



AI READINESS, WORKFLOW & KNOWLEDGE SYSTEMS

Supporting Industry AI Transformation:

Creating the Change Tourism Austria Platform

Teresa Karan

Head of Digital, Innovation & AI · Austria Tourism

X. DESIGN WEEK 2026 · BRUSSELS · 2 JUNE



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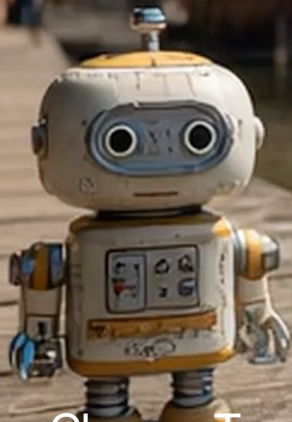
Teresa Karan · Head of Digital, Innovation & AI

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

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The Journey



Creating the Change Tourism Austria Platform

Teresa Karan · Head of Digital, Innovation & AI

The Journey today



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

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

**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.



GUEST EXPERIENCE

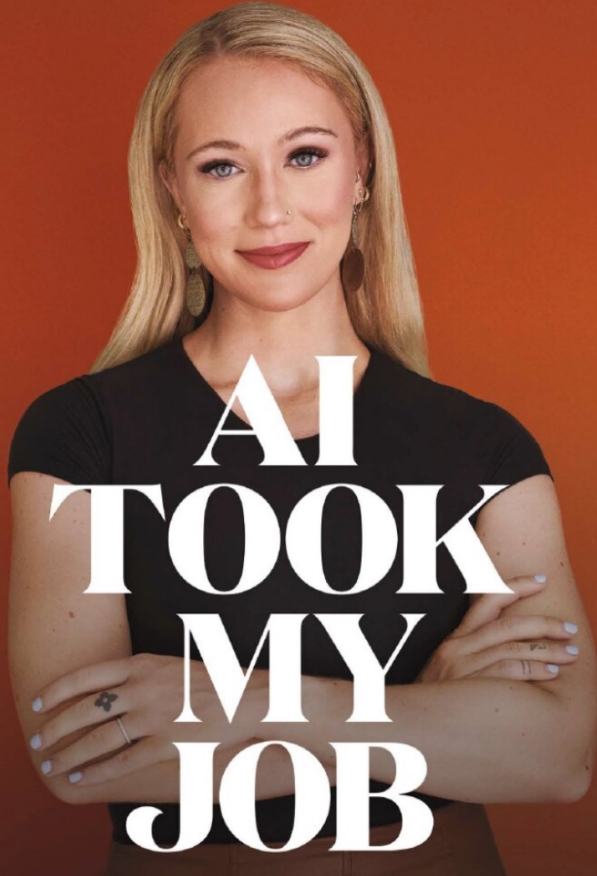
High-quality, machine-readable data.

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
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Austria
Tourism



AI TOOK MY JOB

TO THE NEXT LEVEL



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

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AI Strategy

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1

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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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3

PEOPLE

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

09.06.26

Austria
Tourism

**We
have a
Vision**

V

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

V



**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**

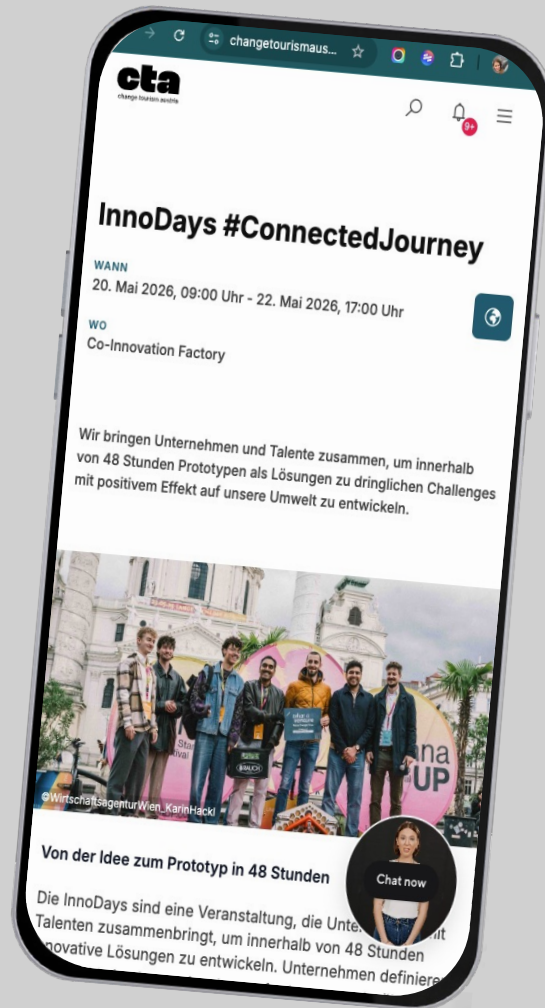


Use cases & collabs

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.**





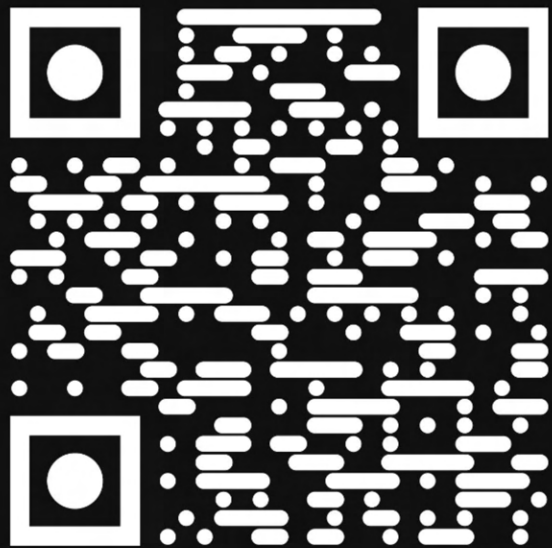


Strategic Implementations

3



act



← now



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