CALL FOR PROPOSALS

AI CONTENT DEVELOPMENT

Helping Destination Organizations on the role of AI and Destination Promotion

As the destination sector evolves, Artificial Intelligence (AI) is emerging as a powerful tool that's reshaping how destination organizations can perform their central responsibility of destination promotion. It's not just about how to leverage technology; it's about transforming how destination organizations connect with their communities and deliver more personalized, relevant experiences at scale.

AI presents unique opportunities for destination organization professionals, enabling them to enhance how they promote and support their communities. Leveraging such technology through proper education and leadership can help significantly improve the daily workflows required to support sales and marketing strategies, messaging, and community engagement of their destinations brand. The goal of equipping destination professionals with the tools to drive impact and personalization of experiences and appeal that can be appreciated by visitors and residents alike.

For destination professionals, AI should be considered a tech trend, a critical asset to the toolbelt of destination. It allows for better decision-making, faster data analysis, and the ability to scale personalized experiences that drive real engagement. As the tourism sector continues to recover and grow, AI will play a key role in identifying new opportunities, improving visitor and resident satisfaction, and creating obtainable, long-term growth.

CALL FOR PROPOSALS
SUMMARY

DI is pleased to open a call for proposals for 2025 content and education collaboration opportunities in the field of Artificial Intelligence (AI). We are seeking innovative, knowledgeable, and forward-thinking partners to collaborate in the development of high-quality virtual educational content and resources that explore the evolving landscape of AI and its profound implications on the daily operations of destination organizations around the world. **This initiative is not part of any existing partnerships.**

The selected partner(s) will work closely with DI to produce engaging, thought-provoking materials that align with our goal of enhancing the understanding and strategic use of AI among our global audience of destination management professionals.

This collaboration represents a content contracting opportunity for both large and small projects, wherein DI will retain full ownership of all intellectual capital created through this partnership. Successful candidates will have the chance to showcase their expertise on an international platform, contributing to the advancement of AI knowledge within the destination organizations.

We encourage submissions that reflect a deep understanding of AI technologies, their applications, and the strategic value they bring to the operations and competitive positioning of destination organizations globally.

TECHNOLOGY & DIGITAL MARKETING

Destination organizations harness the next generation of technological advancements to be the best for their communities.

Artificial Intelligence, Web 3.0, Metaverse, Data Security & Privacy, Investment & Implementation, Digital Innovation, Mobile Technology

OVERVIEW

ELIGIBILITY CRITERIA

- AI is the primary focus of your organization

- Submitters are required to provide confirmation of their credentials in the AI space. This can include:
  - Academic degrees in computer science, AI, or relevant fields
  - Organizational or individual professional credentials
  - Specialized online courses and micro-credentials
  - Vendor-specific certifications
  - Industry-specific AI certifications
  - Research publications or invited speaker presentations
  - Experience-based credentials

- Submitters have internationally relevant qualifications, credentials and proven ability to operate effectively in this field across global markets.

- Submitters are asked to disclose whether they are a current DI member or will become a DI member by the time the collaboration begins. Though not a requirement, DI Partners in good standing will be given preference.

TIMELINE

Submission Deadline: 12:00 am EST - September 30, 2024

Notification of Acceptance: November 1, 2024

Collaboration Timeline: All accepted projects will be subject to additional conversations with the DI team to determine final terms, milestones and timeline for production.

PROJECT SCOPE

Opportunity

As the digital landscape rapidly evolves, destination organizations are increasingly challenged to demonstrate their relevance and value to their communities. Traditional metrics, such as hotel room nights and general visitor spending, no longer capture the full scope of a destination organization's impact. AI has the potential to transform how destinations engage with their audiences, optimize marketing

efforts, and measure their contributions to the local economy, culture, and social fabric.

The use of AI offers new opportunities for destination organizations to enhance personalization, analyze travel behaviors, and gain deeper insights into visitor and resident preferences. However, many destination organizations have yet to fully embrace AI's capabilities within their workflows and core responsibilities

The Solution

Destinations International seeks a qualified partner(s) to develop comprehensive content and education that explores how AI can be harnessed to advance destination organization's comfort and confidence in using this emerging tech. The content and education should highlight AI's potential capabilities both within a destination organization's internal workflow as well as the benefits to its core responsibilities of destination promotion. Including marketing, messaging, selling and services, it's community assets to residents and visitors.

This project will focus on how AI can:

EDUCATION: Aide and inform destination organizations on the current market landscape of AI tools and benefits. Including both current tools on the market and their capabilities as it relates to destination organizations and destination promotion. This can include activations such as webinars or other virtual means available to destinations international

CONTENT: Provide destination organizations with unique content and capabilities to harness inputs and outputs of generative AI in both an ethical and pragmatic approach. This can include blogs, industry briefs, toolkits and guides that showcase this content.

