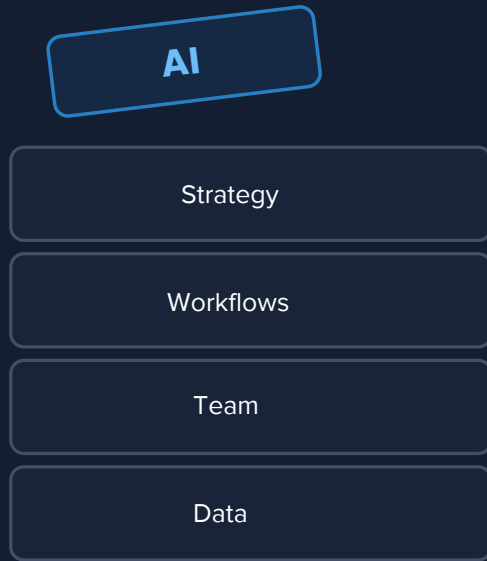
Each step becomes the new floor

NEVER STEPS BACK DOWN

AI-FIRST

# Bolted on or rebuilt.

LAYERED ON TOP



REBUILT AROUND AI



02

THE RESPONSE

**From adoption  
to readiness**

THE METHOD

# Audit, adopt, augment.

01

## Audit

See where you actually are across tools, skills and workflows, and the gaps between them.



02

## Adopt

Put AI into everyday workflows, with knowledge structured behind it.



03

## Augment

Redesign the work itself around what AI now makes possible.

THE RESPONSE

# Augmentation reshapes the work.

45%

Automation

AI DOES THE TASK

52%

Augmentation

AI LIFTS THE PERSON



WE ARE HERE

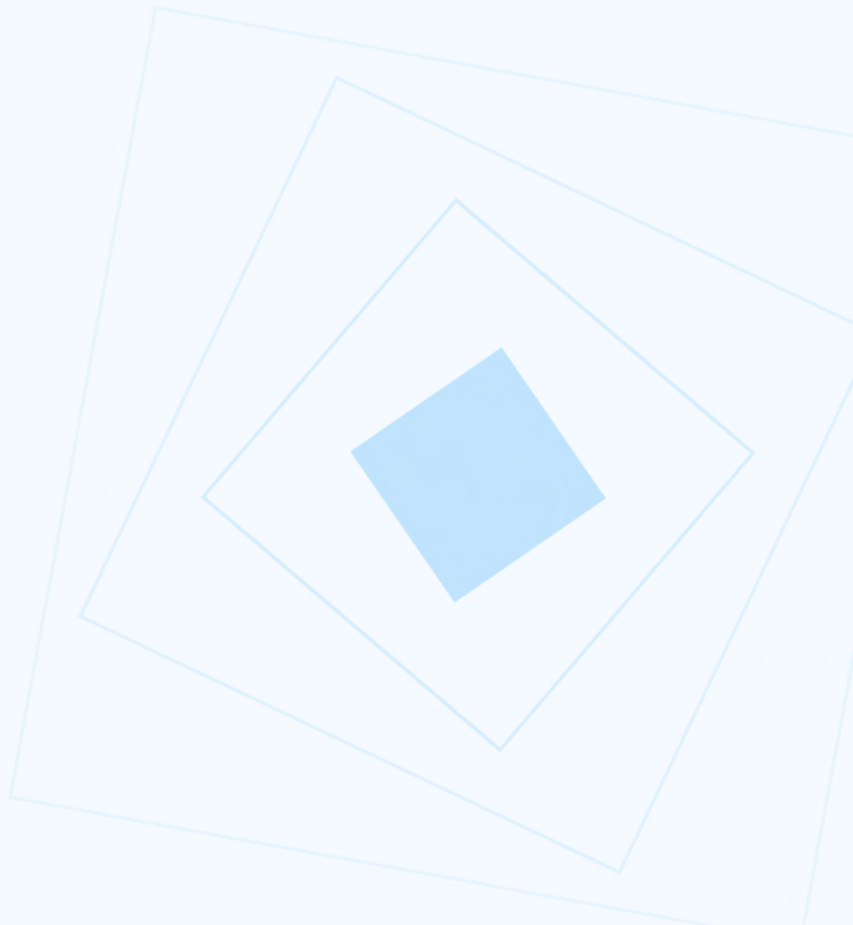
Late 2025 |  
the balance has tipped  
toward augmentation

BREAKOUTS AT 11:15

CONTINUES THIS AFTERNOON: AI GOVERNANCE & STRATEGY

**The question is no  
longer how fast.  
It is how ready.**

The Strategy Room · The Lab · The Debating Room · The Advisory Clinic





AI READINESS, WORKFLOW & KNOWLEDGE SYSTEMS

# How Fast Should We Move with AI

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# Supporting Industry AI Transformation:

