



Ras Al Khaimah The Nature Emirate

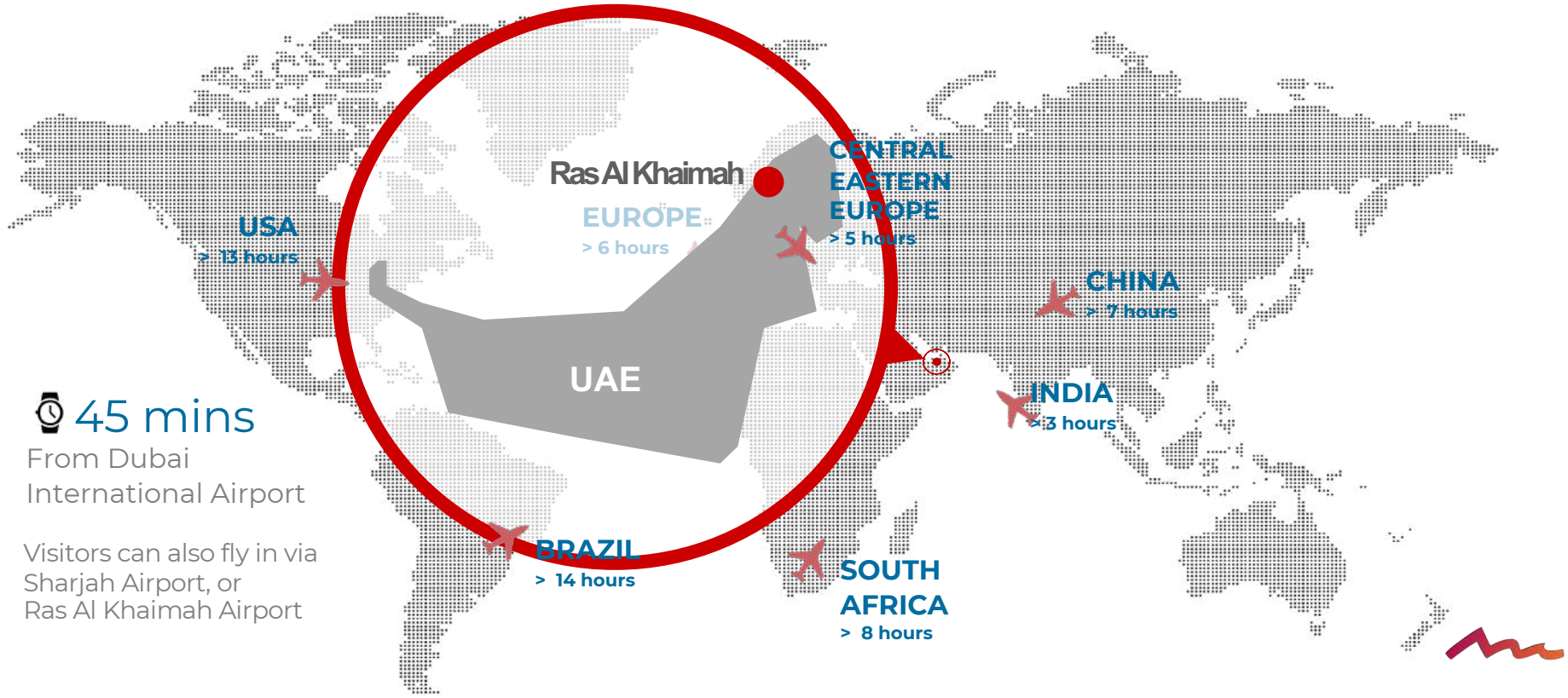
**Presented by: Socorro Morake
Senior Manager, MICE**



Air Access

U.A.E – Where East meets West

Located the same flight distance from London as Beijing, Ras Al Khaimah has easy access to most of the world's population



