

AI OPENER FOR DESTINATIONS 2025



NOW
LAUNCHING
SEASON 2

INVITATION: NEW SEASON STARTING!

Initiated and led by:



In collaborative partnership
for European cohort with:



AI Opener for Destinations empowers DMOs to explore and absorb the potential of AI in practice, while building a community of destinations that addresses pressing challenges — from ethical considerations to responsible and transparent AI use.

The future relevance and value creation of destination management and marketing may very well depend on the ability to work with AI responsibly across the entire value chain.

AI is not only transforming internal operations but also how tourists plan and experience destinations. Personalised recommendations and efficient bookings are just the beginning. Meanwhile, we are confronting challenges like deepfakes, disinformation, data breaches, and an urgent need for AI stewardship, also for tourism & destinations.

In early 2024, Group NAO initiated the AI Opener for Destinations in partnership with Miles Partnership, bringing together **60 DMOs across Europe and North America** with the purpose of helping destinations (city, region, country) explore and responsibly strategise the AI landscape.

Now, with their feedback and with keen interest from new destinations, we are excited to launch a **2nd season for 2025**, inviting both returning and new destination partners to join us for a new season of learning from and with other destinations — keeping up with 'who's doing what', sharing what you are doing, and engaging in a community of DMOs on the same journey as yourself.

**See what's new on
the following pages →**

SEASON 1 DESTINATION PARTNERS

EUROPEAN COHORT OF DESTINATIONS (34): VisitAarhus, Visit Antwerp, amsterdan&partners, Athens Development & Destination Management Agency, Visit Berlin, Visit Bruges, Visit Brussels, Copenhagen Capacity, Wonderful Copenhagen, Destination Fyn, Destination Nord, Visit Dresden, Fáilte Ireland, Destination Florence Convention & Visitors Bureau, Atout France, Visit Gdansk, Visit Gent, Gothenburg & CO, Graz Tourismus, Visit Greenland, Investment and Development Agency of Latvia, Visit Lisboa, Visit Ljubljana, Visit Luxembourg, Luxembourg City Tourist Office, City of Malmö, Visit Mechelen, Innovation Norway, National Tourism Organisation of Montenegro, Congress & Tourismus Nürnberg, Stockholm Business Region, Switzerland Tourism, Trentino Marketing, Vienna Tourist Board. **EU**

COLLABORATIVE PARTNERS (2): City Destinations Alliance, European Travel Commission. **US COHORT OF DESTINATIONS:** Travel Alaska, Breckenridge Tourism Office, Colorado Tourism Office, Destination DC, Destination North Myrtle Beach, Discover Lancaster, Discover Puerto Rico, Experience Kissimmee, Explore Louisiana, Greater Miami CVB, New York City Tourism + Conventions, San Diego Tourism Authority, Travel Oregon, USVI, Visit Buffalo Niagara, Visit Estes Park, Visit Greenville SC, Visit Lake Charles, Visit Loudoun, Visit Myrtle Beach, Visit Salt Lake, Visit Sarasota, Visit St Pete Clearwater, Wyoming Office of Tourism.

AI OPENER SEASON 1 MILESTONES

With Season 2 of AI Opener for Destinations, we are building on the outcomes and experiences from Season 1. It has been a busy 12 months – and here are just some of the milestones of the programme:

- ✓ **30+ expert speakers and advisors** from all over the world
- ✓ **25+ use and best practice cases** shared
- ✓ **Monthly sessions** all year
- ✓ **DMO usage survey** & report
- ✓ **AI Opener Resource Center** launched
- ✓ 10 episodes of **Prompt School** with Janette Roush
- ✓ 11 **AI Opener newsletters** and AI tools overviews
- ✓ One **AI policy decisions worksheet**
- ✓ One **AI roadmap** and **AI playbook**
- ✓ Two in-person **AI Opener botcamps** (US & EU) – with more than 80 participants in total



WHAT'S NEW IN AI OPENER SEASON 2?



GROUP
NAO **miles**
PARTNERSHIP

miles
PARTNERSHIP

GROUP
NAO

The new season of AI Opener for Destinations, starting January 2025, launches with fresh content and formats, more opportunities for peer-to-peer exchanges, agile programming and the possibility to connect in-person at events throughout the year.

