

JEBEL JAIS - ADVENTURE HUB OF THE MIDDLE EAST



[Images](#)

At an imposing height of 1,934 metres, the UAE's highest peak is the crowning glory of Ras Al Khaimah, offering a unique and diverse range of experiences for nature lovers and adventure seekers.

Billed as the region's adventure capital and included in Time magazine's World's Greatest Places of 2022, Jebel Jais, situated in the majestic Hajar mountain range, is the UAE's highest peak, towering over Ras Al Khaimah at a height of 1,934 metres. Here, above the peaks of the surrounding mountains, temperatures are around 10 degrees lower than sea level, making it ideal for a year round escape. Jebel Jais offers an adrenaline-fuelled getaway for those seeking new adventures, wanting to try their hand at outdoor and survival experiences or simply looking to escape city life.

The region's leading adventure hub

Over the last few years, Ras Al Khaimah Tourism Development Authority (RAKTDA) has strengthened the reputation of Jebel Jais as a standalone tourism offering by unveiling a series of exciting projects, positioning the Emirate as the adventure hub of the Middle East. Championing sustainability, the attractions give guests the chance to get up close and personal with the mountainous terrain and enjoy breath-taking nature, without impacting the local ecosystem.

Jais Adventure Park serves as the gateway to the iconic mountain's multitude of attractions. Heading the charge of adventures on offer is the **Jebel Jais Flight: The world's longest zipline**. Launched in 2018, it is one of the destination's highest profile attractions, loved by thrill-seekers from around the world. The length of the zipline spans an incredible 2.83km, equivalent to over 28 soccer fields. Zipliners soar through the skies at a height of 1,680 metres above sea level, reaching speeds of 120kph to 150kph – an adventure of a lifetime. Since its launch, the iconic attraction has seen over 90,000 visitors take flight.

Another must-try attraction is the **Jais Sky Tour**, which comprises six ziplines high above the grand cliffs and canyons of Jebel Jais, connected by nine platforms and a 15m-long sky bridge – the highest of its kind in the UAE. The tour gives visitors an unprecedented bird's eye view of the incredible location, while reaching speeds of around 60kph. In total, the ziplines cover 5km and range from 337m high to just over 1km.

Furthermore, a dedicated **Jais Adventure Centre** is on-site to ensure that guests are well-informed and equipped for the exhilarating activities on offer. Here, they can also fuel up on delicious and energy boosting food from the UAE's highest restaurant – **1484 by Puro** – feasting on magnificent views of the peaks and valleys of the Hajar Mountains alongside a refreshingly delectable menu. The rooftop lounge, **The View by 1484**, offers quick bites and drinks with equally breath-taking views. The lounge can also be exclusively booked for private events and gatherings.



Located adjacent to the Jais Adventure Centre is the region's longest toboggan ride and family-friendly attraction – the thrilling **Jais Sledder**. Offering visitors a ride through Jebel Jais, the Jais Sledder reaches speeds of up to 40 kilometres per hour descending down the slopes of the Hajar Mountain, swerving through spectacular mountain terrain. The fully controllable ride takes around eight minutes to cover 1,840 exhilarating metres of hairpin curves and undulating whirls.

Those seeking a gentler mountain experience can soon tee off from the Emirate's upcoming attraction, **Jais Minigolf** featuring a mini putt nine-hole golf course, or soak in the stunning 360-degree views of the Hajar Mountains from the **Jebel Jais Viewing Deck Park**, featuring food trucks and car parking facilities for guests.

A **Wingsuit Diving Platform**, the first base jump platform in the UAE is available for professional base jumpers and is home to Emirati adventurer Khalifa Al Ghafri, also known as the 'UAE Batman'.

Further down the mountain is The **Bear Grylls Survival Camp** (BGEC), the first of its kind in the region and the first in the world to offer branded accommodation, that challenges visitors to try out exhilarating courses run by UK experts trained at the Bear Grylls Survival Academy. Survival options include half-day (three to four hours), and 24-hour experiences perfect for adults and families; team building activities for corporate companies; and instructor courses for outdoor enthusiasts. Participants can learn practical and extreme survival techniques necessary to survive some of the toughest terrains in the wilderness including lessons on making a fire in the wilderness, building emergency shelters, knife skills, navigation techniques and extreme weather survival. Located at the camp is also an archery range and a ropes course suspended 10 metres above ground, challenging visitors as they tackle rope swings, wobbly bridges, swinging loops and more. A helpful team is on-hand to guide visitors throughout the hour-long experience, with two levels to choose from, appealing to adventurers of all ages and experience levels.

Guests can stay overnight in the camp's unique outdoor lodging, featuring 16 recycled and redesigned cabins nestled within the mountain. Set in an open, serene natural environment, the air-conditioned accommodation is fitted with bunk beds, en-suite shower rooms, barbeque pits and a picnic table. Crockery, cutlery, sheets and pillowcases are provided alongside the accommodation. Guests can also make the most of their stay by exploring the outdoors while mountain biking and climbing as well as embarking on self-guided and instructor-led hikes.

To further build on Jebel Jais' adventure attractions, guests can also try their hand at outdoor activities such as hiking and climbing adventures, with options appealing to all levels of avid and amateur mountaineers. For a more immersive experience, guests can also take on backpacking, enabling them to enjoy longer experiences that showcase the mountain in all its glory across the course of a day. Visitors can get their fix of adventure through abseiling, and canyoning, all supported by adventure tour companies that provide certified and knowledgeable outdoor guides.

