



## **RAS AL KHAIMAH - A LEADING DESTINATION FOR MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS (MICE)**



With a growing tourism offering and a strong portfolio of events, Ras Al Khaimah is a leading MICE hub in the region.

As the fastest growing destination in the Middle East and included in Time magazine's World's Greatest Places of 2022 as well as CNN Travel's best destinations to visit in 2023, Ras Al Khaimah caters to a full suite of leisure and corporate travellers, promising an authentic and easily accessible Arabian experience. The Emirate's natural topography – the sea, desert and spectacular mountains – combined with its world-class tourism infrastructure, purpose-built convention centre, portfolio of global hospitality brands, accessibility and connectivity, make Ras al Khaimah the ideal MICE destination.

The Emirate's popularity also stems from its ease of accessibility. Ideally located between the East and the West, the UAE is home to the largest number of international airports within close proximity to Europe, Asia and Africa where over two billion people are just a four-hour flight away. Ras Al Khaimah is a mere 45-minutes away from Dubai International Airport by road, while Ras Al Khaimah International Airport is enhancing its operations and currently undergoing its biggest expansion strategy since 1976.

The destination offers visitors the best in hospitality, 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 city- and beach resorts. With over 8,000 keys available, the Emirate has world-class hotels and resorts including properties such as Waldorf Astoria, Hilton, InterContinental, Rixos, Rotana, Ritz-Carlton, Radisson, Movenpick and many others. All of the destination's hotels offer impeccable facilities, sprawling grounds and public spaces as well as a plethora of activities to be discovered.

### **Hosted Events**

Ras Al Khaimah has a strong track-record in hosting big events, emerging stronger from the pandemic and putting in place measures to ensure the safety of guests and participants at large-scale MICE events. The Emirate has hosted several prestigious international and regional events. Having partnered with prominent associations such as the **World Travel and Tourism Council** and **Deutscher Reiseverband** pre-pandemic, the **Arab Aviation Summit** was the first in-person event to be held in 2021 due to the Emirate's safety and hygiene initiatives implemented across its venues. Ras Al Khaimah hosted the conference again for the next two consecutive years in March 2022 and 2023. 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 and leading to being hosted for a second time in 2022 and a three-year partnership with the Forum to host its annual summit until 2024. The **Pacific Asia Travel Association (PATA)**, was hosted in Ras Al Khaimah in October 2022, marking the first time that the not-for-profit travel trade association hosted its Annual Summit in West Asia.

Other prestigious events hosted in the Emirate include **Arabian Hotel Investment Conference (AHIC)** for two consecutive years in 2018 and 2019, 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 Czech Republic (ACCKA).



### **Sporting Events**

The Emirate hosts an increasing number of prestigious global sporting events, with over 50 events in the last year recording a 35% increase in MICE events. In fact, global sports events held in Ras Al Khaimah were televised in more than 180 countries – such as the **Ras Al Khaimah Half Marathon**, the world's fastest half marathon that has been running for 15 editions; as well as the **UAE Cycling Championship** and the **UAE Tour** – all of which play a significant role in boosting sporting tourism in the Emirate.

Ras Al Khaimah has also played host to leading international golf 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. The Emirate also hosted the UAE finals of the **World Amateur Golf Championship** in September 2022 and the second running of the DP World Tour in February 2023.

Multiple editions of **Tough Mudder**, **Spartan Ras Al Khaimah Race** and **Desert Warrior Challenge** have also been hosted highlighting the growing popularity of the Emirate as a regional sports destination. November 2022 saw Ras Al Khaimah host the second edition of the popular '**HIGHLANDER**' **Ras Al Khaimah** hiking experience in the GCC as well as the 23<sup>rd</sup> Annual **Gumball 3000** rally, which saw epic supercar superstars tackle a thrilling 20km hill climb on the penultimate stop of its very first route in the Middle East.

