



ras al khaimah
tourism development authority

Ras Al Khaimah Destination Fact Sheet

A Nature Driven Destination of Sprawling Deserts, Beaches and Stunning Mountain Landscapes.

Ras Al Khaimah offers an experience of a lifetime where travellers can feel the Emirate's beating heart across a range of landscapes from the sea and beach, desert and mountain range.

With over 7,000 years of fascinating history, traditions and culture, Ras Al Khaimah promises an authentic and easily accessible Arabian experience. A haven of year-round sunshine, the Emirate features pristine beaches, lush mangrove trees and terracotta dunes, as well as fertile, green oases and the dramatic, awe-inspiring vistas of the majestic Hajar mountains, including the UAE's highest mountain peak – Jebel Jais – where temperatures are around 10 degrees lower than sea level.

Named the Gulf Tourism Capital in 2020 and 2021, much of Ras Al Khaimah's popularity comes from the increasing ease of accessibility. Located a few short hours by flight from various key European hubs, the emirate is just a 45-minute drive from Dubai International Airport.

Ras Al Khaimah has also reinforced confidence in the destination being certified as the first safe city worldwide by **Bureau Veritas SafeGuard Label** and the **Safe Travels Stamp** from the **World Travel and Tourism Council** (WTTC) following the onset of the COVID-19 pandemic.



Time World's Greatest Places of 2022

Time magazine's annual list of the top 50 must-visit global destinations highlighted Ras Al Khaimah for its stunning geodiversity and superlative outdoor adventure offerings.

Mountain

The highest mountain in the UAE – Jebel Jais – is known as the adventure hub of the Middle East, offering numerous hiking and mountain biking opportunities for all levels and ages. The mountain is home to the Jais Adventure Park, a gateway to attractions such as **Jais Viewing Deck Park**, **Jais Flight**, the world's longest zipline, **Jais Sky Tour**, a series of six exhilarating ziplines stretching 5km, and **Jais Sledder**, the region's longest toboggan ride. The highest restaurant in the UAE – 1484 by Puro – serves up a delectable menu and features an expansive terrace with awe-inspiring views of the Hajar mountains. 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.

The **Bear Grylls Explorers Camp** made its regional debut on Jebel Jais, as the world's first Bear Grylls branded accommodation. The camp offers courses of varying lengths, putting participants face-to-face with some of the toughest terrains in the wilderness. They receive hands-on practical training and extreme survival techniques.

Jebel Jais is also home to UAE's highest campsite, **Camp 1770** boasting scenic mountain views and is the perfect camping spot when hiking across the Emirate's numerous mountain trails. Visitors also have the opportunity to experience Emirati cooking from the local mountain tribes and enjoy meditation and yoga.

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

Desert & Land

Those looking to experience Ras Al Khaimah's unique terracotta desert, the **Al Wadi Nature Reserve** boasts the stunning Ritz Carlton resort, offering private villas with breath-taking views, plus desert treks on camels and horseback riding at **Al Wadi Equestrian Center**, private archery lessons and a falcon show. Visitors seeking decadent dining under the stars can enjoy **Sonara Camp**, a luxurious dining and entertainment experience set in the beauty of Al Wadi desert, with herds of Oryx and Gazelles as dinner companions.

Explorers looking to get a bird's eye view of Ras Al Khaimah can ride the brand-new **RAK Airventure** attraction at Manar Mall, the Emirate's most popular shopping and leisure centre. Flying almost 30 meters above the ground, the tethered hot air ballooning experience offers breath-taking aerial views of the majestic Hajar Mountains, rolling terracotta dunes, lush mangroves and the city's busy markets, palaces and mosques. Also recently opened at Manar Mall is **Luminaze**, an aesthetic and playful art installation based on a light maze, ideal for family and team activities.

Sea

With a wide choice of accommodation, from ultra-luxurious beach resorts managed by some of the most notable names in the business, to family-friendly and affordable hotels – Ras Al Khaimah offers its visitors the best in hospitality. World-class hotels and resorts include properties such as **Waldorf Astoria**, **Hilton**, **Rixos**, **Rotana**, **Ritz-Carlton**, **Radisson** as well as the world's largest **Hampton Resort by Hilton**. Recently opened, **InterContinental Mina Al Arab** offers island living amongst the exquisite landscapes and hospitality of modern Arabia and **Mövenpick Resort Al Marjan Island**, located on a 300-metre stretch of golden shoreline is home to the largest floating water park in Ras Al Khaimah.

