

Media Release

Ras Al Khaimah Tourism Development Authority and World Tourism Forum Lucerne announce partnership for 2019 and 2020

Ras Al Khaimah, UAE/Lucerne, Switzerland – 10 October 2018: Ras Al Khaimah Tourism Development Authority (RAKTDA) has entered a two-year strategic partnership with the World Tourism Forum Lucerne (WTFL), a unique platform for sharing expertise and addressing future challenges of the travel, tourism and hospitality industry.

Per the agreement, the Emirate of Ras Al Khaimah will be an exclusive partner in the upcoming World Tourism Forum set to take place in Lucerne, Switzerland between 1-3 May 2019. More than 500 participants are expected to attend the biennial forum including heads of state, ministers, CEO's, investors, entrepreneurs and policy-makers sharing a common interest in finding practical solutions for sustainable growth and development of the travel, tourism and hospitality industry on a global level.

The arrangement with the World Tourism Forum Lucerne also encompasses the hosting of three industry focused events in Ras Al Khaimah in 2020, cementing the Emirate's position as a destination for change and innovative entrepreneurship in tourism. These events are the WTFL Think Tank, a high-level two-day event for high profile decision makers in the tourism industry, the WTFL Talent Boost, a platform dedicated to talent and job creation in cooperation with a tourism or hospitality university in Ras Al Khaimah as well as the WTFL Start-Up Innovation Camp bringing together the best new business models in several categories. Ras Al Khaimah Tourism Development Authority will be the official sponsor and supporter of these three major events.

The signing ceremony was attended by Haitham Mattar, CEO of Ras Al Khaimah Tourism Development Authority, Reto Wittwer, Chairman of the Advisory Board of World Tourism Forum Lucerne and Martin Barth, President & CEO of World Tourism Forum Lucerne.

Haitham Mattar, CEO of Ras Al Khaimah Tourism Development Authority said: "We are looking forward to this fruitful partnership with the World Tourism Forum Lucerne, and are confident that it will introduce Ras Al Khaimah into new markets across the globe. Through this joint venture we will be able to demonstrate Ras Al Khaimah's breadth of offer to the key players of the tourism industry, and showcase our capabilities and expertise in hosting world class events. With our unique combination of authentic Arabian hospitality, pristine beaches and outdoor adventure pursuits we have plenty to offer."

Martin Barth, President & CEO of World Tourism Forum Lucerne adds: "One of the most fascinating trends in the global travel, tourism and hospitality sector today is the tourism growth evidenced in developing and emerging markets. High growth of the emerging affluent traveller will continue to shape our industry, so we need more destinations that can adapt their value proposition to attract the new wave of future travellers. WTFL is keen to partner with countries and destinations like Ras-Al Khaimah who we believe are on the cusp of change and have a unique opportunity to stand out.

About Ras Al Khaimah

One of the world's fastest growing tourism destinations, Ras Al Khaimah boasts a rich culture and long-standing history dating back 7,000 years. The Emirate boasts an array of archaeological sites and breath-taking natural vistas, from golden sand beaches, awe-inspiring terracotta dunes and a green belt of date palms to Jebel Jais, the highest mountain in the UAE.

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. In order to achieve target growth of one million visitors by the end of 2018, the authority 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 RAKTDA has a government mandate to license, regulate and monitor the emirate's tourism and hospitality industry. rasalkhaimah.ae and raktda.com

About World Tourism Forum Lucerne (WTFL)

The World Tourism Forum Lucerne (WTFL) is the leading engagement platform in the industry, where CEOs, Ministers, Academics, Financiers, Start-Ups, interact with the next generation of talent as a strong multi-stakeholder community to shape the future of travel, tourism and hospitality. wtflucerne.org

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