Amongst Ras Al Khaimah's most notable achievements in 2023 was the Emirate's selection by The World Minifootball Federation (WMF) to stage the prestigious **2023 Minifootball World Cup** in the UAE for the first time ever later this year – beating other shortlisted contenders like Manila and Budapest. The international football competition, held every two years, attracts thousands of spectators and fans from around the globe.

### **Event Facilities**

Ras Al Khaimah has positioned itself as a leading MICE destination in the region, hosting several prestigious international and regional events over the past years. Its facilities include the Al Hamra International Exhibition & Conference Centre, a dedicated outdoor event venue at the Jais Adventure Park and extensive facilities across the Emirate's portfolio of hotels.

Each venue has specific elements that provide guests an inspiring overview of Ras Al Khaimah's culture, hospitality, and unique offerings. Here is a roundup of the Emirate's key MICE venues and facilities:

#### **Al Hamra International Exhibition & Convention Center**

Al Hamra International Exhibition & Convention Center is a world-class exhibition facility by the sea and the first safe meeting facility in the world as certified by Bureau Veritas, the international leader in testing and inspection services. The 4,500 sqm Convention Center contains a 2,700 sqm of exhibition space, two VIP Majlis, and welcoming interiors. Set on a pristine beachfront, Al Hamra International Exhibition & Conference Center is well connected to 5-star hotels, a championship Golf Course, shopping mall and an array of multi cuisine restaurants.

#### **Al Hamra Golf Club**

The Al Hamra Golf Club, located in the Al Hamra village, features views of the Arabian Gulf and Hajar mountain range that provides a backdrop for the 18-hole championship golf course, offering a stunning venue for outdoor events. It is also conveniently located in close proximity to Al Hamra International Exhibition & Conference Centre making it perfect for MICE and corporate groups.

#### **Al Jazeera Al Hamra**

Al Jazeera Al Hamra is the last authentic and traditional town still standing in the United Arab Emirates. This showcases all elements of a traditional town, including a fortress and a small market, making it the perfect backdrop for photoshoots, product launches, concerts and special bespoke events.



Taking place at this historical site, is the annual **Ras Al Khaimah Fine Arts Festival (RAKFAF)**, a non-profit community arts festival, showcases the work of local and emerging artists, photographers, and filmmakers.

### **Dhayah Fort**

Dhayah Fort is the most visited archaeological site in Ras Al Khaimah and a prime example of heritage site conservation in the Emirate. Built during the 19th century on the foundations of much older structures, it is the only hilltop fort still existing in the UAE and offers an exclusive and picturesque event location for 30 guests, with fantastic 360 vistas set against stunning sunsets and stretching to the sea across lush palm gardens, and dramatic mountains.

### **Jais Sky Room**

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

### **Hotel Venues**

#### **BM Beach Hotel**

BM Beach Hotel offers a combination of venues, with both indoor and outdoor event spaces. Mirage offers a pillarless space with a private entrance, fully equipped with a stage and high-quality entertainment equipment, while the lush garden is ideal for weddings, team building events, or even a private outdoor dinner with a breath-taking view of the sea.

#### **BM Beach Resort**

BM Beach Resort offers ideal outdoor venues for any event that comes to mind. The 500m beach, with views of Marjan Island, is the perfect setting for weddings, while the lush gardens are an ideal location for receptions, team building activities, product launches, and corporate events.

#### **DoubleTree by Hilton Resort & Spa, Marjan Island**

DoubleTree by Hilton Resort & Spa Marjan Island has a variety of options that meet the needs of an array of different events. The facilities include a lavish 325 sqm ballroom with the capacity to welcome up to 400 guests, which can also be divided into three separate meeting rooms. The hotel also boasts three individually located meeting rooms including an executive board room. Equipped with state-of-the-art audio-visual facilities, innovative F&B offerings and a pre-function area, the hotel can easily adapt to any event hosted.

#### **Hilton Ras Al Khaimah Beach Resort**

Set in a verdant private bay on the northern tip of the Arabian Peninsula, Hilton Ras Al Khaimah Beach Resort's state-of-the-art meeting rooms are flexible and allow the ultimate customisation for individual needs. The hotel has three meeting rooms accommodating up to 75 guests. Additionally, weddings and events can be facilitated at the 1.5km long private beach, terraces or indoor venues.