TERMS AND CONDITIONS

DI reserves the right to accept or reject any proposal at its sole discretion. All proposals will be reviewed confidentially. This content collaboration is a hired consultation and content development opportunity, separate from any existing or future partnership agreements with DI.

DI will retain full ownership of all intellectual capital developed as part of this collaboration.

REQUIREMENTS AND PREFERENCES

ORGANIZATIONAL OVERVIEW

Your proposal must include a detailed organizational profile that provides a comprehensive understanding of the submitting organization. The following specifics should be included:

- Confirmation that AI is a primary focus of your organization
- Summary of the organization's expertise in AI, highlighting its international credentials and proven ability to operate effectively in this field across global markets
- DI membership status
- Overview of the relevance of your existing work portfolio to destination organizations
- All relevant credentials, certifications, experience, and major achievements that underscore your organization's capabilities and standing in the AI field
- Any other pertinent details that highlight your qualifications for this collaboration

PROPOSAL INCLUSIONS

As part of your proposal, please provide a comprehensive overview of the content you are suggesting for collaboration. This overview should include the following elements:

AI Topic: Clearly define the subject matter and focus of the content, outlining the specific aspects of AI and its application in destination marketing and management that will be covered.

Intended Audience: Identify the target audience(s) within the destination organization ecosystem, such as sales professionals, marketing teams, operations staff, or executive leadership, and explain how the content will meet their specific needs.

Content Design and Format: Describe the proposed format of the content, such as:
- certificate program
- micro-credentialing course
- toolkit
- resource guide
- virtual workshop

- webinar or virtual roundtable
- other educational materials most effective for the intended audience and topic

Content Creator(s): Describe the role of your organization, individual staff, DI staff, and any additional collaborators that would be needed to complete the development of the content.

Budget and Resources: Include a detailed breakdown of projected costs or fees associated with the proposed content collaboration. This should encompass any fees for content creation, consultation, delivery, or additional projected expenses that may arise throughout the development and implementation process.

This detailed overview will help us understand the scope, relevance, and potential impact of the proposed content on our audience. Pro bono or low bono pricing is encouraged

Relevance: Proposals must directly address the scope of the project or content, demonstrating how AI can be integrated into destination marketing to deliver measurable outcomes. Vendors can also share their insights on how this project could impact the industry and potential audiences.

Timeline: Proposals should include a realistic timeline with key milestones and deadlines, demonstrating the team's ability to complete the project on time.

Communication and Collaboration: Effective communication and collaboration skills are essential. The team should demonstrate their ability to work closely with Destinations International, its members, and other stakeholders throughout the project.

PROPOSAL SUBMISSION

Please submit proposals to:

Emily Scheiderer
Senior Director of Education, Sales and Services
Destinations International
escheiderer@destinationsinternational.org

Upon submission you will receive a response confirming that your proposal has been received.

ABOUT DESTINATIONS INTERNATIONAL

The [Destinations International](#) (DI) Association is the world's largest and most reliable resource for destination organizations. In short, DI educates, equips, and empowers our members to grow the success of their destinations and excel professionally. Membership grants access to a wealth of important industry resources, educational opportunities and exclusive benefits.

We believe that destination organizations positively impact local communities as a dynamic place to visit, live and work. As such, DI elevates tourism by educating, equipping, empowering, and connecting its members to better fulfill their missions and achieve positive results around the world.

Destinations International's Core Pillars
1. *Community* - DI fosters a strong, global community of professionals and promotes the exchange of information, knowledge, and best practices. Our over 800 member organizations and strategic partners from across the globe connect to exchange knowledge and best practices and network with each other to help their individual communities thrive.
2. *Destination Tools* - DI offers a suite of products built on best practices, insights, and research. We work to raise the effectiveness of destination organizations, increase relevancy among the destination's community, raise the level of professionalism through accreditation, and provide actionable best practices and strategies for the sustainable success of destinations.
3. *Professional Development* - We are the definitive resource for professional development within the destination marketing and management industry. We offer ongoing educational opportunities both in person and online and are committed to providing professional development and lifelong learning for our members.
4. *Advocacy & Research* - DI is the collective voice of destination organizations, empowering destinations on issues big and small. We strive to be champions for our members and recognize the importance of keeping our members abreast of the challenges and opportunities presenting themselves in the marketplace. DI educates, equips, and empowers its members to advocate on behalf of their destination organizations and their destination communities. We use our collective voice to elevate and advance the mission, goals, and efforts of destination organizations. DI is constantly expanding industry knowledge, introducing new ideas and developing forward-focused research and relevant data.

DESTINATIONS INTERNATIONAL'S SERVICE STANDARDS

1. We deliver value at every level of our members' organization.

2. We provide the most sophisticated and focused professional development for DMO professionals in the world.

3. We host the most comprehensive and accessible networking events in the industry.
4. We create the industry's most trusted tools to bolster our members' impact on their communities.

5. We provide inspiration and the tools and professional development for our members to advocate on their own behalf and of the industry as a whole