

Ras Al Khaimah Tourism Development Authority partners with Emirates to drive visitor arrivals to the emirate



Images

Dubai, UAE, 15 September 2026: Ras Al Khaimah Tourism Development Authority (RAKTDA) and Emirates have signed a Memorandum of Understanding (MOU) to boost visitor arrivals and stimulate traffic to the emirate from select markets within the airline's network.

The MOU was signed at the Arabian Travel Market by Adnan Kazim, Emirates' Deputy President and Chief Commercial Officer and Her Excellency Phillipa Harrison, Chief Executive Officer of Ras Al Khaimah Tourism Development Authority.

Under the MOU, RAKTDA and Emirates will work closely to explore implementing promotional activities across select markets. This will include joint marketing and advertising, trade and media familiarisation programmes, with RAKTDA supporting visits through curated ground experiences that showcase the destination and sharing marketing costs for multi-market campaign activities in Ras Al Khaimah's target markets.

Both parties will explore developing bespoke products and packages for Emirates customers, to be promoted to Emirates' customers directly through '[Dubai Experience](#)' on the airline's website, alongside incentives for tour operators and the wider travel trade – enabling tourists to explore the full range of activities and experiences the UAE has to offer. RAKTDA and Emirates will also explore opportunities to share insights that identify what traveller segments are prioritised and leveraged across marketing campaigns.

H.E. Phillipa Harrison, CEO of Ras Al Khaimah Tourism Development Authority, said: "As we expand our destination offering and cement Ras Al Khaimah's positioning globally, working with Emirates will help connect the destination with audiences across key international markets. Through our collaboration with Emirates, we aim to build long-



term value for our tourism partners and offer travellers more reasons to visit the UAE and explore Ras Al Khaimah.”

Adnan Kazim, Emirates’ Deputy President and Chief Commercial Officer said: “We are proud to support the Ras Al Khaimah Tourism Development Authority and their 2030 tourism targets. Emirates’ network reach of close to 140 destinations provides the scale required to reach new travellers and encourage them to expand their itinerary with the rich experiences Ras Al Khaimah has to offer. As our home and hub, we remain committed to showcasing the UAE’s breadth of attractions and depth of experiences available for visitors.”

Located just 45 minutes from Dubai International Airport, Ras Al Khaimah offers incredible natural landscapes, complemented by world-class hospitality and visitor experiences. With 68 kilometres of coastline, terracotta desert dunes, and Jebel Jais, the UAE’s highest mountain, the emirate offers a distinctive setting for holidays that combine relaxation, outdoor adventure and cultural discovery.

Ras Al Khaimah Tourism Development Authority is targeting more than 3.5 million annual visitors by 2030 as the destination continues to expand its offering through new hotel openings, developments by major international hospitality brands and landmark projects. Together, these investments will broaden the choice of accommodation and experiences available to visitors, supporting the emirate’s long-term tourism ambitions and creating further opportunities for collaboration with Emirates and its travel trade partners.

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.

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About Emirates



Emirates' journey began in 1985, and today it is the world's largest international airline as measured in Revenue Passenger Kilometres, and one of the most consistently recognised and awarded airlines for service and product excellence at every touchpoint of the travel journey. From its global hub in Dubai, Emirates connects travellers to close to 140 destinations across six continents and operates the world's largest fleets of Boeing 777s and Airbus A380s, alongside its newly introduced Airbus A350s.