THIS IS YOUR INVITATION!

Initiated and led by:

NAO

In partnership with:

miles PARTNERSHIP

THE UNIVERSITY *of* EDINBURGH
Edinburgh Futures Institute

EUROPEAN
TRAVEL
COMMISSION

Welcome to Europe's leading AI learning community for destinations! Since 2024, the AI Opener for Destinations has brought together more than 100 destinations and close to 300 destination professionals in exploring and shaping the future of destinations with AI.

A lot has changed since we started in 2024, as the latest AI Opener survey demonstrates:

- **Familiarity with AI** is up from 38% in 2023 to 58% in 2025, and 75% of destination professionals say **AI has a positive impact** on their work.

- 82% believe AI will transform travel planning and booking, still, **only 16% have an AI strategy in place**, and most AI solutions remain internal.

Expectations are rising and the need for responsible adoption matters more than ever.

That's why we have designed **the AI Opener for Destinations 2026** to close the gap from scattered individual AI experiments to organisation-wide, strategic, and responsible AI adoption.

We will keep both eyes open: One focused on today's applications, the other on tomorrow's opportunities and challenges.

This is your invitation to join Season 3 and join a community of returning and new destination partners across Europe and North America, to learn with destination peers and colleagues, keep up with who's doing what, share your progress, and build the capabilities that make AI work for your destination.

In short: Be part of what's next!

See what's new and how to join on the following pages
→

MORE THAN 100 DESTINATIONS HAVE JOINED

EUROPEAN PARTICIPANTS (2025 / 2024): VisitAarhus, Visit Aberdeenshire, amsterdam&partners, Visit Antwerp, Athens Development & Destination Management Agency, Visit Berlin, Visit Bruges, Visit Brussels, Copenhagen Capacity, Wonderful Copenhagen, VisitDenmark, Destination Fyn, Destination Nord, Marketing Dresden, Visit Estonia, Fáilte Ireland, Visit Finland, Destination Florence Convention & Visitors Bureau, Atout France, Visit Gdansk, Visit Gent, Gothenburg & CO, Graz Tourismus, Visit Greenland, Helsinki Partners, Visit Hungary, Höga Kusten Destinationsutveckling, Visit Košice, Investment and Development Agency of Latvia, Lausanne Tourism, Visit Leuven, Linköping & CO, Turismo de Lisboa, Ljubljana Tourism, Visit Luxembourg, Luxembourg City Tourist Office, Luxembourg Ministry of Economy & Tourism, City of Malmö, Marketing Manchester, Visit Mechelen, National Tourism Organisation of Montenegro, Visit Norway, Congress & Tourismus Nürnberg, Visit Oulu, VisitScotland, Visit Skåne, Stockholm Business Region, Visit Sweden, Swedish Lapland Visitors Board, Switzerland Tourism, Visit Sydsjælland & Møn, Visit Torshavn, Tourism Ireland, Trentino Marketing, Vienna Tourist Board, Västerbotten Sweden, Visit Västerås.

US PARTICIPANTS (2025 / 2024): Breckenridge Tourism Office, Colorado Tourism Office, Destination DC, Destination North Myrtle Beach, Discover Lancaster, Discover Puerto Rico, Experience Kissimmee, Explore Georgia, Explore Louisiana, Greater Miami CVB, Hamilton County Tourism (IA), Kentucky.gov, Maine Office of Tourism, Martin County (FL), Mt Hood Territory, Nashville – The Music City, New York City Tourism + Conventions, San Diego Tourism Authority, Travel Oregon, USVI, Visit Austin, Visit Buffalo Niagara, Visit California, Visit Estes Park, Visit Greenville SC, Visit Lake Charles, Visit Loudoun, Visit Myrtle Beach, Visit Salt Lake, Visit Sarasota, Visit The Northshore, Travel Alaska, Travel South Dakota, Visit St Pete Clearwater, Wyoming Office of Tourism.

CANADIAN PARTICIPANTS (2025 / 2024): 4VI, Banff & Lake Louise Tourism, Tourism Calgary, Tourism Canmore Kananaskis, Cape Breton Island, Visit Mississauga, Ottawa Tourism, Destination Toronto, Destination Vancouver, Tourism Richmond (BC).

míles PARTNERSHIP NAPO

WHAT'S NEW IN SEASON 3?

NAO

AI Opener for Destinations 2026 launches with more peer exchanges and new tracks and formats, each with distinct focus, including practical AI implementation and bringing your organisation and stakeholders along on the ride.

It's a full 12-month journey, designed to help destinations move **from solo experiments to organisation-wide adoption.** You'll build AI capability, lead change, grow a responsible AI culture, implement new workflows, and spark new learning partnerships across your industry network.