AI Opener for Destinations offers you a chance to be part of a growing community of AI curious, critical and dedicated peers — whether you were part of Season 1 or just joining now.

This 12-month rolling programme features monthly content schedule of 12 live sessions (tailored to European and North American time zones) and special bonus events when relevant. New participants will also get a dedicated onboarding session to hit the ground running.

Destinations join as an organisation with 3 seats per season. Choose three representatives that can act as ambassadors to the rest of the organisation, and inspire your DMOs AI exploration and responsible AI stewardship.

NEW AI OPENER PLAYBOOK & FORMATS



With inspiration and feedback from Season 1, we are introducing several new formats for the 2025 season. The monthly content will combine different formats such as...

DEEP DIVES:

Single topic demonstration and deep insights from providers and independent experts.

BYO (Bring Your Own):

Sharing DMO use cases and applications. Find out '*what everyone else is doing*' to inspire your next steps.

ROUND TABLES & DILEMMAS PANEL:

Q&A session with experts and DMOs: bring your own challenges, or most pressing questions, and we'll hammer them out together.

ETHICS CORNER:

AI's rapid development means we constantly need to redefine what responsible AI stewardship is. Ethics corner is for discussions of the ethical challenges involved.

SPOTLIGHTS & SHOWCASES:

Expert and occasional vendor presentation. We get a shared idea of the questions you need to ask vendors in this space.

WORKSHOPS & AI PETTING ZOOS:

Interactive, hands-on sessions, where we try tools, build stuff, test demos, and swap clever prompts and use cases of popular AI models.

MEET-UPS:

In-person or virtual collaborations for participants or groups of participants (by geography, size or interest).



FROM KEY FUNCTIONS TO KEY QUESTIONS



In Season 1 (2024), content was designed around the core functional areas of the DMO. For Season 2 (2025), we still focus exclusively on the DMO/CVB, with added flexibility to dive in and adapt to the most urgent questions and emerging themes shaping the DMO's work. Here are some of the questions, we aim to tackle...

What does AI mean for your destination website? How does AI impact your marketing activities? What does the future of SEO look like?

How does your creative team work with AI? What guidelines are needed?

How does AI impact visitor services? How do you protect yourself and your guests from wrongful info?

How can AI streamline your stakeholder processes? RFPs, contracting, vendor screenings, CRM, and more.

How is AI changing traveller behavior & expectations? How are travellers interacting with AI? How to use AI to reach audiences with specific needs?

How to secure data and privacy? And what are the potential ramifications for a DMO in breach?

How to organise internally for AI innovation? How do you get your colleagues to work with AI in a more structured way?

How does AI align with your sustainability efforts? What are the environmental impacts of your AI usage?

When to invest? Are you about to implement Microsoft Co-pilot, develop a chatbot or AI-powered forecasting tool? How to decide what is the right time and fair use of resources? How to get executives on board?

WELCOME TO A COMMUNITY OF AI CURIOUS PEERS



When you join Season 2 of the **AI Opener for Destinations**, you get access to...

... **a peer community** that today consists of close to 200 DMO professionals, who like you are curious about (and questioning) the impact and potential of AI in transforming the work of DMOs, CVBs, RTOs and NTOs.

... **our panel of AI Expert Advisors**, who follow and feed the programme with insights and recommendations.

... **all resources available in the AI Opener Resource Center**, featuring use cases, a full season of prompt school episodes, research papers, news archives and recordings from AI Opener Season 1 sessions.

... **all research and benchmarks** carried out as part of the programme (incl. a new 2025 report on DMO usage and understanding of AI).

... **our Discord community** of your destination peers, where you can ask questions and share your challenges. We also use this to shape future sessions.

... **AI DMO case catalogues**, published for partners every 6 months, summarising best practice and interesting AI use cases for destination and tourism organisations.

... **a customized prompt library**, constantly co-created and being added to.

... **onboarding sessions with an introduction to AI**, getting the basics up to speed – and the possibility of sending a new colleague that needs the update and upskilling.

... **our AI Roadmap customized for DMOs** with tools and templates for the different phases of strategic AI exploration and implementation.

THE COSTS AND TERMS

Your programme fee for participation is for organisation partners, not for individuals.