Camping and Hiking Trails

Visitors who want to fully immerse themselves in the mountain experience can stay at **Camp 1770** – the highest camp in the UAE. Located 1,770 metres above sea level, the camp offers stunning 180-degree panoramic views of the Hajar Mountain range. Guests live the full traditional mountain experience with delicious Emirati meals prepared by local tribal families. Operated by Adventurati Outdoors, the camp runs several programmes throughout the year that cater to various guest preferences, including a Wellness Camp – a mountain experience featuring yoga on the peak, wellbeing talks around the bonfire, sunset meditation and much more. The firm favourite is the camp's signature adventure program called the Summit Series, which is designed to give mountaineers a replica experience of summiting a high-altitude mountain such as Mount Kilimanjaro by summiting Jebel Jais at an altitude of 1,934 metres in the middle of the night in freezing temperatures.



Last year, the Emirate launched the first ever '**HIGHLANDER**' hiking experience in the GCC. The only certified international hiking association in the world, HIGHLANDER is renowned for its specially curated hiking experiences that take intrepid adventurers on a two- and three-day hike based on their experience and fitness levels: HIGHLANDER55 (55km hike over three days) and HIGHLANDER Experience (30km hike over two days). Following the sell-out success of the first experience, HIGHLANDER will return once again in November 2022 – this time with 14 kilometres of newly developed hiking trails, including the new HIGHLANDER trail, which stands as the longest developed hiking trail in the UAE.

Preserving the Surrounding Landscape

In addition to the existing array of attractions – all aligned with the Emirate's **Sustainable Tourism Destination Strategy** that will see it become the regional leader in environmentally conscious tourism by 2025 – efforts are underway on Jebel Jais to better understand the natural ecosystem and ensure its preservation. All upcoming attractions are purpose built ensuring they not only protect but enhance the natural environment.

An Action-Packed, Sustainable Pipeline

Last year, the Emirate announced its pipeline of 20 upcoming projects that will drive further interest in Ras Al Khaimah as a must-visit destination. These projects – several of which are due to open soon and in line with the destination's sustainability strategy – will enhance the destination's tourism offerings by respecting the surrounding natural ecosystems. Complementing the stunning vistas and thrilling adventures already available, these projects cover four priorities: accommodation, mobility, infrastructure enhancements and new tourist attractions.

To strengthen the hospitality offering on the mountain in-line with Ras Al Khaimah's nature-based tourism strategy, **Earth Hotels Altitude**, an eco-based pop-up hotel concept, featuring 16 fully fitted accommodation units will launch in 2023. Opening in 2024, **Saij, A Mantis Collection Mountain Lodge**, comprising 70 luxury lodges, will provide a pure mountain retreat with guided treks, mindful pursuits and creative experiences, while **Cloud7 Camp Jebel Jais** will offer guests the ultimate glamping experience with 30 accommodation units built out of sustainable material.

Experiences and projects opening in the next years include the new **Basecamp Jais** featuring affordable accommodation for outdoor enthusiasts and the **Jais Yard** - an F&B Village – with food trailers, kiosks, retail containers, vintage truck restaurants, open air cinema and children's play areas that will appeal to parents and children of all ages.

Those seeking an even more immersive experience can soon take flight with **Jais Wings**, summoning adventure enthusiasts to take off from the top of Jebel Jais for the region's first paragliding experience, with landing pads near Saraya Islands and Al Rams. Jebel Jais will also become home to **Jais Swing**, an Instagrammable swing made of twin ropes.

New Website

As part of its digital-first approach, the Authority also unveiled a redesigned website for the destination, reflecting the new brand identity announced last year. In the new era of travel, people research their destination in detail before making an informed choice and the new websites give them a real feel for what the Emirate offers and provide both inspiration and details to make their visit truly memorable.

RAK Calling

Marking the next chapter in tourism marketing, Ras Al Khaimah Tourism Development Authority unveiled an all-new brand campaign at the Arabian Travel Market (ATM) 2022. RAK Calling uses integrated social media platforms to follow a group of influencer friends as they discover the nature Emirate. In collaboration with renowned content creators from Europe and the Middle East, the



digital-first campaign showcases the diversity of Ras Al Khaimah and a myriad of tourism experiences across its pristine beaches, lush mangroves, sprawling deserts and majestic mountains. The campaign features Jebel Jais, with its iconic zipline, unique dining experience at 1484 by Puro, Jais Sledder, Bear Grylls Explorer Camp, the professional Wingsuit Diving Platform and the upcoming paragliding attraction - Jais Wings.

Appealing to those who cherish responsible, meaningful and truly memorable experiences in the new era of travel, RAK Calling aims to resonate with those seeking 'a sense of place' and wanting to 'live their moments.' Highlight stars from the campaign include Egyptian actor Sherif Fayed (@sheriffayed) paragliding over the Hajar Mountains in a teaser for the soon-to-be launched Jais Wings experience, as well as Saudi mountaineer Raha Moharrak (@rahamoharrak) experiencing the thrill of the Jebel Jais Flight and UAE-based radio host Kris Fade (@krisfade) rock climbing at Bear Grylls Explorers Camp.

With a rich portfolio of existing and upcoming attractions, Jebel Jais continues to mark its presence as a leading adventure destination in the wider region and will grow from strength to strength in the coming years, appealing to adventure enthusiasts from the world over.

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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. RAKTDA 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 Authority has a government mandate to license, regulate and monitor the Emirate's tourism and hospitality industry.

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For further information, please contact:

Gehan Sidky
Senior Manager, Destinations PR & Communications
+971 (7) 204 4063
news@raktda.com