

# Destinations AI Canvas

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## Workshop Facilitation Kit

Everything you need to run a 2–3 hour team workshop.

Preparation checklist · Detailed agenda · Facilitation prompts per dimension

Scoring worksheet · Action planning template · Post-workshop integration guide

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# Workshop Overview

This kit contains everything needed to run a Destinations AI Canvas workshop with your team or with a DMO client. The workshop works at any maturity level — the canvas is designed to surface honest conversation, not to judge where you are.

## What participants leave with

- A shared, documented picture of your organisation's AI readiness across nine dimensions
- A radar chart that visualises strengths and gaps at a glance
- A prioritised list of next steps ranked by strategic leverage
- Clarity on which dimensions depend on which — and in what sequence to act
- A single-page action plan with owners and a 90-day first milestone

## Workshop formats

Format	Duration	Best for	Group size
Express	2 hours	Leadership team, board briefing, or initial diagnostic	3–6 people
Standard	3 hours	Full management team, strategy day, annual planning	4–10 people
Deep dive	Half day	Cross-functional team, consulting engagement kick-off	6–16 people
Multi-session	3 × 1.5 hrs	Large organisations, asynchronous teams, remote groups	Any

**Remote workshops:** The web tool at [playbook.bereadyfor.ai/destination-ai-canvas](https://playbook.bereadyfor.ai/destination-ai-canvas) runs in any browser. For remote sessions, have each participant complete the assessment before the call, then use a shared screen to compare results. The radar charts can be screenshotted and placed side by side.

# Preparation Checklist

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Complete these steps in the week before the workshop. Items marked with ✓ are essential; others are strongly recommended.

## 2 weeks before

- ✓ Confirm participants — aim for cross-functional representation (at least one person from each major function)
- ✓ Book a room with a large screen or projector, or set up a video call with screen sharing
- Decide whether you want individual assessments to be anonymous or attributed — both work, but anonymous scores tend to be more honest
- Brief participants: tell them this is a self-reflection exercise, not a performance review

## 1 week before

- ✓ Print one canvas template (A3 or A4) per participant, or confirm the online tool URL: [playbook.bereadyfor.ai/destination-ai-canvas](https://playbook.bereadyfor.ai/destination-ai-canvas)
- ✓ Print or share this facilitation guide
- Prepare a simple shared scoring sheet (e.g. a Google Sheet with columns for each participant and rows for each of the 9 dimensions)
- Read through all 9 dimension descriptions so you can explain each one briefly in your own words

## Day before

- ✓ Send participants a reminder: "We will be doing a ~10 minute self-assessment exercise at the start. Please be honest — there are no right answers."
- ✓ Prepare a simple slide or printed summary of the 5 maturity stages to show during the debrief
- Identify 2-3 dimensions you expect may generate the most productive disagreement, and plan a facilitating question for each

## Morning of

- ✓ Test the projector or screen share before participants arrive
- ✓ Set out paper, pens, and printed canvases (if using print format)
- Have a timer visible — agenda discipline makes the difference between a productive workshop and a rambling one

# Detailed Agenda: 3-Hour Standard Workshop

Times are guidelines. The discussion phases are the most variable — protect the scoring and action planning time, and trim discussion if needed. Never sacrifice the closing action plan.

## 00:00 – 00:15 · Opening & Context (15 min)

Facilitator-led

- Welcome and purpose: "We are here to get a shared, honest picture of where we stand — not where we want to be."
- Briefly explain the canvas: 9 dimensions, 5 stages, ~10 minute individual assessment
- Ground rules: be specific, avoid consensus-seeking, disagree productively
- Key framing: "The most useful result today is not a high score — it is an honest score."

## 00:15 – 00:45 · Individual Assessment (30 min)

Each participant independently

- Distribute printed canvases or direct participants to the online tool
- Each person completes all 9 dimensions silently and independently
- Emphasise: choose the description that most honestly reflects today, not aspiration
- If using paper: note your score (1–5) for each dimension on the scoring worksheet
- If using online tool: note the total score and individual dimension scores before the next step

## 00:45 – 01:15 · Score Comparison (30 min)

Facilitator + group

- Collect scores: ask each person to call out their score for each dimension (facilitator records on a shared sheet or whiteboard)
- For each dimension, note the range: highest score, lowest score, average
- Dimensions with the widest range (e.g. one person scores 4, another scores 1) are the most valuable to discuss
- Do not debate individual scores yet — just collect and display the data
- Identify the top 3 dimensions with the widest disagreement: these go first in the discussion phase