ASSOCIATION DISCOUNT: We are happy to announce that any members of our collaborative partners, City Destinations Alliance and European Travel Commission, are eligible for a member discount of EUR 500. For continuing members from 2024 to 2025, this discount is additional to your member seniority discount.

JOINING AS A NEW DESTINATION PARTNER FOR SEASON 2:

If you are joining as a new destination partner, the fee to join for your DMO / CVB / RTO / NTO will be **EUR 7.500**.

This gives you a 12-month membership with access to all monthly events and content for up to three team members per online event and up to three log-ins for the resource center.

If you are also a member of either CityDNA or ETC, your total fee will be **EUR 7.000**.



CONTINUING FROM SEASON 1 TO SEASON 2:

If you are a current member of AI Opener for Destinations 2024 and wish to continue taking part in this programme and community in 2025, you will get a further discount of EUR 500.

This means your fee to continue your membership of AI Opener for Destinations is **EUR 7.000**.

If you are also a member of either CityDNA or ETC, your total fee will be **EUR 6.500**.

OPTIONAL: Participation in the annual in-person AI Botcamp will incur an additional cost to be communicated at least 5 months before the event.

Each partner will receive an individual, but identical contract with Group NAO. This **must be signed before December 15th to join project** start date in Jan 2025.

PLEASE NOTE that for the project to proceed, Group NAO must secure a minimum of 20 partners.

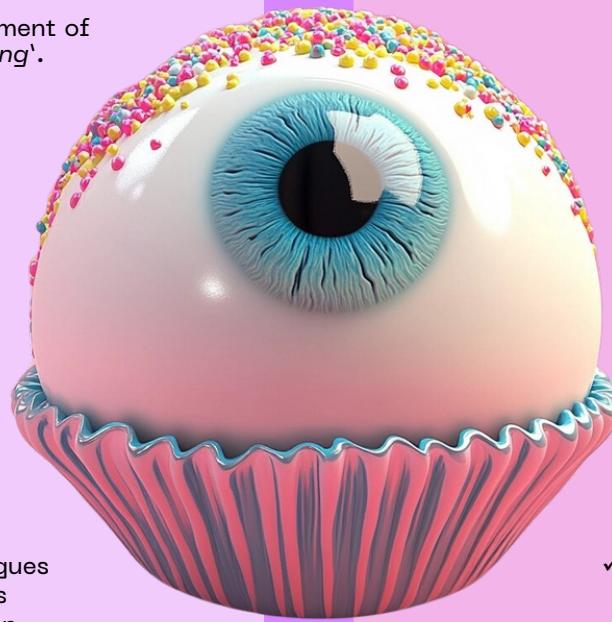
WHY YOU SHOULD JOIN...

IF YOU WERE PART OF SEASON 1 (2024)

- ✓ Stay part of a growing community for peer sharing and discussions: use cases, dilemmas, vendor experiences...
- ✓ Stay on top of the rapid development of AI and 'what everyone else is doing'.
- ✓ Get access to AI Opener Resource Center and all content from both Seasons 1 and 2.
- ✓ Join hands-on demos and tools testing.
- ✓ Get access to new research and benchmarks.
- ✓ Engage in co-creating responsible AI stewardship for destinations, bringing your own dilemmas and challenges to the table and getting expert & peer advice.
- ✓ Possibility to engage new colleagues in the programme, spread insights and inspire AI usage & integration further.

IF YOU ARE JOINING SEASON 2 (2025) AS A NEWCOMER:

- ✓ Get started or further your DMOs / RTOs / NTOs strategic AI journey.
- ✓ Become part of a growing community for peer sharing and discussions: use cases, dilemmas, vendor experiences...
- ✓ Stay on top of the rapid development of AI and 'what everyone else is doing'.
- ✓ Get access to AI Opener Resource Center with content from Seasons 1 & 2.
- ✓ Get access to new research and benchmarks.
- ✓ Join hands-on demos and tools testing.
- ✓ Get access to AI onboarding for up to three colleagues.
- ✓ Engage in co-creating responsible AI stewardship for destinations, bringing your own dilemmas and challenges to the table and getting expert & peer advice.



AI OPENER FOR DESTINATIONS TEAM

Want to be part of the AI Opener for Destinations Season 2 (2025)?

Reach out to...

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