



Iyad Rasbey

Executive Director, Destination Tourism Development, Ras Al Khaimah Tourism Development Authority

As Executive Director of Destination Tourism Development at the Ras Al Khaimah Tourism Development Authority (RAKTDA), Iyad Rasbey is responsible for the continued and sustainable growth of tourism in Ras Al Khaimah.

His mandate is to lead the wider team's efforts in developing the Emirate's diverse portfolio of attractions and activities, ensuring appeal for a broad audience mix, and to share best practice and insights based on industry forecasts. He is also responsible for establishing strategic partnerships with leading global partners, including tour operators, destination management companies, global agencies and airlines, in order to drive visibility and visitation to the Emirate.

Iyad joined RAKTDA in 2018 as Director of MICE, playing a pivotal role in bringing blockbuster events to Ras Al Khaimah, including Arabian Hotel Investment Conference (AHIC), the World Travel & Tourism Council (WTTC) Leadership Summit and the Pacific Asia Travel Association (PATA) Annual Summit in 2021. His extensive knowledge in business travel management has played a key role in the Emirate's ongoing success and continued recovery.



With more than two decades of experience, Iyad has the expertise and passion to lead the Authority's tourism development strategy. During his time at RAKTDA, Iyad has established a series of strategic partnerships in Ras Al Khaimah's major source markets, putting the Emirate firmly on the global map. In the past year, he has been instrumental in analysing government responses to the pandemic and assessing the feasibility of potential travel corridors based on return to travel and the easing of restrictions in key feeder markets.

Prior to joining RAKDA, Iyad worked for a number of major global tour operators, including TRAVCO, Alpha Tours and Kuoni and consulted several tourism boards and committees.