



Iyad Rasbey

**Vice President, Destination Tourism Development
Ras Al Khaimah Tourism Development Authority**

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As Vice President of Destination Tourism Development at Ras Al Khaimah Tourism Development Authority (RAKTDA), Iyad is responsible for the continued tourism growth of the Emirate. His role entails strategic partnerships with leading global partners to drive visibility and visitation to the destination. As Ras Al Khaimah becomes a destination of the future, Iyad plays an integral part in the 2030 strategy that will see the Emirate develop in a responsible and sustainable way leading up to over 3 million visitors annually by 2030.

Iyad previously held the title of Executive Director, Destination Tourism Development & MICE at RAKTDA. It was a role that he held during a very challenging time with the pandemic and other global crises, however the Authority still managed to exceed the pre-pandemic visitor numbers in 2022 and recorded its highest visitor numbers to date in 2023 at 1.22 million. He also put Ras Al Khaimah on the global MICE map with blockbuster events, including Arabian Hotel Investment Conference (AHIC), World Travel & Tourism Council (WTTC) Leadership Summit, Pacific Asia Travel Association (PATA) Annual Summit and the 2024 WMF Minifootball World Cup.

Leading the authority's tourism development strategy is a role that Iyad is well equipped and passionate about, given his over two decades of experience. As a tourism sector expert, he has worked for major global tour operators and DMCs as well as has consulted for numerous tourism boards and committees.