

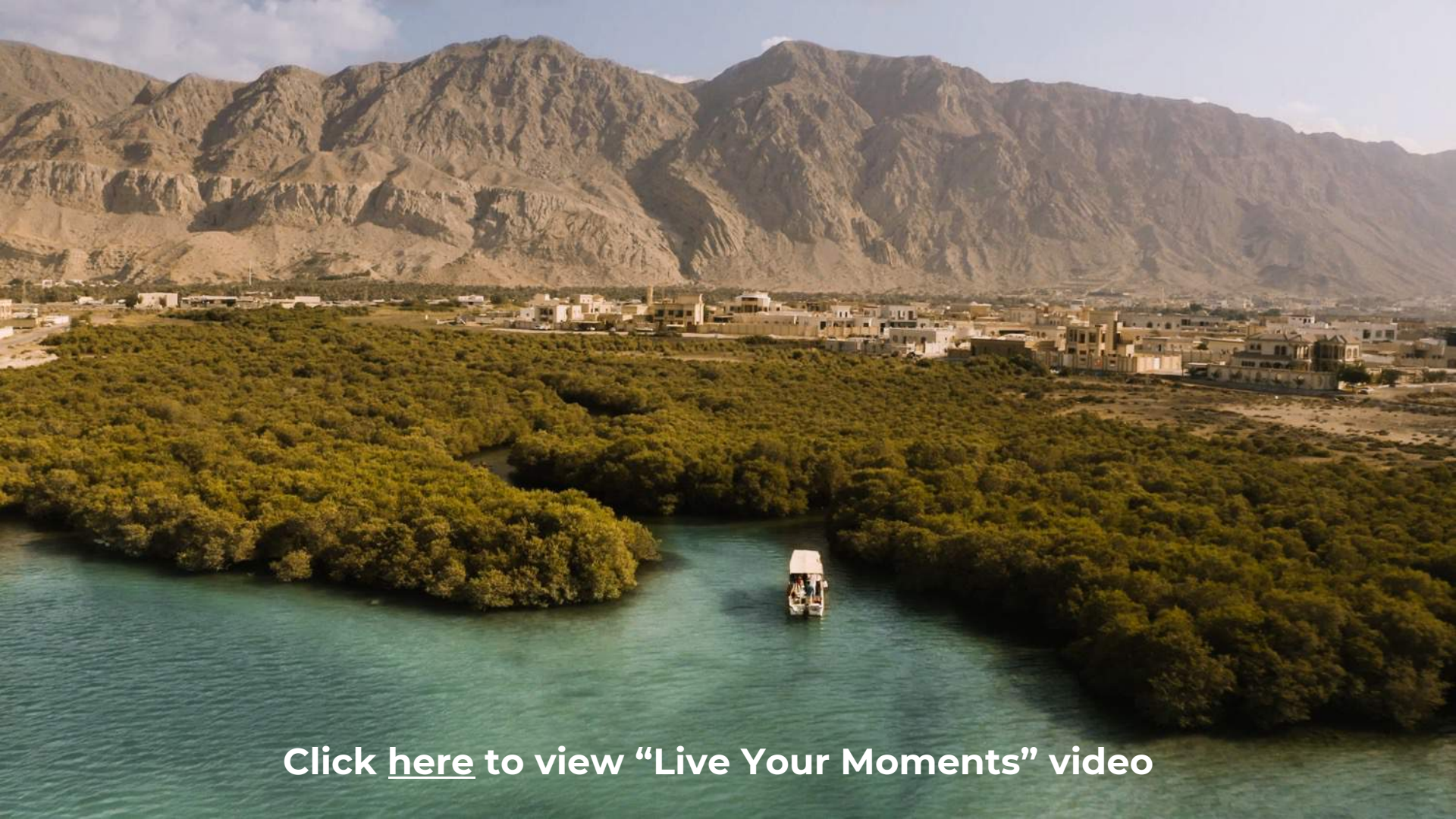


# Ras Al Khaimah

The Nature Emirate and Adventure Travel Capital of the UAE

Presented by Socorro Morake



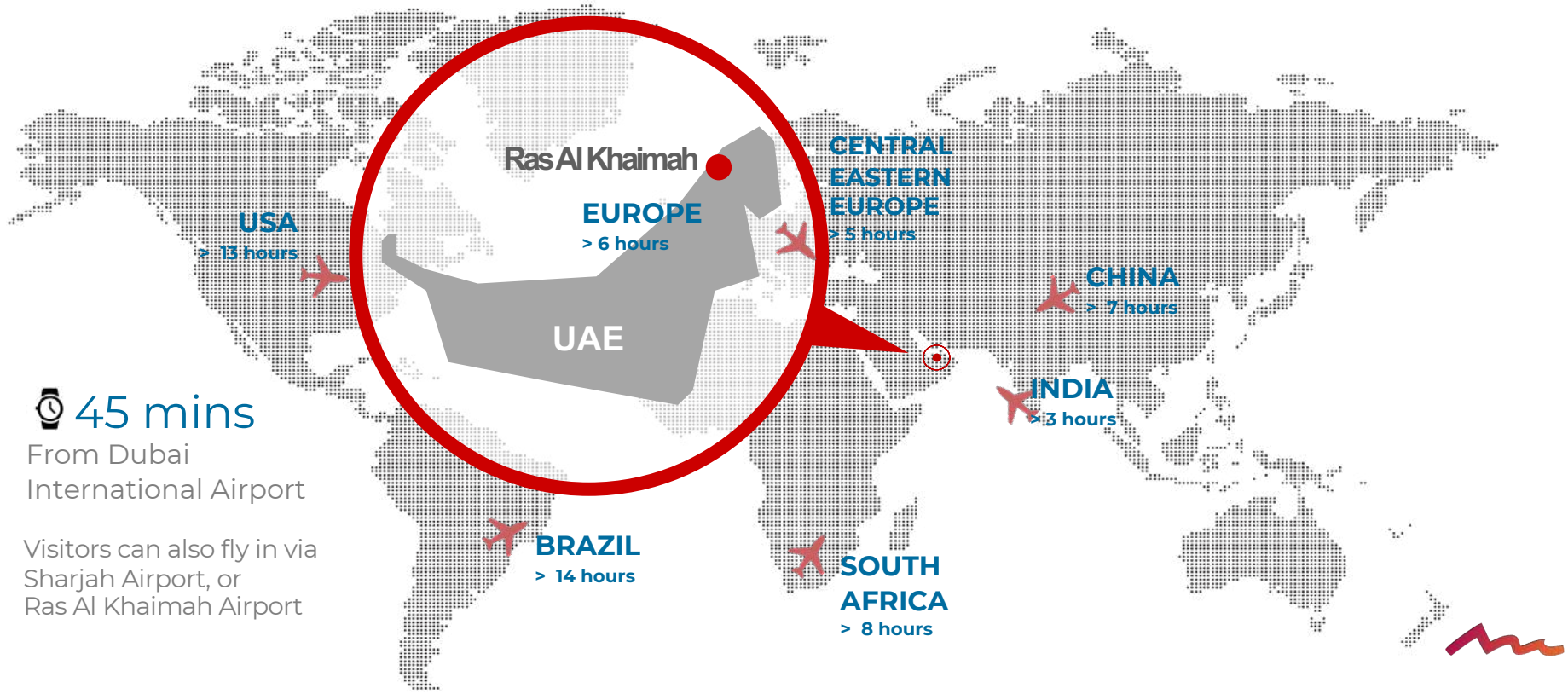


Click [here](#) to view “Live Your Moments” video

# 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**  
4<sup>th</sup> largest Emirate



**450,000**  
Population



**8,091 Hotel**  
Room Keys



**3 m** Tourists by  
end of 2030



### Performed better than regional average

**23%**  
Better in Energy Consumption

**29%**  
Better in Greenhouse Gas Emissions

**61%**  
Better in Waste Output