45 mins

From Dubai
International Airport

Visitors can also fly in via
Sharjah Airport, or
Ras Al Khaimah Airport



Ras Al Khaimah

Key Facts



1,684 sq km
4th largest Emirate



450,000
Population



8,091 Hotel
Room Keys



3 m Tourists by
end of 2030



Ras Al Khaimah Tourism Development Authority

2022 TOP ACHIEVEMENTS

New

Global Brands Entering the Destination

IHG
HOTELS & RESORTS

MÖVENPICK
HOTELS & RESORTS

Radisson



40%+

INTERNATIONAL VISITORS

17%

HOTEL SUPPLY GROWTH

HIGHEST EVER
VISITOR NUMBERS AT



1.13M

CNN TRAVEL'S
**best destinations
to visit in 2023**



TIME MAGAZINE
**World's Greatest
Places of 2022**

Largest

FDI with Wynn Resorts



BALANCED TOURISM:
regional leader in sustainable tourism by

2025

8,000+

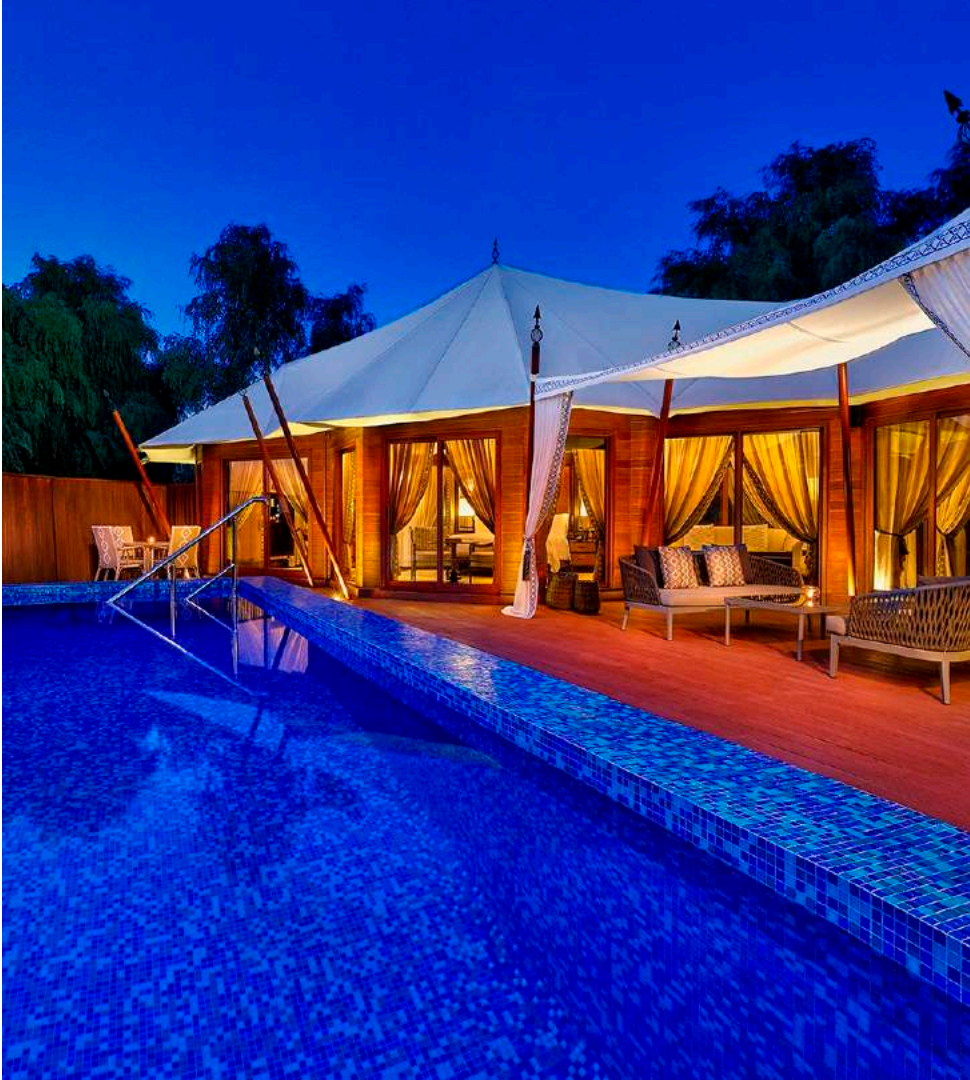
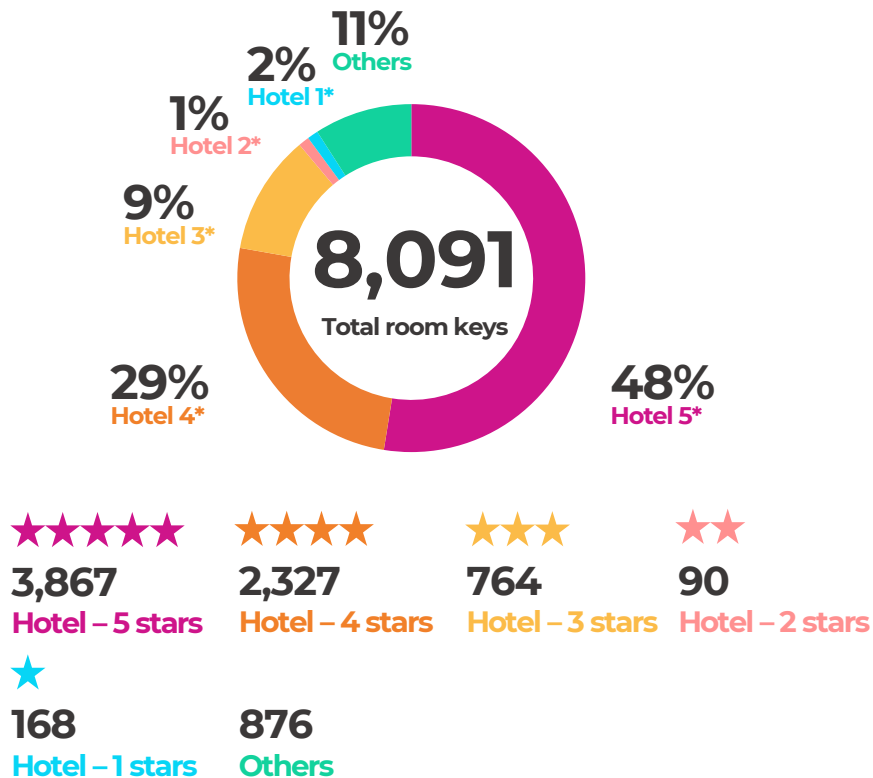
HOTEL ROOMS

