



UN Tourism Welcomes TikTok Superstar Khaby Lama as Ambassador, Recognizing Pivotal Role of Creative Economy

Madrid, Spain, 17 November 2025 – UN Tourism has welcomed Khaby Lama, the world’s most-popular TikTok creator, as its newest Ambassador.

With digital creators and influencers now central to the tourism conversation, the new partnerships reflects UN Tourism’s commitment to reaching diverse digital-first audiences around the world.

As a UN Tourism Ambassador, Lama will use his unique platform to promote responsible tourism, support cultural heritage, and advocate for sustainable practices. His work will focus on showcasing the power of tourism as a vehicle for development, job creation, and unity. Lama’s first collaborations with UN Tourism will be announced in the coming weeks, focusing on youth engagement and highlighting “hidden gem” destinations.

UN Tourism Secretary-General Zurab Pololikashvili says: “Khaby Lama has brought joy to many millions of people, in every corner of the world, and from every walk of life. His openness and readiness to connect with people across borders and languages represents what tourism is all about. I am proud to announce Lama as our newest Ambassador.”

Khaby Lama says: “I am incredibly honored to become a UN Tourism Ambassador. My journey started with just a desire to make people smile. Now, I want to use my platform to share my passion for the world, to promote responsible travel, and to build a global community that cares about our planet and the people in it. We (creators) have a huge responsibility. I am excited to start this new adventure and show everyone how we can make the world a better place through travel.”

UN Tourism Ambassadors: Voices for Change

UN Tourism Special Ambassadors have a special commitment and closeness to the core values advocated by UN Tourism as a specialized agency of the United Nations, and in particular to the Sustainable Development Goals.

UN Tourism’s Ambassadors are drawn from the worlds of sport, entertainment, business, gastronomy and more. All leaders in their respective fields, they volunteer their time and their

voices to amplifying the message of tourism for sustainable development and equal opportunity. Over recent years, the number of Ambassadors has continued to grow to reflect the sector's significance and diversity.

The announcement was made during the Organization's General Assembly, taking place in Riyadh, Saudi Arabia.

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