First sustainable destination in the Middle East



### HIGHEST EVER VISITOR ARRIVALS

**>1.22 M**

**8% INCREASE FROM 2022**

**24% GROWTH IN INTERNATIONAL TOURISTS**



### NYE 2024

**>65K Spectators**

**2 Guinness World Records**

- Longest chain of Aquatic Floating Fireworks
- Longest Straight Line Drone Display

### Enhanced Airline Connectivity



### New Hotels & Uplifts

New Opening: Anantara Mina Al Arab

Extensive Refurbishment: Waldorf Astoria

### Blockbuster Events



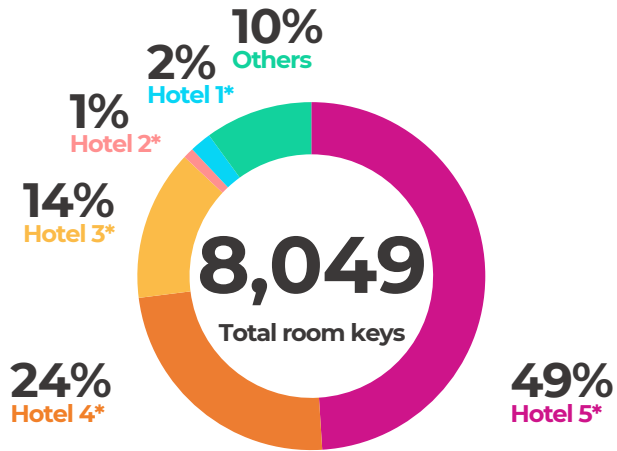
### Borderless Travel

Strategic Partnership with Oman Tourism Development Company (OMRAN Group)

