



Phillipa Harrison

Chief Executive Officer (CEO), Ras Al Khaimah Tourism Development Authority

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Phillipa Harrison is a transformative leader in global tourism, bringing decades of expertise to her role as Chief Executive Officer of Ras Al Khaimah Tourism Development Authority (RAKTDA). She joined RAKTDA during a period of strong momentum, tasked with steering the Emirate's bold ambition to attract over 3.5 million visitors by 2030. Her role is focused on accelerating progress and ensuring sustainable growth that delivers long-term value for the region and its people.

With decades of experience across global tourism markets and a proven track record of driving strategic growth, developing world-class marketing campaigns, and forging high-impact international partnerships, she is now shaping the next chapter of Ras Al Khaimah's innovative tourism strategy.

Prior to her current role, Phillipa served as Managing Director of Tourism Australia, where she guided the organisation through a period of significant growth and transformation while expanding the destination's appeal across key markets. Her tenure placed renewed emphasis on indigenous, regional, and experiential tourism, building cross-industry collaboration and positioning "Brand Australia" for sustainable long-term growth. By 2024, Australia welcomed 8.3 million international visitors, the strongest inbound performance in five years.

She holds a Bachelor of Arts in Mass Communication and Psychology from Macquarie University and an MBA from the Australian Graduate School of Management at the University of New South Wales.