

1 · Uncharted

2 · Exploring

3 · Building

4 · Scaling

5 · Leading

Data Foundations

Quality, accessibility and AI-readiness of your destination data assets

Score:

 1 2 3 4 5

Content & Creativity

AI in content production, asset management, and personalisation

Score:

 1 2 3 4 5

AI Visibility & Stewardship

How your destination is discovered and amplified across AI platforms

Score:

 1 2 3 4 5

Governance & Ethics

AI policies, data privacy, ethical standards and transparency

Score:

 1 2 3 4 5

Strategy & Vision

AI leadership, roadmap, resource commitment and strategic alignment

Score:

 1 2 3 4 5

Visitor Experience

AI touchpoints across the traveler journey — pre, on, and post-trip

Score:

 1 2 3 4 5

Internal Operations

AI in daily DMO workflows, productivity and staff capability

Score:

 1 2 3 4 5

Partnerships & Ecosystem

AI capability across your destination operators and partners

Score:

 1 2 3 4 5

Measurement & ROI

KPIs, attribution, efficiency measurement and the AI business case

Score:

 1 2 3 4 5