



Ras Al Khaimah

The Nature Emirate and Adventure Travel Capital of the UAE

Presented by Socorro Morake





Click [here](#) to watch the “Not a Vacation... Our Vacation” destination film.

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



8,021 Hotel
Room Keys



3 m Tourists by
end of 2030



2024 DESTINATION HIGHLIGHTS

ENHANCED CONNECTIVITY

Direct flights from 9 cities

Bucharest Moscow Tashkent
Prague Almaty Jeddah
Warsaw Katowice Hyderabad

enter.air

smartwings

AirArabia
العمية للطيران

IndiGo

HiSky

URAL AIRLINES

HIGHEST EVER VISITOR ARRIVALS

1.285 M

↑ **12%**
in tourism
revenues

↑ **40%**
in MICE
visitors

NEW HOTELS

ANANTARA
MINA AL ARAB
RAS AL KHAIMAH · RESORT

SOFITEL
سوفيتل منتجع شاطئ الحمرا
AL HAMRA BEACH RESORT

RIXOS
HOTELS

PULLMAN
HOTELS AND RESORTS
AL MARJAN ISLAND



AWARDS

Forbes Middle East Most Sustainable Project



Best Workplaces in the Middle East



Fastest Growing Tourism Destination

Trip.com

Best Global Partner & Outstanding Strategic Partner



RAK NYE 2025

2 Guinness World Records™ titles



Largest aerial display of a tree formed by multi-rotor drones

Largest aerial image of a seashell formed by multi-rotor drones

BLOCKBUSTER EVENTS

Ras Al Khaimah Championship



SEVEN WONDERS

ARAB AVIATION



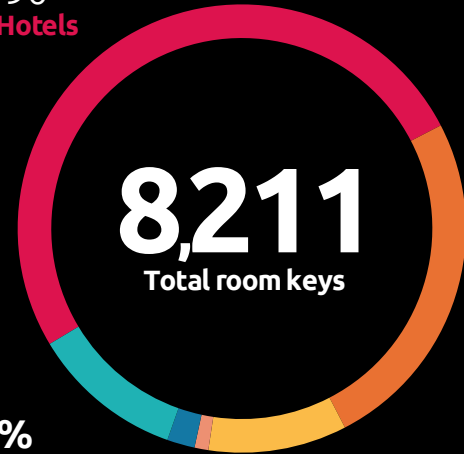
GLOBAL CITIZEN FORUM





Current Inventory

51%
4,190
5★ Hotels



25%
2,035
4★ Hotels

11%
896
Others

2%
138
1★ Hotels

1%
120
2★ Hotels

10%
832
3★ Hotels



Future Pipeline



NOBU HOTELS



Rotana



ROVE
HOTELS



7500+

Room Keys





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





Destination Activities



Desert Experiences

A yellow safari vehicle is driving through a desert dune landscape. The vehicle has a license plate that reads "1952" and "RAK D UAE". There are three people in the vehicle: a driver wearing a white cap and a passenger in the back. The background shows rolling sand dunes under a clear blue sky, with some white animals (possibly camels) visible on the horizon. A large, semi-transparent pink arrow graphic points from the left towards the vehicle.

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



A scenic landscape of mountains at sunset or sunrise. The sky is a gradient of blue, purple, and pink. The mountains are silhouetted against the light sky. In the foreground, there are dark, rocky mountain peaks. Overlaid on the bottom half of the image are several overlapping, semi-transparent teal shapes that resemble stylized mountain ranges or abstract brushstrokes.

Mountain Experiences



Click [here](#) to watch the Jebel Jais itinerary video.

Mountain Activities

Adventure

📍 Jais Sledger



📍 Jais Flight



📍 Bear Grylls Explorers Camp



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 Sky Tour



A first-person perspective shot of a person ziplining over a valley. The person is wearing a white helmet, a dark vest, and white sneakers. The background shows a vast landscape with mountains and a bright sun in the sky. Another person is visible ziplining in the distance.

JAIS FLIGHT

Click [here](#) to watch the 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

1046m²
Terrace
Area

2
Private
Areas

2700m²
Total
Space

3500m²
Welcome
Lounge



ALHAMRA

INTERNATIONAL EXHIBITION
& CONFERENCE CENTER



Jais Adventure 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



📍 Jais Picnic Peak



📍 Camp 1770



MICE

Desert Venues

📍 Bassata Village Desert Camp



📍 Bedouin Oasis Desert Camp



📍 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

📍 Al Jazeera Al Hamra



MICE

Beach Venues



📍 Intercontinental Ras Al Khaimah



📍 Waldorf Astoria



📍 AHIECC



📍 Rixos Al Mairid Ras Al Khaimah

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

Meetings Inspired by Nature

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 2,700m² 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. Booker incentives are subject to hotel participation.

Contact us for more details: Socorro Morake - Senior Manager, MICE | +971 (0)50 652 8206 | socorro@raktada.com





LONG TERM **TOURISM VISION**

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

Responsible RAK Overview Year 2

Responsible RAK
Progress



2023



2024



2025



2026



2027



15/02/2025

A total of 22 Responsible RAK members provided data for the 2024 certification (Year 2 Certification).

In assessing energy consumption, greenhouse gas emissions, potable water use, and landfill waste, 12 properties surpassed the regional average, with **six also consistently exceeding the Regional Leader Level (average).**





Click [here](#) to watch the “MICE Inspired by Nature” video.



ras al khaimah
tourism development authority