



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
Prague
Warsaw

Moscow
Almaty
Katowice

Tashkent
Jeddah
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

**Great
Place
To
Work.**

Best Workplaces
in the Middle East



Fastest Growing
Tourism Destination

Trip.com

Best Global Partner &
Outstanding Strategic
Partner



ras al khaimah
tourism development authority

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**



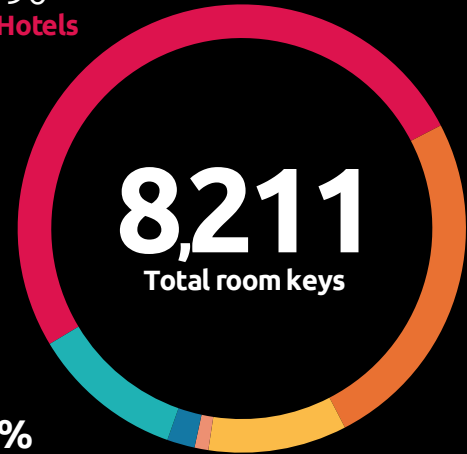
**GLOBAL CITIZEN
FORUM**





Current Inventory

51%
4,190
5★ Hotels



8,211
Total room keys

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

NIKKI BEACH



Fairmont
HOTELS & RESORTS



7500+

Room Keys





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

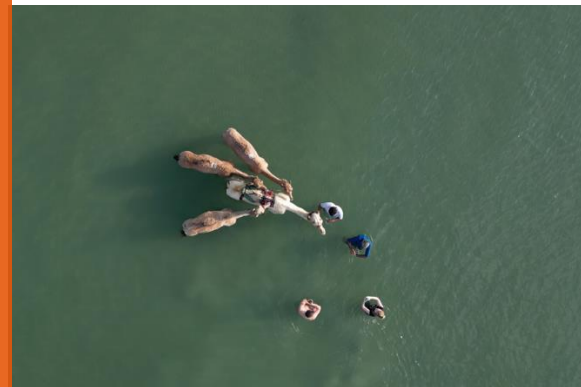


 Action Flight
Hot Air Balloon



 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



A background image of a mountain range at dusk or dawn, with a purple and blue color palette. Overlaid on the bottom half of the image is a stylized, abstract graphic of mountain peaks in a teal color. The text "Mountain Experiences" is centered over the image in a large, white, sans-serif font.

Mountain Experiences



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

Mountain Activities

Adventure

📍 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



📍 Bear Grylls Explorers Camp



A first-person perspective of a person ziplining over a vast valley at sunset. The sun is a bright, glowing orb in the upper right, casting a warm orange and yellow light across the scene. In the foreground, the person's legs and feet are visible, wearing white sneakers and dark shorts. Red ziplining straps and a metal pulley are attached to a cable. In the distance, another person is seen ziplining. The valley below is filled with dry, brownish vegetation and distant mountains.

J AIS 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





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



📍 The Dunes Camping & Safari



📍 Sonara Camp



📍 Ritz Carlton Al Wadi Desert



📍 Al Jazeera Al Hamra

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**



 **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



Ras Al Khaimah The Perfect MICE Destination

- ✓ **Easy Access**
...only 45 mins from Dubai International Airport
- ✓ **MICE-friendly hotels**
...and a newly-built convention centre with 2,700m² of event space
- ✓ **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
- ✓ **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@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**

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