

RAS AL KHAIMAH TOURISM DEVELOPMENT AUTHORITY

SUSTAINABILITY POLICY

Ras Al Khaimah Tourism Development Authority (RAKTDA) is committed to achieving the best environmental and social sustainability practices and is part of the Responsible RAK program.

Ras Al Khaimah Tourism Development Authority was established in May 2011 as a government entity with a mandate to license, regulate and monitor Ras al Khaimah's tourism and hospitality industry. The authority primarily aims to develop tourism infrastructure and promote the Emirate domestically and abroad to consumers and businesses.

Ras Al Khaimah Tourism Development Authority (RAKTDA) occupies 800 sqm of space within the Marjan Office building on Al Marjan Island and has 66 employees. Its address is Street #11, RAKTDA Office, Al Marjan Island, Ras Al Khaimah (25°N, 55°E).

RAKTDA promotes the Emirate through a variety of activities, including representing Ras Al Khaimah at the tourism industry and overseas travel shows; educating travel professionals on Ras Al Khaimah's unique attractions through workshops, roadshows, familiarisation, and training programs; coordinating and implementing joint initiatives with key travel industry partners such as airlines, Destination Marketing Companies (DMCs), Online Travel Agencies (OTAs) and tour operators; brand and marketing strategies to encourage tourism and investment into the Emirate; the authority also hosts sporting, cultural, trade, exhibition and community events.

Ras Al Khaimah's tourism product includes variations and alternatives not available elsewhere; its topography, culture, and history are distinct and differentiating, bringing excitement and interest very much in line with current travel trends and defining our positioning. Ras al Khaimah Tourism Development Authority has set its Tourism Vision 2030 "Our vision is to become a regional leader in sustainable tourism attracting over 3 million annual visitors by 2030".

Ras Al Khaimah Tourism Development Authority is committed to continual improvement measured through annual benchmarking assessments and reporting. As the Destination Tourism Authority, we recognize the responsibility and impact we have in shaping the future of the destination and aspire to work towards minimizing our environmental footprint by implementing sustainable initiatives aimed at reducing the use of Energy and Water and the production of Waste.

Ras Al Khaimah Tourism Development Authority will comply with all relevant legislation and regulations within the Emirate, at a Federal level and with International regulations, and aims to achieve international best practices.

We have appointed a sustainability coordinator and developed an internal green team responsible for steering the authority and its team toward more sustainable practices for the business.

Special consideration will be given to employing and empowering locally based employees. Where possible, sustainable products and services will be sourced locally, considering they do not have a negative environmental, social, or economic impact.

We encourage all the authority staff to present our commitment to sustainability to all key stakeholders, including hospitality establishments, attractions, Tour Operators, DMCs, OTAs, and all the tourism-related businesses across the Emirate of Ras Al Khaimah, as well as the visitors, vendors, and contractors, etc.

The authority will review this policy annually.



Raki Phillips
Chief Executive Officer
Ras Al Khaimah Tourism Development Authority

Date: 7th May 2024