Whether you've been part of the programme since 2024 or you're joining now, you'll learn with peer practitioners and global experts, explore the big agendas and get hands-on with the everyday, sharing **what works – and what doesn't.**

The AI Opener community **spans every skill level**, yet we face many of the same challenges: building AI strategy and culture, developing responsible guardrails, navigating fast-moving tech, making the right partner choices, and many more.

We can't promise absolutely no AI hype. We allow ourselves to get caught up in playful opportunity, when curiosity spills over, but throughout the programme, we always return to joint and critical reflection on the impact and meaning of it all.

New for 2026: We have designed six differentiated formats, so you can send the right people to the right sessions – and **with no fixed seat limits.**

6 NEW AND DISTINCT FORMATS

DMO Core Functions

AI across core DMO/NTO functions: Generative search and the DMO website, AI itinerary builders and chatbots, Model Context Protocols, setting up AI meetings and convention sales, and much more...

Super Sessions

Big-picture, long-view format with major AI players — global organisations, platforms, leading experts on topics like the age of automation, the new trust contract, data sovereignty ... Super sessions will be super interesting, super strategic and tackle super big questions.

Leadership & AI

Today, AI adoption is largely driven by individual curiosity, not strategic leadership. This format **targets senior leadership,** with room to discuss strategy, investments, guardrails, governance, and more with other leaders.

Builders' Club

For destination professionals looking to get hands-on with AI. Share work, test workflows and agents, try new tools ... This is an **informal, practical, and collaborative format.** And you don't have to be a programmer!

Bring Your Partners

Bring Your Partners allows you to invite industry partners to explore topics like **AI for culture and attractions, AI for hotels and guest services**, with leading experts, best practice inspiration. Spread the AI insights and community to your local destination networks.

AI Opener Botcamp

The popular **AI Opener Botcamp brings the community together** to meet and connect beyond the screen, test ideas, workshop real challenges, and explore what's next – part conference, part playground. It's an annual highlight of the programme!

SEASON 3 FLOW

4xSESSIONS: DMO Core Functions

6xSESSIONS: Builders' Club

3xSESSIONS: Super Sessions

2xSESSIONS: Bring Your Partners

1xSESSION: Leadership & AI

OPTIONAL: AI Opener Botcamp

AIO 2026

WHY YOU SHOULD JOIN?

When you join the AI Opener for Destinations 2026, you become part of a growing global learning community, connecting destinations that are exploring, testing, and leading responsible use of AI.

Here are the benefits you get access to:

- **A peer community of nearly 300 destination professionals**, who are curious about, and critical of, the impact and potential of AI in transforming the work of destinations.

- **Leading experts** from the programme's network of AI researchers, strategists, innovators, including the programme's **global AI expert advisors: Janette Roush** (VP Innovation & Chief AI Officer with Brand USA, aka the Taylor Swift of Destination AI), and **Joshua Ryan-Saha** (Director of TravelTech Scotland with **AI Opener Partner Edinburgh Futures Institute).**

- **AI Opener Resource Center** with guides, recordings, Tool Teasers, Prompt School, and soon an AI-powered bot to guide you to materials that match your needs.

Janette Roush

Joshua Ryan-Saha

- **The opportunity to invite your industry stakeholders and senior leadership to take part** in dedicated sessions targeted to them, supporting your work in sharing insights with your local partners, and your efforts in setting your DMO's AI strategy and priorities.

- **Destination AI Dilemmas Hub** for when you are stuck on tricky questions, facing gray ethical areas, or unsure which direction to take. Submit your challenges for expert & peer guidance and practical advice.

- **Priority access to AI Opener Botcamp 2026;** seats are limited for the Botcamp and have — in both years of its existence — been sold out. By joining the programme, you will have early access to sign-up and secure your spot.

- **Bring it home options!** As optionals, you can bring AI Opener home to your destination with inspirational AI Booster Days for your team, your organisation or your industry partners. Always adapted, and always playful, strategic, engaging!

STILL NOT SURE IF ITS THE RIGHT FIT?

The AI Opener for Destinations is the right fit if you...

✓ want to be part of a growing community for sharing and discussing AI with destination peers.

✓ wish to stay on top of the fast development of AI and 'what everyone else is doing'.

✓ like to have dedicated time in your calendar for AI learning, testing, exploring.

✓ would love to roll up your sleeves in our Builders' Club for AI-tool exploration and guidance.

✓ want to have access to AI Opener Resource Center with content from Seasons 1 & 2.

✓ want to inspire your colleagues to adopt AI more, and support your senior leadership in progressing your DMO's AI strategy and priorities.