## Creating the Change Tourism Austria Platform

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**Teresa Karan**

Head of Digital, Innovation & AI · Austria Tourism

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.*

X. DESIGN WEEK 2026 · BRUSSELS · 2 JUNE

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**

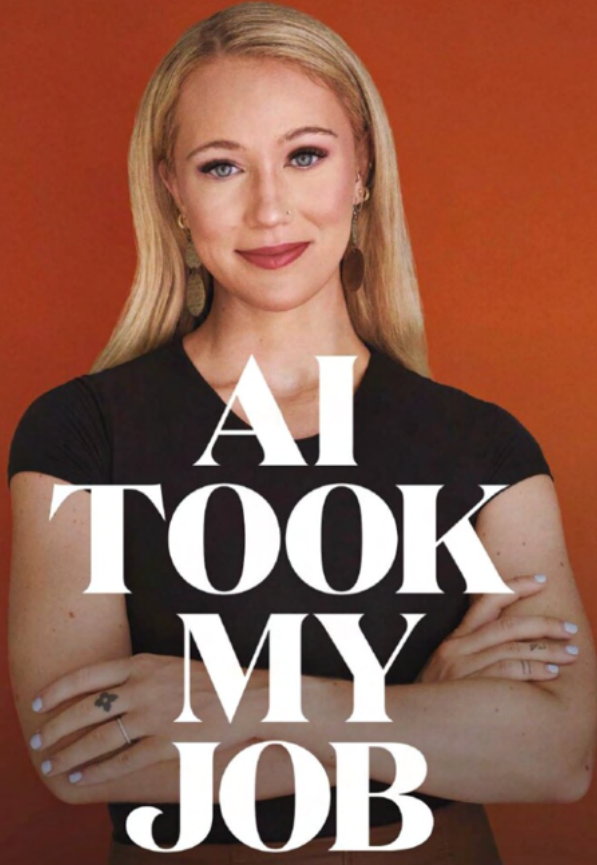
High-quality, machine-readable data.

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  
TOOK  
MY  
JOB

**fiverr.**

Gabby @ggerbus  
Freelance AI Copywriter

**Austria**  
Tourism

**AI  
TOOK  
MY  
JOB**

**TO THE NEXT LEVEL**



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

# 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.

# AI Strategy

Guest experience. Process. People.

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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.**

# AI Strategy

Guest experience. Process. People.

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1

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# AI Strategy

Guest experience. Process. People.

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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

## 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.**





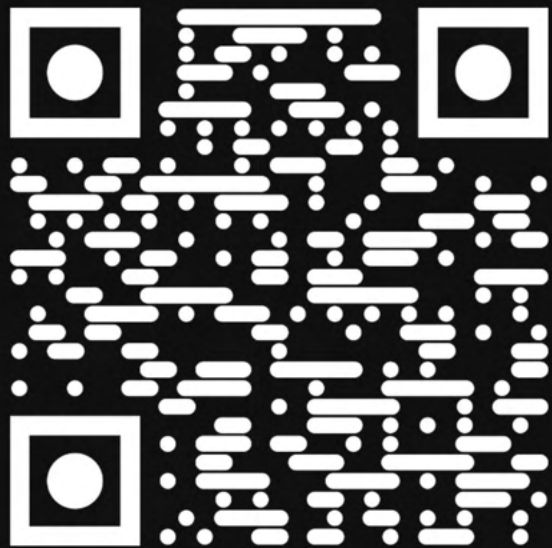


# Strategic Implementations

3



**act**



← now



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AI READINESS, WORKFLOW & KNOWLEDGE SYSTEMS

# Integrating AI Into Workflows

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**Tomas Andersson**

Manager, Corporate Communication & Digital Development · Stockholm Business Region

**Panos Kokkalis**

Digital Product Manager · Marketing Greece



[stockholmbusinessregion.se](https://stockholmbusinessregion.se)

[stockholmbusinessregion.com](https://stockholmbusinessregion.com)

[visitstockholm.se](https://visitstockholm.se)

[visitstockholm.com](https://visitstockholm.com)

# WELCOME TO A REGION OF OPPORTUNITIES

**Tomas Andersson**

Manager Digital Development and Innovation

[tomas.andersson@stockholm.se](mailto:tomas.andersson@stockholm.se)