Banan Beach, a glamping resort located on Al Marjan Island, offers a chilled beach getaway featuring tepee tents located around a central firepit, private chalets, family-friendly attractions and barbeque areas. Additionally, **Longbeach Campground** brings together traditional camping ethos with luxurious amenities and engaging activities - creating an immersive glamping experience.

In addition, the New Year's Eve Fireworks show, taking place annually by the sea on Al Marjan Island, has set five Guinness World Records in the past three years, appealing to visitors from across the world.

Culture

With a rich history dating back 7,000 years to the Bronze Age, Ras Al Khaimah is dotted with historical sites including ruins and forts, of which four locations – **Julfar**, **Shimal**, **Al Jazeera Al Hamra and Dhayah** – were recognised by the United Nations Educational, Scientific and Cultural Organization (UNESCO), on its tentative list of Global Heritage Sites. An immersive trip to **Suwaidi Pearls**, the only pearl farm in the UAE, provides guests a glimpse into the Emirate's pearling industry and heritage. Guests can also take a trip back in time at the **National Museum of Ras Al Khaimah**.

Balanced Tourism

Under the all-encompassing banner of **Balanced Tourism**, Ras Al Khaimah Tourism Development Authority is shaping tourism in the UAE by placing all aspects of sustainability. This approach to sustainability marks a key milestone in its strategy to drive overall sector growth and become the regional leader in sustainable tourism by 2025. The vision underscores the Emirate's leadership in conscious tourism and aligns with its identity as a nature destination with a desire to progress, grow and evolve.

Pet Friendly

Ras Al Khaimah is the perfect getaway for exploring the great outdoors with dogs. From spectacular wadi walks and mountain hikes on Jebel Jais to chilled out beachside cafés, desert adventures and overnight stays, there is plenty of experiences on offer across its stunning landscapes – the sea, desert and spectacular mountains.

MICE

Ras Al Khaimah has made significant strides in strengthening its MICE offering and has successfully positioned itself as one of the fastest growing destinations in the region.

Major events such as the first World Travel & Tourism Council **Middle East & North Africa Leaders Forum (WTTTC)** and the **Arabian Hotel Investment Conference (AHIC)** were hosted at **Al Hamra International Exhibition & Conference Center**. The Emirate has hosted several prestigious international and regional events over the past two years. This includes the **Arab Aviation Summit** in 2021, the first in-person event to be held last year thanks to the array of safety and hygiene initiatives implemented across its venues, with Ras Al Khaimah hosting the conference a second time in March 2022. The Emirate also played host to the **Global Citizen Forum's** acclaimed annual summit in 2021, bringing together over 400 guests from across 32 countries, leading to a three-year partnership with the Forum to host its annual summit until 2024.

Other prestigious events hosted in the Emirate include Schweizer Reise-Verband's (Swiss Travel Association's) first annual General Assembly since the pandemic, **World Tourism Forum Lucerne's International Start-up Innovation Summit** and **The Association of Tour Operators and Travel Agents of the Czech Republic (ACCKA)**. The **Pacific Asia Travel Association (PATA)**, will be held in Ras Al Khaimah in October 2022, marking the first time that the not-for-profit travel trade association will host its Annual Summit in West Asia.

Ideal for business gatherings and in another Jebel Jais-first, the Emirate launched the **Sky Room**, the first-of-its-kind highest meeting room in the UAE, ideal for hosting sky high meetings against the backdrop of the majestic Hajar Mountain.

Sporting Events

The Emirate hosts an increasing number of prestigious global sporting events such as the **Ras Al Khaimah Half Marathon**, the world's fastest half marathon that has been running for 15 editions, the **UAE Cycling Championship** and the **UAE Tour**, all of which play a significant role in boosting sporting tourism in the Emirate. Multiple editions of **Tough Mudder**, **Spartan Ras Al Khaimah Race** and **Desert Warrior Challenge** have also taken place in Ras Al Khaimah, highlighting the growing popularity of the Emirate as a regional sports destination.

Ras Al Khaimah has also played host to leading international championships, welcoming the **DP World Tour** (formerly known as the European Tour) tournament for the first time in February 2022 followed by the **Ras Al Khaimah Classic**, a rare double-header in the DP World Tour's Middle East swing, where some of the world's biggest golf stars battled it out at the Al Hamra Golf Club.

Ras Al Khaimah launched the first ever **'HIGHLANDER'** hiking experience in the GCC in 2021. The only certified international hiking association in the world, HIGHLANDER is renowned for its specially curated hiking experiences and will be returning to the Hajar mountains this November 2022. Intrepid adventurers have two options based on experience and fitness levels: **HIGHLANDER55** (55km hike over three days) and **HIGHLANDER Experience** (30km hike over two days).

In 2023, Ras Al Khaimah will stage the prestigious 2023 Minifootball World Cup, an international football competition held every two years that attracts thousands of spectators and fans from around the globe.



Upcoming Attractions



Mountain

- **Earth Hotel Altitude**, an eco-based pop-up hotel concept set to feature 16 fully fitted accommodation units, an activation center and swimming pool (opening Q3 2023)
- **Saij, A Mantis Collection Mountain Lodge**, comprising of 70 luxury lodges, will provide a pure mountain retreat that focuses on nature as well as mind, body and soul with guided treks, mindful pursuits and creative experiences (opening Q1 2024)
- **Cloud7 Camp Jebel Jais** – the ultimate glamping experience with 30 accommodation units built out of sustainable material (opening Q4 2024)
- The new **Basecamp Jais** will offer affordable accommodation for outdoor enthusiasts, thrill seekers and nature lovers as well as a range of activities such as yoga, Emirati live cooking and will serve as a leisure hub at the base of the rugged mountains (opening Q4 2023)
- **Jais Yard** - an F&B Village with food trailers, kiosks, retail containers, vintage truck restaurants, open air cinema and children's play areas which will drive further visitation to Jebel Jais (opening Q4 2023)
- **Jais Wings** - adventure seekers can take off on a paragliding experience from the top of Jebel Jais with two options for landing pads near Saraya Islands and Al Rams. It will be the region's first dedicated paragliding site in the GCC (opening 2022)
- **Jais Swing** - an Instagrammable swing made of twin ropes that provide amazing views and a unique content opportunity (opening 2023)



Beachfront & Land

- **A mega-beachfront development** with a marine district, inflatable aqua park, leisure trampoline, swimming pool, outdoor gym and extensive food and beverage offering (opening 2023)
- **Scallop Ranch** at Al Hamra Marine will offer oyster/scallop diving, live cooking, family and kids' experiences, and cultural activations. As a first of its kind attraction in the UAE, it will support and enhance understanding of the marine ecosystem with seagrass and sea cucumber species within the farm (opening 2023)
- **Cloud7 Camp AlSawan** – a luxury glamping experience with 60 units where guests can learn what it takes to become an agriculturalist (opening 2023)
- Ras Al Khaimah is also strengthening its hospitality infrastructure through new hotels, including **Anantara Mina Al Arab** with 174 rooms (opening 2023), **Sofitel Al Hamra Beach Resort** with 300 rooms (opening 2023) and **Anavrin Equestrian & Sports Club Resort**, a 50 key property located at Al Matar Farm is currently under development and is the first equine-focused resort in the Emirate (opening 2022)
- At the beginning of this year, Marjan and RAK Hospitality Holding announced its partnership with **Wynn Resorts** to open a multi-billion-dollar integrated resort development on Al Marjan Island. The new integrated resort will cover an area of almost 250,000 sqm and will feature more than 1,000 rooms, shopping, meeting and convention facilities, a spa, more than 10 restaurants and lounges, extensive entertainment choices, a gaming area and other amenities (opening 2026)

For any media enquiries, please contact:

Gehan Sidky
Senior Manager, Destinations
PR & Communications

+971 (7) 204 4063
news@raktada.com