

AI OPENER NORTH AMERICA 2026

A global collaborative exploration of AI and travel.

Program Details Deck, January 2026



What AI Opener Is

AI Opener is a global **collaborative learning community** designed specifically for travel and tourism professionals navigating the rapidly evolving AI landscape. AI Opener **explores the intersection of AI and travel** through case studies, expert presenters, peer discussion and practical application.

Now entering its third season, the program has already brought together **more than 300 industry professionals from more than 100 organizations** across North America and Europe since launching in 2024.

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Why AI Opener Exists:

- The technology moves **too fast to figure out alone**. New tools emerge weekly.
- Best practices are still being written. Online courses created just a few months ago are out of date, and **conference sessions often favor buzz over practice**.
- AI Opener is a space where **travel and tourism professionals can learn together**, share what's working (and what isn't), get hands-on with tools and **build the practical skills** that translate to organizational impact.

What's New for 2026

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After **two seasons and more than 100 hours of content**, we've evolved our program to meet the moment. You already know AI is changing the travel industry; what you need now is practical experience and time to apply it. And that's why **we've redesigned AI Opener to be more accessible, more affordable and more practical.**



Broader scope: Open to all travel organizations. For 2026, we're expanding beyond destinations to include hotels, attractions and experiences—bringing cross-industry perspectives while maintaining our practitioner focus.



Compact format: Five sessions over six months. Focused sessions in two complementary formats: Super Sessions cover strategic topics with leading experts. Builders Club sessions are hands-on, creating AI tools and practical solutions.



Lower cost: Easier for individuals and small orgs. Restructured pricing lets individuals and small teams join without a big commitment. For less than a typical conference registration, you get 6 months of learning, expert access and real tools.



Practical focus: Claude Team subscription included! Every participant receives a Claude Team subscription for the program duration. You'll build workflows, use MCPs and walk away with tools you can actually use.

2026 Schedule

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February
Super
Session:

State of AI in
Travel 2026



March
Builders
Club:
Claude
Projects & Skills



May
Super
Session:
Search,
Discovery &
The Death of
SEO (Long Live
SEO!)



June
Builders
Club:
MCPs, Agents
& Automation



August
Super
Session:
AI Strategy &
The Next 12
Months

Draft Schedule

(please note that these are subject to change)

Who's Already Learned With Us

Over two seasons, AI Opener has welcomed participants from destinations of every size and type across North America and Europe:

North American Participants

4VI, Banff & Lake Louise Tourism, Breckenridge Tourism Office, Cape Breton Island, Colorado Tourism Office, Destination DC, Destination North Myrtle Beach, Destination Toronto, Destination Vancouver, 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, Ottawa Tourism...



San Diego Tourism Authority, Tourism Calgary, Tourism Canmore Kananaskis, Tourism Richmond (BC), Travel Alaska, Travel Oregon, Travel South Dakota, USVI, Visit Austin, Visit Buffalo Niagara, Visit California, Visit Estes Park, Visit Greenville SC, Visit Lake Charles, Visit Loudoun, Visit Mississauga, Visit Myrtle Beach, Visit Salt Lake, Visit Sarasota, Visit St Pete Clearwater, Visit The Northshore, Wyoming Office of Tourism.

European Participants

Amsterdam & Partners, Athens Development & Destination Management Agency, Atout France, City Destinations Alliance, City of Malmö, Congress & Tourismus Nürnberg, Copenhagen Capacity, Destination Florence Convention & Visitors Bureau, European Travel Commission, Fáilte Ireland, Helsinki Partners, Marketing Manchester, Switzerland Tourism, Tourism Ireland, Vienna Tourist Board, Visit Berlin, Visit Brussels, Visit Finland, Visit Norway, Visit Scotland, Wonderful Copenhagen, and many more.

What Participants Receive

- **Five focused sessions** over six months (3 Super Sessions + 2 Builders Club)
- **Claude Team subscription** for the duration of the program
- **Expert advisors** including Janette Roush (Chief AI Officer, Brand USA) and Josh Ryan-Saha (Edinburgh Futures Institute)
- **Peer network** across the travel and tourism industry
- Access to **all 2024 and 2025 content** in the Resource Center
- **Practical skills and workflows** you can apply immediately—not just ideas you'll “get to eventually”



Join AI Opener 2026!

Individual membership:

\$1,650

Team license (3 people):

\$3,450

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AI Opener is the right fit if you:

- Want dedicated time for **AI learning, testing and exploration**
- Need to **stay current on fast-moving AI developments** and **peer use cases**
- Prefer **hands-on problem solving**
- Want **access to experts** who understand travel and tourism
- Are ready to move from experimentation to **intentional AI adoption**

Testimonials

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"AI Opener helped demystify how AI can be applied in real, practical ways across our organization. The program struck a great balance between the latest happenings, strategy and hands-on use, giving our team clarity and confidence rather than hype. We walked away with ideas we could implement immediately."

Stuart Butler

President, Visit Myrtle Beach

"AI Opener has been an important part of Destination Vancouver's efforts to understand and make the most of the rapidly evolving technology landscape. For both the connections to others in our industry, who are going through the same challenges, to the world-class thought leaders that are brought in to present, AI Opener provides an unmatched opportunity to learn and explore what is happening in our sector. In AI everyone feels like they're behind, but AI Opener gives us all the chance to keep up."

Stefan Hawes

Vice President, Global Marketing, Destination Vancouver

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Program delivered in
collaboration with



Initiator and Global Program
Lead for AI Opener
aiopenerfordestinations.com