## 01:15 – 02:00 · Dimension Discussion (45 min)

Facilitator + group

- Focus on the 3 dimensions with most disagreement, plus the 2 lowest average scores
- For each dimension: "Why did some of us score higher? What does that tell us about our shared understanding?"
- The goal is not to reach a consensus score — it is to surface what the disagreement reveals
- Common insight: people in different roles see different aspects of the same reality
- Keep each dimension to 8–10 minutes; use a visible timer

**02:00 – 02:30 · Prioritisation (30 min)**Facilitator +  
group

- As a group, agree on 3–5 dimensions to focus on in the next 90 days
- Selection criteria: highest leverage, most within your control, currently blocking other dimensions
- For each selected dimension, agree on one concrete first action
- Explicit question to close each: "Who owns this? What does done look like in 90 days?"
- Record decisions visibly — on a flip chart or shared screen, not just in notes

**02:30 – 03:00 · Action Planning & Close (30 min)**Facilitator +  
group

- Complete the Action Planning Template (last pages of this kit) together as a group
- For each of the 3–5 focus dimensions: owner, first action, 30-day milestone, 90-day milestone
- Set a date now for the 90-day check-in and retake of the assessment
- Close: "Today we built a shared picture. The next step is one person doing one thing by one date."
- Share the compiled results (total scores, dimension scores) with all participants after the session

# Facilitation Prompts by Dimension

Use these when a dimension needs deeper exploration, when the group is stuck, or when scores diverged significantly. You do not need to use all of them — pick 2-3 that match the conversation.

## Strategy & Vision

- If someone asked us today for our AI strategy document, what would we hand them?
- Who in this organisation has to say yes before we spend money on AI? Have they said yes to anything recently?
- What would a competitor need to do with AI to make us feel genuinely threatened?
- Are we reacting to what others do, or making choices about what we do first?

## Data Foundations

- What data about our visitors exists that only we have — that a competitor could not buy?
- If we handed our data to an AI system today, what would it be able to tell us — and what would it get wrong?
- Which of our key decisions in the last year were based on data? Which were based on intuition?
- If a partner wanted to build something using our destination data, what could we offer them?

## Content & Creativity

- What would happen to our content output if we lost two content team members tomorrow?
- Has anyone in this room asked an AI about our destination recently? What did it say?
- Are we producing content for search engines, for social platforms, or for AI systems? Do those require different things?
- If we could produce ten times more content with the same team, what would we produce?

## Visitor Experience

- Walk me through what a first-time visitor experiences digitally before they book. Where are we, and where are we absent?
- At what point in the visitor journey do we know the most about who we are talking to? What do we do with that knowledge?
- If a visitor had a question at 11pm about something in our destination, what would happen?
- What would a world-class AI-powered visitor experience for our destination look like? What is stopping us from building it?

## Internal Operations

- What is the task each of us spends the most time on that feels like it should not need our attention?
- Does anyone here use AI tools personally that the organisation does not officially support? What does that tell us?
- If AI could save each team member 5 hours a week, where would we redirect those hours?
- What is the most repetitive piece of work we produce regularly? How many times do we produce essentially the same thing with slight variations?

## Governance & Ethics

- If a journalist asked us today how we use AI, what would our answer be? Would everyone in this room give the same answer?
- Has anyone here ever published AI-generated content without disclosing it? How do we feel about that?
- What is our process when an AI tool tells us something that turns out to be wrong?
- Who in our organisation has reviewed the privacy implications of the AI tools we are currently using?

## Partnerships & Ecosystem

- How many of our destination's operators could explain to a visitor today how AI has changed how people find them?
- If our destination's AI readiness were measured as an average across all operators, what would the score be?
- What could we offer operators that would genuinely help them with AI — that they could not get elsewhere?
- What would it mean for our destination if the five largest hotels all had excellent AI visibility and the 200 small operators had none?

## Measurement & ROI

- If we had to justify our AI spend to our board in a 5-minute presentation, what would we show them?
- Do we actually know how much time AI saves our team? Has anyone ever measured it for even one week?
- What would we need to see — what evidence, what metric — to feel confident that AI is working for us?
- Are we measuring what is easy to measure, or what actually matters?

## AI Visibility & Stewardship

- Has anyone here asked ChatGPT, Gemini, or Perplexity what to do in our destination? What did it say?
- If a traveller asks an AI "what is the best hotel in [your destination]" — what answer do they get, and why?
- A traveller from Germany asks an AI to plan a weekend in our destination. How much of what they learn comes from us versus from individual operators versus from third-party sources?
- What is our responsibility to help local operators improve their AI visibility? What would it take to run a programme like that?

# Scoring Worksheet

Print one copy per participant. Each person completes this independently before the group comparison. Circle or underline the score that most honestly describes your organisation today.