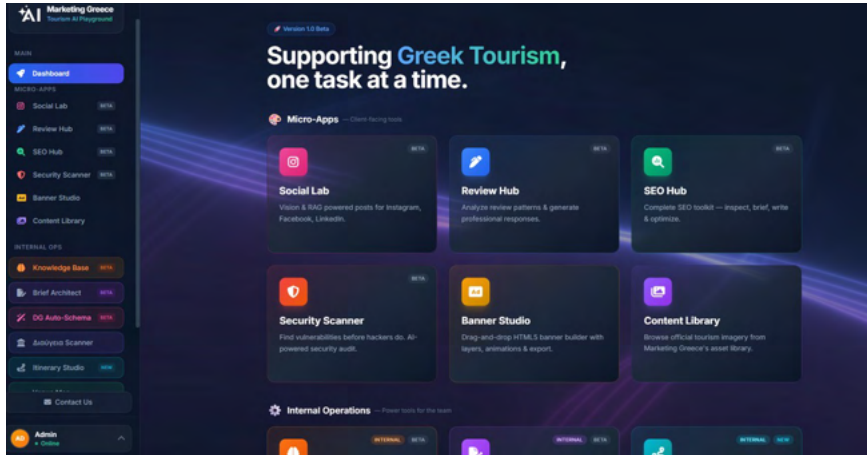
 **Stockholm**  
The Capital of Scandinavia

**MARKETING GREECE**

# AI PLAYGROUND



# AI PLAYGROUND



- **AI tools** for content, social media, place & business reviews, SEO, and website security
- **Helps businesses and destinations** rapidly improve copy, pages, and visibility across social and search.
- **Experimental innovation playground.** We test practical AI applications here — the ones that work graduate into our core products.
- **Low-cost ecosystem support.** Empowers tourism SMEs without requiring specialised in-house teams.
- **Internal AI tools for internal ops.** Automating content and analytics workflows for the Marketing Greece team.

Available here: <https://playground.marketinggreece.com/>

# AI PLAYGROUND

**Marketing Greece**  
Tourism AI Playground

MAIN

- Dashboard

MICRO-APPS

- Social Lab (BETA)
- Review Hub (BETA)
- SEO Hub (BETA)
- Security Scanner (BETA)
- Banner Studio
- Content Library

INTERNAL OPS

- Contact Us
- Admin (Online)

powered security audit.  
[Learn more about Security Scanner](#)

layers, animations & export.  
[Learn more about Banner Studio](#)

Marketing Greece's asset library.  
[Learn more about Content Library](#)

**Internal Operations** — Power tools for the team

- Knowledge Base (RAG)** (INTERNAL BETA)  
Train AI on your content. Powers the chat assistant.
- Brief Architect** (INTERNAL BETA)  
Automate content specs based on historical archives.
- Itinerary Studio** (INTERNAL NEW)  
Create professional multi-day itineraries with AI & Google Places.
- Guest Guide** (INTERNAL BETA)  
Guide your guests in five minutes — a free guest guide they'll actually keep.  
[Learn more about Guest Guide](#)
- DG Auto-Schema** (INTERNAL BETA)  
Internal tool for DiscoverGreece.com automation.
- Διεύγετα Quick Scanner** (INTERNAL BETA)  
Search Greek government decisions with advanced filters.

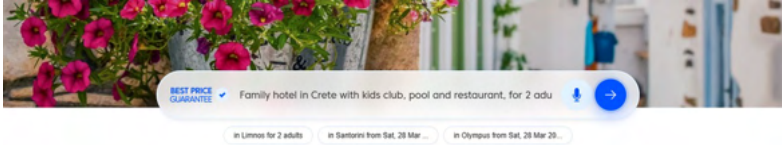
MARKETING **GREECE**

# AI HOTEL SEARCH

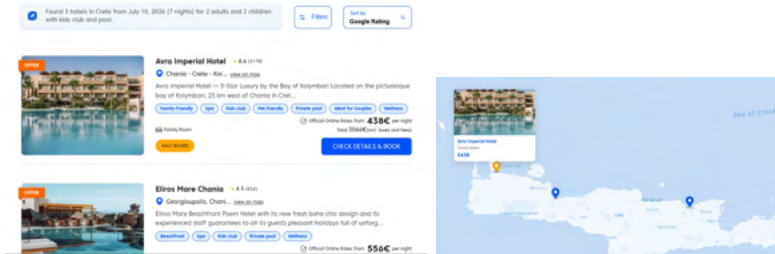
*@DISCOVER.GREECE*



# AI HOTEL SEARCH



*“Family hotel in Crete with kids club, pool and restaurant, for 2 adults and 2 children July 10, 7 nights, budget 4000 euro”*



Available here:

<https://www.discovergreece.com/hotels>

- **Natural language search:** Users write like they speak — we figure out what they want, return real bookable hotels with live prices.
- **Direct connection to Hotels' booking engine:** Live results, filtered in real time, appear as Discovergreece hotel cards. Architecture
- **Vibe coded :** A significant part of the project is vibe coded, drastically reducing go-to-market time.

The application:

- Understands hotel type (family), location (Crete), amenities (kids club, pool, restaurant)
- It identifies composition (2 adults + 2 kids), dates and duration.
- Instantly returns relevant hotel cards + map view



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