✓ want the opportunity to invite your industry partners into the AI-learning.

✓ get access to leading international AI experts and thought leaders.

AI OPENER FOR DESTINATIONS TEAM

Want to be part of the AI Opener for Destinations 2026?

Reach out to:

GLOBAL LEAD:
Signe Jungersted
CEO, Group NAO
Signe@groupnao.com

EU LEAD:
Magnus Hessbo
Senior Advisor, Group NAO
Magnus@groupnao.com

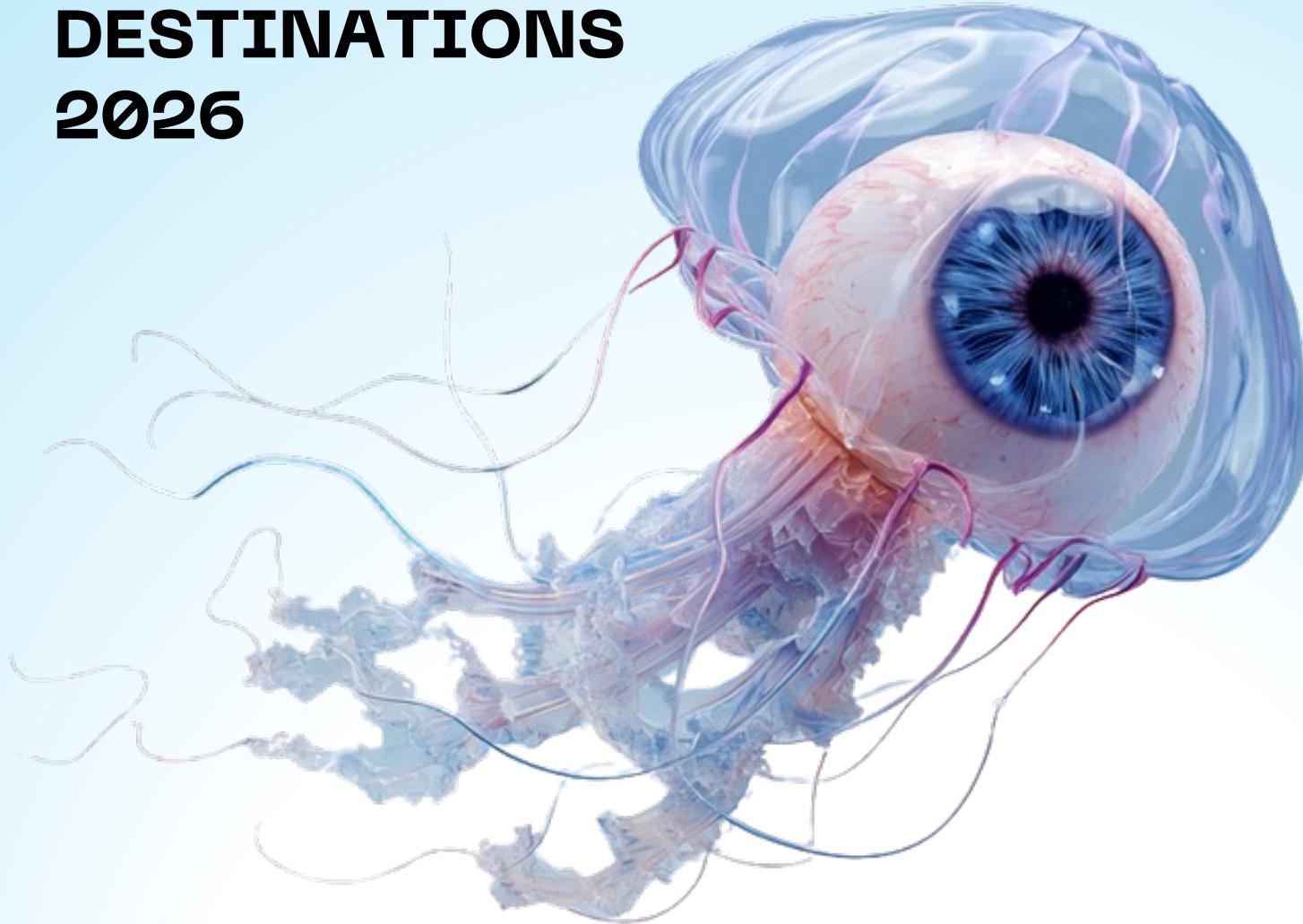**NORTH AMERICA LEAD:**
C.A. Clark, VP of AI & Senior
Strategist, Miles Partnership
CA.Clark@milespartnership.com

AI OPENER FOR DESTINATIONS 2026

NAO