

Digital Skills Future Ready: Visibility in the AI Era



1. How visitor discovery has changed

Discovery no longer starts on your website. AI now summarises, recommends and shortlists experiences before travellers ever click.

The new decision journey

Look at the stages below. Circle where you think most travellers now make up their mind.

Discovery

Trust

Validation

Booking

Now answer honestly.

Where do you currently focus most of your effort?

Discovery

Trust

Validation

Booking

Trust check

AI looks for trust signals long before a booking button appears.

Tick what you already have in place.

Clear prices

Clear opening hours

Specific locations or distances

Recent updates on your website

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- Recent updates on Google Business Profile
- Real reviews with detail

What feels weakest right now?

2. How AI understands destinations and businesses

AI does not read your site like a human. It scans for structure, facts and certainty.

Machine view vs human view

Humans love adjectives. AI loves entities.

Write one sentence from your website that sounds great to a human.

My current sentence:

Now rewrite that same idea using **facts only**.

Hint: think price, distance, dates, inclusions, location, access.

My fact based version

Which version would AI trust more?

- The human one
- The machine one

Be honest. AI is ruthless.

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Agent legibility check



Answer this question as if you were an AI agent.

Would I confidently recommend this business for a specific trip?

- Yes
- Not yet

If not yet, what is missing?

- Clear facts
- Structured content
- Local detail
- Accessibility or suitability info
- Proof or validation

Notes:

3. What you can do to optimise visibility

This is the part you control. You do not need more content. You need better structured content.

Are you writing for poets or robots?

Read the two descriptions below and tick the one that most resembles your current website copy.

- Vague, inspirational, descriptive
- Specific, factual, verifiable

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Now choose **one page** on your website to improve first.

Page name or URL:

The data grounded content formula

Every important page should include:

1. Three verifiable facts
2. One local insight
3. A credible source or proof point

Try it now.

Page you are improving

Three facts

- 1.
- 2.
- 3.

One local tip

Something only a local would know.

One source of proof

Review, award, certification, data or authority.

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FAQ power check

FAQs are not an afterthought. They are an AI shortcut.

Write two real questions travellers ask you.

Question 1:

Question 2:

Do these questions currently exist on your website?

Yes

No

If no, you've just found your next task.

4. Your AI visibility action plan

Tick the actions you will prioritise in the next 30 days.

- Fix NAP (name, address, phone) consistency across website, Google and key listings
- Update Google Business Profile with specific detail
- Add or improve an FAQ section
- Replace vague wording with measurable facts
- Update key pages with current dates and details
- Remove generic fluff

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Now choose **one action only**.

My one action for the next 30 days:

5. AI leadership opportunities for DMOs

If you are a DMO, LGA or regional organisation, this section matters.

AI has not killed your relevance. It has changed your job. Based on today's webinar, what is your next best step to make your region AI-ready?

Website rethink

Complete this sentence honestly.

"Our website currently acts more like a _____ than a source of authority."

What would need to change for AI to see your region as trustworthy?

Final reflection

Write one sentence that captures your biggest takeaway today.

One practical commitment

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What is the one thing you will actually do, not plan to do?

Example: Update one key page to replace adjectives with facts.

My commitment:
