

## 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 as well as CNN Travel's best destinations to visit in 2023, Jebel Jais is situated in the majestic Hajar mountain range. It 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. 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.

### **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 **Jais Flight – 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 120,000 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 Park** 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 ride reaches



speeds of up to 40kph descending down the slopes of the Hajar Mountain, swerving through spectacular mountain terrain. The ride takes around eight minutes to cover 1,840 exhilarating metres of hairpin curves and undulating whirls.

Those seeking a gentler mountain experience can 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.

Further down the mountain is The **Bear Grylls Survival Camp** (BGEC), the first of its kind in the region 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 first-ever branded accommodation, 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 returned for its second edition in November 2022, bringing 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**

In 2021, the Emirate announced its pipeline of several exciting 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, **Saij, A Mantis Collection Mountain Lodge**, comprising 70 luxury lodges, will provide a pure mountain retreat with guided treks, mindful pursuits and creative experiences will launch in 2024. Also opening next year is **Cloud7 Camp Jebel Jais** that 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.

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.

**- ENDS-**

### **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.

[www.visitrasalkhaimah.com](http://www.visitrasalkhaimah.com) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#) | [YouTube](#)

**Hashtag:** [#VisitRasAlKhaimah](#)

### **For further information, please contact:**

Gehan Sidky  
Senior Manager, Destinations PR & Communications  
+971 (7) 204 4063



[news@raktada.com](mailto:news@raktada.com)