Cross-Destination Tourism Promotion Between Ras Al Khaimah and Musandam



# CURRENT INVENTORY



★★★★★  
**3,902**  
Hotel – 5 stars

★★★★  
**1,930**  
Hotel – 4 stars

★★★  
**1,153**  
Hotel – 3 stars

★★  
**90**  
Hotel – 2 stars

★  
**168**  
Hotel – 1 stars

**806**  
Others



# FUTURE SUPPLY

5\* Hotels

5,632

4\* Hotels

516

3\* Hotels

691

TOTAL: 6,999  
ROOM KEYS

Other

160

WESTIN<sup>®</sup>  
HOTELS & RESORTS

MILLENNIUM  
HOTELS AND RESORTS

ROVE  
HOTELS

Le MERIDIEN

mantis  
HOTELS AND ECO ESCAPES

Hilton

Rotana

SOFITEL  
HOTELS & RESORTS

element<sup>™</sup>  
BY WESTIN

cloud 7<sup>®</sup>  
hotel & residence

NOBU HOTELS

Wynn<sup>®</sup> RESORTS

W  
HOTELS

ADDRESS  
HOTELS + RESORTS

NIKKI & BEACH

JW MARRIOTT



# Culture & Heritage





Dhayah Fort

# Culture & Heritage



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

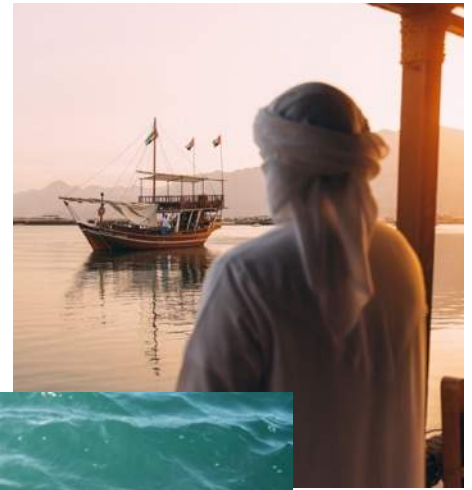


National Museum of Ras Al Khaimah



Culture & Heritage

# Suwaidi Pearls



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





[Click here to view "Unveil Arabia" video](#)



# Destination Activities



# Desert Experiences

A yellow desert safari vehicle is driving through a sand dune landscape. The vehicle has a license plate that reads "1952" and "RAK D UAE". There are passengers in the vehicle, including a driver wearing a white cap. The background shows rolling sand dunes under a clear blue sky, with some white animals (possibly camels or sheep) visible on the dunes in the distance. A large, semi-transparent pink arrow graphic points upwards from the bottom left towards the center of the image.

