

Ras Al Khaimah Appoints Global Tourism Leader Phillipa Harrison as CEO of RAKTDA

Ras Al Khaimah, UAE – August 25, 2025: The Government of Ras Al Khaimah has announced the appointment of Phillipa Harrison as the new CEO of Ras Al Khaimah Tourism Development Authority (RAKTDA).

Ms. Harrison, the former Managing Director of Tourism Australia, will spearhead the Emirate's bold vision to become the 'Destination of the Future', bringing decades of international tourism expertise across Australia and other global markets.

Sheikh Ahmed bin Saud Al Qasimi, Chairman of RAKTDA's Executive Committee, said: "Tourism is at the heart of Ras Al Khaimah's strategy, it is our fastest-growing sector and we've achieved remarkable milestones in a short period of time. Ms. Harrison brings with her a depth of knowledge and leadership experience, most recently with Tourism Australia, that gives us confidence in her ability to align with Ras Al Khaimah's ambitious goals and strategic targets in the tourism sector."

Commenting on her new role, Ms. Harrison said: "I'm honored to join at such an exciting time. Ras Al Khaimah has already established itself as an international success story, and I look forward to unlocking even more growth in the years ahead."

Ms. Harrison's appointment will help to advance Ras Al Khaimah Government's objectives to further cement its position as a leading sustainable tourism destination, one that welcomed a record 650,000 visitors in H1 2025 alone, on its way to achieving a target of over 3.5 million visitors annually by 2030.

-ENDS-

About Ras Al Khaimah

Ras Al Khaimah (RAK), the fourth largest Emirate in the UAE, is distinguished by its natural diversity, [rich history](#) and forward-thinking vision under the leadership of His Highness Sheikh Saud bin Saqr Al Qasimi. Guided by a commitment to sustainable development, economic prosperity, environmental conservation, social development and innovation, RAK has become an ideal place to live, work and invest.

Strategically located between East and West – with one third of the world's population within four hours' flying time – RAK is a gateway to the UAE, Middle East, Africa, India and beyond. Its economy is among the most diversified in the region, with no single sector accounting for more than 27% of GDP. RAK offers a business-friendly environment with simplified, customizable services, low operating costs, 100% foreign ownership, zero personal income tax and one of the world's lowest corporate tax rates, supported by a strong, World Bank-recognized judicial system.

With world-class infrastructure, RAK is home to over 50,000 companies, including industry leaders such as RAK Ceramics and Julphar. RAKEZ and RAK Digital Assets Oasis support dynamic growth across industrial, manufacturing and digital sectors, backed by a strong and future-focused economy that is validated by ‘A’-range credit ratings for 15+ years from Fitch and S&P, both of which upgraded RAK in 2024, to “A+” and “A/A-1” respectively.

RAK has a multicultural society of 0.4 million people from 150 countries, offering a high quality of life, accessible luxury living and a serene coastal lifestyle, with bold hospitality projects led by signature luxury global brands, such as Wynn, Four Seasons, Nobu, Waldorf Astoria and Ritz-Carlton making it a vibrant, growing tourism destination. Projects such as RAK Central will redefine the commercial and residential landscape, with innovative Grade A office spaces and modern, sustainable residential areas creating a desirable location for upscale living, while its natural beauty and rich cultural heritage – dating back 7,000 years – further enhance RAK’s universal appeal.

With year-round sunshine, straightforward business set-up, [a competitive cost of living and high quality of life](#), Ras Al Khaimah offers limitless opportunities, making it a destination that truly embraces potential.

About Ras Al Khaimah Tourism Development Authority (RAKTDA)

The Ras Al Khaimah Tourism Development Authority (RAKTDA) was established in May 2011 under the government of Ras Al Khaimah. RAKTDA aims to develop the Emirate’s tourism infrastructure and establish Ras Al Khaimah as a world-class destination for leisure and business travel, creating sustainable investment opportunities and enhancing the quality of life for its residents. In order to achieve its goals, the Authority has a government mandate to license, regulate and monitor the Emirate’s tourism and hospitality industry.

www.visitrasalkhaimah.com | [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#) | [YouTube](#)