90+

Roadshows, Trade Fairs, and
Events across 24 markets



Current Hotel Portfolio



Future Pipeline

TOTAL:
7,183
ROOM KEYS

WESTIN
HOTELS & RESORTS

MILLENNIUM
HOTELS AND RESORTS

ROVE
HOTELS

mantis
HOTELS AND ECO ESCAPES

cloud
HOTELS & RESORTS

Rotana

SOFITEL
HOTELS & RESORTS

ANANTARA
HOTELS-RESORTS-SPAS

Marriott

NOBU HOTELS

EARTH
HOTELS

Wynn
RESORTS

Le MERIDIEN





Culture & Heritage

Culture & Heritage



Dhayah Fort



Al Jazeera Al Hamra

With over 7,000 years of recorded human history dating back to the Bronze Age, Ras Al Khaimah (meaning Top of the Tent) is steeped in rich Arabian culture and fascinating heritage



National Museum of Ras Al Khaimah



Culture & Heritage

Suwaidi Pearls



Discover the country's rich history of pearl diving at the first cultured Arabian Pearl Farm in the region





Destination Activities



Desert Experiences



Destination Activities

Desert Activities

 Jazirah Aviation Club



 Action Flight
Hot Air Balloon



 Al Wadi Desert

Watch the sun rise from a hot air balloon, enjoy a desert safari, horseback ride or partake in other activities across the desert landscape



Mountain Activities

The background of the slide is a photograph of a mountain range under a colorful sky transitioning from blue to purple and pink. In the foreground, a large, stylized teal silhouette of a mountain range is overlaid, extending from the bottom left towards the right side of the frame.

Mountain Activities

Adventure

📍 Jais Sky Tour



📍 Jais Flight



Ras Al Khaimah is home to a range of activities for everyone from family adventures to adrenalin packed action for those daring-at-heart

📍 Jais Sledder



📍 Bear Grylls Explorers Camp





Watch the Jais Adventure Park video [here](#)

MICE

Venues



ALHAMRA

INTERNATIONAL EXHIBITION
& CONFERENCE CENTER

Regions exclusive venue set on the sandy shores of the Arabian Gulf that can be transformed for any occasion

3000

People
Capacity

1046m²

Terrace
Area

2

Private
Areas

2700m²

Total
Space

3500m²

Welcome
Lounge



ALHAMRA

INTERNATIONAL EXHIBITION
& CONFERENCE CENTER



MICE

Mountain Venues

From the highest restaurant and camp in the UAE to spectacular mountain spaces, Jebel Jais is a one-of-a-kind nature venue



📍 Viewing Deck Park



📍 Jais Rooftop Terrace

📍 Camp 1770



📍 Jais Picnic Peak



MICE

Desert Venues

📍 Bassata Village Desert Camp



📍 Bedouin Oasis Desert Camp



📍 Ritz Carlton Al Wadi Desert



📍 Al Jazeera Al Hamra



📍 The Dunes Camping & Safari



📍 Sonara Camp

Set in the desert dunes
where you can
experience
both traditional and
luxury camps & nearby
archeological sites for
bespoke event set-ups