**Reminder for participants:** Choose the stage description that most accurately reflects where your organisation IS right now, not where you want to be or where you think you should be. The most honest assessments produce the most useful results.

Dimension	1	2	3	4	5	Your score
1. Strategy & Vision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Data Foundations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Content & Creativity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Visitor Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Internal Operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Governance & Ethics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Partnerships & Ecosystem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Measurement & ROI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. AI Visibility & Stewardship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

## Stage reference (for participants completing on paper)

Stage	Typical organisational behaviour — choose the one that best fits today
1 - Uncharted	No AI in strategy or operations. No policy, no training, no ownership. Mostly informal conversation.
2 - Exploring	Individual experiments without budget or mandate. Awareness growing. No consistent approach yet.
3 - Building	Intentional AI activity in some areas. Basic policies and training. Some measurable progress.
4 - Scaling	AI embedded and delivering value across multiple areas. Formal governance. Measurable impact.
5 - Leading	AI is central to identity and operations. Sector visibility. Contributing to others' AI development.

**TOTAL SCORE (add all 9 dimensions):**                      /                      Overall stage:                     

45

# Action Planning Template

Complete this together as a group during the final 30 minutes. Identify 3–5 dimensions to focus on. For each, agree on a single owner and concrete milestones before the group disperses.

**Facilitation tip:** The most common failure mode at this stage is choosing too many actions. Five dimensions with vague owners is worse than two dimensions with crystal-clear ownership. Push for specificity over comprehensiveness.

Organisation: \_\_\_\_\_ Workshop date: \_\_\_\_\_ Facilitator: \_\_\_\_\_

**Priority Dimension 1** Current stage: /5 Target in 90 days: /5

Dimension name / focus area
Owner (first name + role)
First action (specific, this week)
30-day milestone
90-day milestone

**Priority Dimension 2** Current stage: /5 Target in 90 days: /5

Dimension name / focus area
Owner (first name + role)
First action (specific, this week)
30-day milestone
90-day milestone

**Priority Dimension 3** Current stage: /5 Target in 90 days: /5

Dimension name / focus area
Owner (first name + role)
First action (specific, this week)
30-day milestone
90-day milestone

Priority Dimension 4	
Current stage: /5 Target in 90 days: /5	
Dimension name / focus area	
Owner (first name + role)	
First action (specific, this week)	
30-day milestone	
90-day milestone	

Priority Dimension 5	
Current stage: /5 Target in 90 days: /5	
Dimension name / focus area	
Owner (first name + role)	
First action (specific, this week)	
30-day milestone	
90-day milestone	

Next check-in date:

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Assessment retake date:

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# After the Workshop

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The workshop is the beginning, not the end. What happens in the 48 hours after a workshop often determines whether it produces lasting change or becomes a document that sits in a drawer.

## Within 24 hours

- Send all participants a summary of the group scores, the agreed priority dimensions, and the action plan
- Each owner receives a separate, direct note confirming their commitment
- Share the completed action planning template with the leadership team if they were not in the room

## Within 1 week

- Each owner takes at least one concrete step on their assigned dimension
- The facilitator checks in briefly with each owner: "What did you do? What blocked you?"
- Put the 30-day and 90-day milestones in everyone's calendar now — not later

## At 30 days

- A brief (30-minute) progress review: each owner reports on their 30-day milestone
- Identify any dimensions where progress has stalled and diagnose the cause
- Adjust the action plan if circumstances have changed — the canvas is a living document

## At 90 days

- Retake the assessment individually — the same process as the original workshop
- Compare the new scores to the original baseline: which dimensions moved? By how much?
- Run a 90-minute review workshop using the same agenda format
- Celebrate progress — even small movements in genuinely difficult dimensions are significant

## Integrating results into your organisational strategy

The canvas is most powerful when it feeds directly into planning cycles, not when it exists as a standalone exercise. Consider:

- Using your canvas profile as the AI section of your annual plan or strategic review
- Presenting your radar chart to funders or board members as evidence of systematic AI management
- Building canvas scores into your organisational KPIs for the year ahead
- Sharing your canvas results with key ecosystem partners to benchmark destination-wide readiness
- Including a canvas retake in your standard quarterly review agenda

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## Resources

**Online assessment tool (no registration required)** [playbook.bereadyfor.ai/destination-ai-canvas](https://playbook.bereadyfor.ai/destination-ai-canvas)

**AI Tourism Playbook — "It's the End of the World as We Know It"** [playbook.bereadyfor.ai](https://playbook.bereadyfor.ai)

**Officina Turistica** [officinaturistica.com](https://officinaturistica.com)

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**Complete Framework Guide (companion PDF)**

Available alongside this document

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