

SUMMIT

Iyad Rasbey,

Executive Director of Destination Tourism Development at the Ras Al Khaimah Tourism Development Authority (RAKTDA)

As Executive Director of Destination Tourism Development at the Ras Al Khaimah Tourism Development Authority (RAKTDA), Iyad Rasbey is responsible for the continued tourism growth and sustainability of Ras Al Khaimah especially during a post pandemic era. His role entails 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 destination.

Iyad previously held the title of Director of MICE at RAKTDA, which he occupied since joining the Authority in 2018. He played 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.

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 and demonstrated by forging robust partnerships in Ras Al Khaimah's major source markets, effectively putting the Emirate firmly on the global map. As a tourism sector expert, he has worked for major global tour operators including TRAVCO, Alpha Tours and Kuoni as well as has consulted for numerous tourism boards and committees.