MICE

Beach Venues



 **Intercontinental Ras Al Khaimah**



 **Waldorf Astoria**



 **AHIECC**



 **Hilton Ras Al Khaimah Beach Resort**

64 kms of pristine coastline surround Ras Al Khaimah with a lot of renowned 5 star hotel brands located along the beach





MICE Venues

Golf

📍 Al Hamra Golf Club



📍 Tower Links Golf Club



📍 Jais Mini Golf



2023 MINIFOOTBALL WORLD CUP



Ras Al Khaimah will host the World Minifootball Federation (WMF) World Cup in October & November 2023

The tournament will bring together 32 national teams and thousands of spectators to Ras Al Khaimah

MICE & Weddings

35%

**Increase in MICE
events in 2022
(vs 2021)**

160%

**Increase in
Wedding
Revenue in 2022
(vs 2021)**



Wedding Incentives

RAKTDA

**Complimentary
Visa and
transfers**

*For site visit for 6pax
*T&Cs apply

Rental Fee Waive
Jazirah Al Hamra

Discounted Rates
AHIECC

Planner Incentive
150+ Room Nights

HOTEL

**Complimentary
Room + Suite
Upgrade**
Bride & Groom

Limousine Pickup
Bride & Groom

Spa Treatment
Bride & Groom

Wedding Cake
Complimentary

AIRPORT

**Free Parking
Wedding Charter**
24 hours

**50% VIP
Terminal
Discount**

**Free Porter
Service**
Bride & Groom

Free Car Parking
For two vehicles

MICE

MICE Incentive Program



Ideal locations offering everything from historical inspired venues to exciting mountaintops

BEYOND YOUR MEETING



Ras Al Khaimah The Perfect MICE Destination

- ✓ Easy access - only 45 minutes from Dubai International Airport
- ✓ An array of MICE-friendly hotels and a newly-built convention centre with 2700 m² of event space
- ✓ Authentic and cultural venues in Ras Al Khaimah including Jazayer Al Hamra, the last standing pearling village in the Gulf
- ✓ Unique experiences including the world's longest zipline on Jebel Jais, the UAE's highest mountain peak and the region's first Bear Grylls Explorers Camp

Book Your Next Group Visit to Ras Al Khaimah And Enjoy Amazing Rewards!



Book a group in for 10 rooms or more, achieving 100+ room nights in Ras Al Khaimah and redeem as follows:

5 Star Hotels at AED100
4 Star Hotels at AED75
3 Star Hotels at AED50



Ras Al Khaimah was confirmed as the first city and Emirate in the world to receive both the prestigious 'Safe Travels' label from Bureau Veritas and the World Travel and Tourism Council (WTTC) Safe Travels, Shaping Tomorrow's International Exhibition and Conference Center is also the first MICE facility in the Middle East to be Bureau Veritas certified.

CONTACT US
FOR MORE DETAILS

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LONG TERM **TOURISM VISION**

Our vision is to become a **REGIONAL LEADER** in **Sustainable Tourism** attracting over **3 Million** visitors annually by **2030**


Watch the Balanced Tourism video [here](#)

THINK LIKE A COMMUNITY



The Nature Emirate

- Unique eco-system of **DESERT, MOUNTAIN & SEA**
- **64KM of CLEAN BEACH**; Hilton Beach Resort is the longest private beach in the UAE (1.5KM)
- **NORTHERN** Emirate – cleaner air and cooler temperatures



Balanced Tourism

- **HOTELS with SPACE**
- Measured approach in **hotel pipeline**
- **NATURE CONSERVATION**
Al Wadi Nature Reserve
- **CULTURAL CONSERVATION**
4 UNESCO World Heritage Sites, Suwaidi Pearls Farm
- **WASTE, FOOD, ENERGY CONSERVATION** in over 30 hotels and attractions



Attractions with a Purpose

- **EUR 120M** investment across **20 ATTRACTIONS**
- Bear Grylls Explorer Camp; Jais Sledder; Saij Mountain Lodge



Community Engagement

- Engaging with the **LOCAL COMMUNITY**
- Staging over **50 EVENTS** a year
- Support **HOSPITALITY COMMUNITY**



Watch our MICE Moments video [here](#)



ras al khaimah
tourism development authority