

Shaikha Alnuwais

Shaikha Alnuwais is the Secretary-General of UN Tourism, marking a historic milestone as the first woman to assume the role of Secretary-General of the United Nations' global tourism body. Her appointment reflects international confidence in her leadership, vision, and record of building institutions that balance economic growth with social responsibility, sustainability, and global trust.

A distinguished Emirati leader, Shaikha brings deep experience at the intersection of public policy, private-sector excellence, and international cooperation. Over the course of her career, she has played a central role in shaping tourism, hospitality, and destination development strategies that prioritize long-term value creation, community inclusion, and resilience. Her work has consistently emphasized governance, data-driven decision-making, and the integration of innovation with cultural and environmental stewardship.

As Secretary-General, Shaikha leads UN Tourism's mandate to advance tourism as a driver of shared prosperity, economic inclusion, and sustainable development across its 161 Member States. Her agenda focuses on five strategic priorities: sustainable and responsible growth; digital transformation and data-driven tourism; economic inclusion and local empowerment; infrastructure, connectivity, and tourism enablers; and governance, transparency, and global trust. Under her leadership, UN Tourism is strengthening its role as a convening platform for governments, industry, and communities to shape a more resilient and equitable global tourism system.

Widely respected for her clarity, diplomacy, and consensus-building approach, Shaikha is recognized as a bridge-builder between regions, cultures, and sectors. Grounded in the UAE's development experience and guided by a global outlook, she brings a steady, principled voice to one of the world's most interconnected industries—at a moment when tourism's impact on economies, societies, and the planet has never been more consequential.



UN Tourism