#### **Hilton Garden Inn Ras Al Khaimah**

Hilton Garden Inn Ras Al Khaimah caters to a wide range of events including private dinners, birthday parties, weddings and business conferences. Venues include an expansive 246sqm ballroom that can be sectioned into flexible conference and meeting rooms and two pre-function spaces, all featuring complimentary Wi-Fi and the latest audio-visual technology.

#### **InterContinental Ras Al Khaimah Mina Al Arab Resort & Spa**

Filled with natural light and looking out over the glistening waters of the Arabian Gulf, the resort's meeting spaces are the perfect location for events. Including a lavish 462sqm ballroom, six flexible meeting rooms and two boardrooms.



### **Longbeach Campground**

Longbeach Campground offers a unique glamping setting for intimate beach events and corporate team building experiences, with fun-filled activities that bring the right motivational dynamics, driving progress, leadership, and teamwork.

### **Mövenpick Resort Al Marjan Island**

The resort's modern and flexible event spaces include two large meeting rooms ideal for product launches, corporate team-building retreats, or conferences for up to 300 delegates, in addition to interactive activities such as table tennis and a pool table located in the break-out room. A 530sqm pillar-free ballroom bathed in natural light, is also available making it the perfect setting for grand weddings and special occasions.

### **Radisson Resort Ras Al Khaimah Marjan Island**

This resort offers an array of modern and refreshing beachside meeting and events venues. These include a versatile 209 sqm ballroom, pre-function area, and two meeting spaces boasting plenty of natural light and stylish design. A dedicated meeting and events team is also available to coordinate any special occasions.

### **Ritz Carlton Ras Al Khaimah, Al Hamra Beach**

The white sand and cerulean sea at The Ritz-Carlton Ras Al Khaimah, Al Hamra Beach present the perfect setting for a beachfront wedding or private celebration. The resort's pristine private beach is designed for exclusive events, and its surroundings including the beach area between reception and hotel, offer opportunities for unique experiences and events. It also offers the ideal setting for an evening under the stars, where guests can enjoy magnificent sunsets and stunning views over the sparkling sea.

### **Ritz Carlton Ras Al Khaimah, Al Wadi Desert**

Cradled by a magnificent Arabian Desert landscape, The Ritz-Carlton Ras Al Khaimah, Al Wadi Desert offers an unconventional venue for business meetings and events. With more than 2,800 square feet of indoor meeting and outdoor space and the capacity to host up to 600 people, the venue is perfect for intimate and large-scale events.

### **Rixos Bab Al Bahr**

With three meeting rooms and one of the widest ballrooms (at 770 sqm) in Ras Al Khaimah, Rixos Bab Al Bahr can cater to all type of events while providing unforgettable memories and limitless experiences. Whether for work or pleasure, a special event, leisure time with friends or a company meet-up, the dedicated events team is ready to take care of all details that matter with a personalised touch.

### **The Cove Rotana Resort**

The Cove Rotana Resort offers a wide range of indoor and outdoor venues. The well-designed conference area includes three flexible and well-equipped meeting rooms that can be configured to suit differing needs, from small meetings of 20 people or less, to a cocktail reception for up to 120 guests. Cove Rotana's 600-metre private beach also be transformed to suit a number of occasions, from picture-perfect weddings to team-building exercises for savvy corporate groups.

### **Waldorf Astoria Ras Al Khaimah**

Waldorf Astoria Ras Al Khaimah offers a unique and timeless setting for gatherings and events of all descriptions. A personalised service and dedicated event team makes this the perfect location to host spectacular private celebrations, corporate conferences, team-building activities, beach weddings, cocktail parties, product launches, and executive meetings. Outdoor venues include the lawns, terraces, cabana areas and a white-sand beach provides space for up to 800 attendees. The hotel also has direct access to the Al Hamra International Exhibition & Conference Center bringing a new level of flexibility to events in the UAE.



### **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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