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 Experiences





[Click here](#) to view “Beautiful Destinations” video



Mountain Activities

# Adventure

📍 Jais Sky Tour



📍 Jais Flight



📍 Jais Sledder

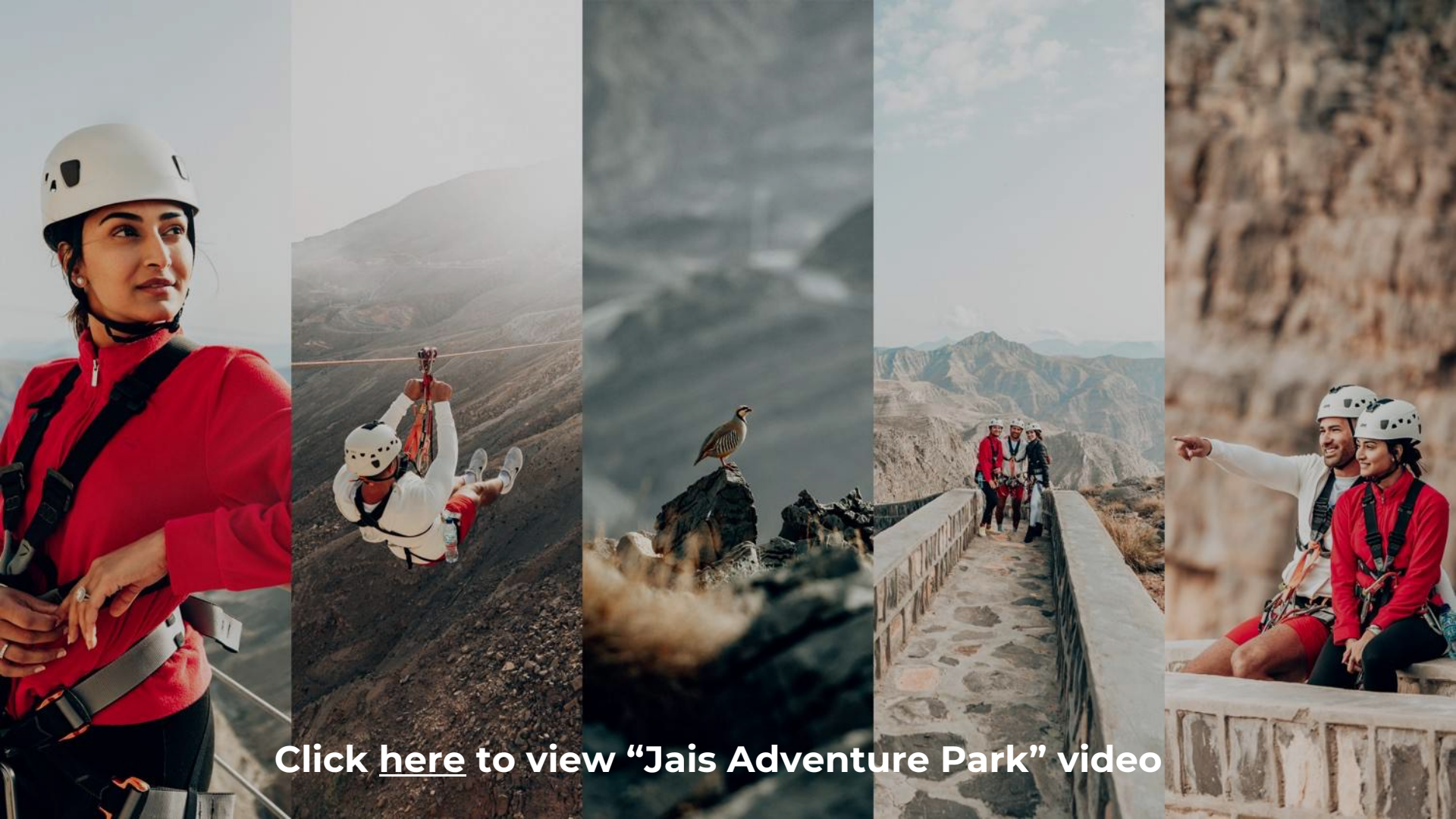


Ras Al Khaimah is home to a range of activities for everyone from family adventures to adrenalin packed action for those daring-at-heart



📍 Bear Grylls Explorers Camp





Click [here](#) to view “Jais Adventure Park” video

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

**1046m<sup>2</sup>**  
Terrace  
Area

**2**  
Private  
Areas

**2700m<sup>2</sup>**  
Total  
Space

**3500m<sup>2</sup>**  
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



📍 Al Jazeera Al Hamra



📍 Ritz Carlton Al Wadi Desert



📍 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



MICE

# MICE Incentive Program



Ideal locations offering everything from historical inspired venues to exciting mountaintops



## Ras Al Khaimah The Perfect MICE Destination

- ✓ **Easy Access**  
...only 45 mins from Dubai International Airport
- ✓ **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
- ✓ **MICE-friendly hotels**  
...and a newly-built convention centre with 2,700m<sup>2</sup> of event space
- ✓ **Authentic & Cultural Venues**  
...including Jazeera Al Hamra, the last standing pearling village in the Gulf

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

- 🎁 **SPONSORSHIP PER ROOM, PER STAY**  
Book a group in for 10 rooms or more, achieving 100+ room nights in Ras Al Khaimah and redeem as follows:
  - 5\* Hotels at AED 100 per room, per stay
  - 4\* Hotels at AED 75 per room, per stay
  - 3\* Hotels at AED 50 per room, per stay

### Additional concessions and booker incentives available.

Terms & Conditions Apply. Booked incentives are subject to hotel participation.

Contact us for more details **Socorro Merake** - Senior Manager, MICE 📞 +971 (0)50 652 8206 📧 socorro@raktda.com








## LONG TERM **TOURISM VISION**

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

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# THINK LIKE A COMMUNITY



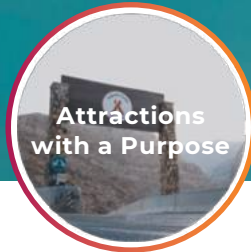
## The Nature Emirate

- 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 Pearl Farm
- **WASTE, FOOD, ENERGY CONSERVATION** in over 30 hotels and attractions



## Attractions with a Purpose

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



## Community Engagement

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



[Click here to view "MICE Moments" video](#)



ras al khaimah  
tourism development authority