



Ras Al Khaimah

Tourism Development Authority

Introduction to Destination Ras Al Khaimah

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حكومة رأس الخيمة

Government of Ras Al Khaimah



- › About Ras Al Khaimah
- › Key Tourist Segments
- › Vision & Achievements
- › Hotels & Accommodation
- › Experience Pillars



DESTINATION **MAP**



DESTINATION **MAP**



Air Access



- > EUROPE
- > ASIA
- > UK
- > RUSSIA

Ras Al Khaimah

45 mins

From the busiest airport in the world - **Dubai Airport**

RAK SHUTTLE BUS

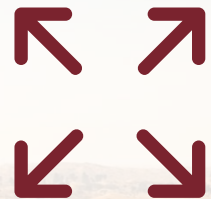


Experience daily luxury shuttle service from **Dubai Airport Terminals 1 and 3** to Ras Al Khaimah with free wi-fi onboard

Ras Al Khaimah **Key Facts**



4th Largest
Emirate



1,684 km²
area

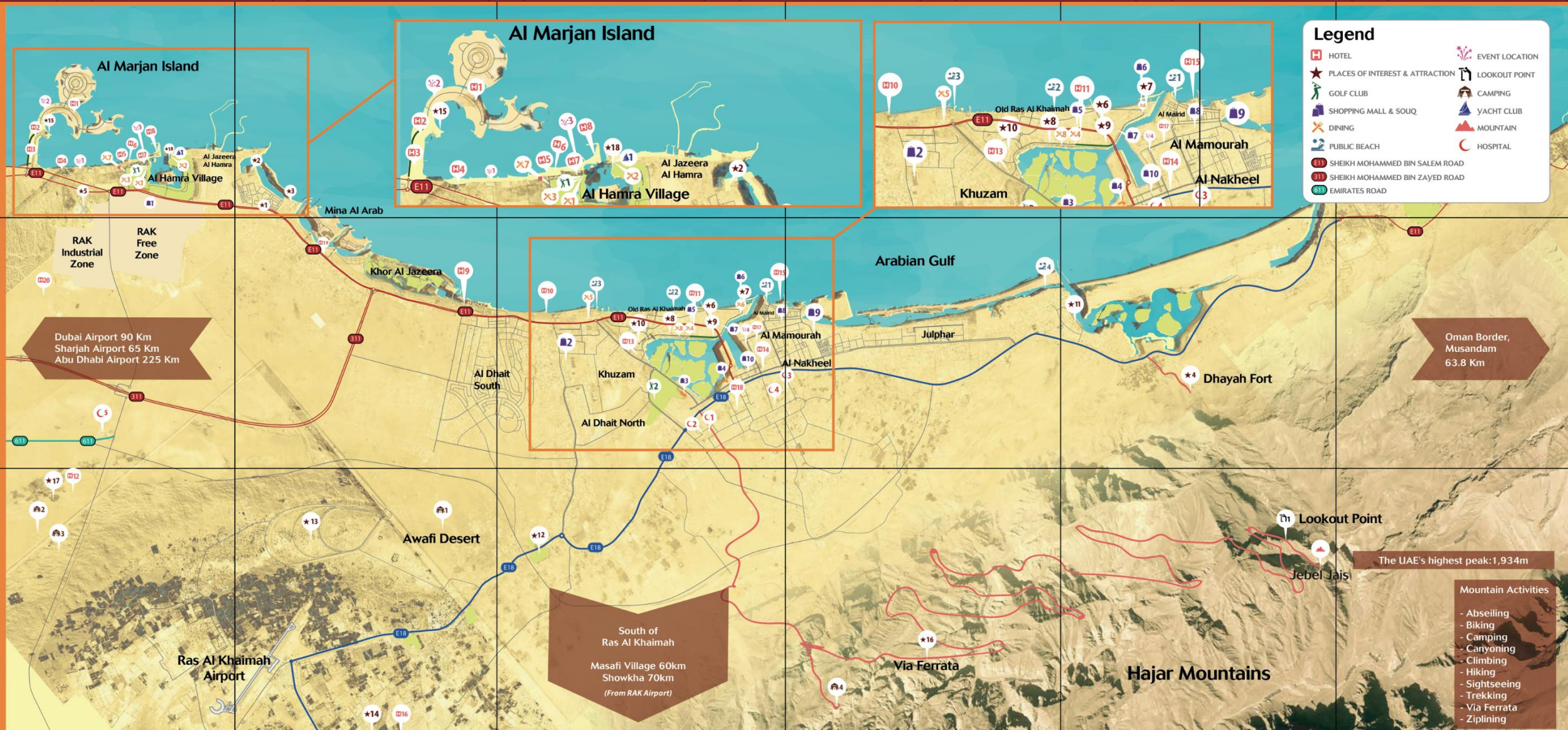


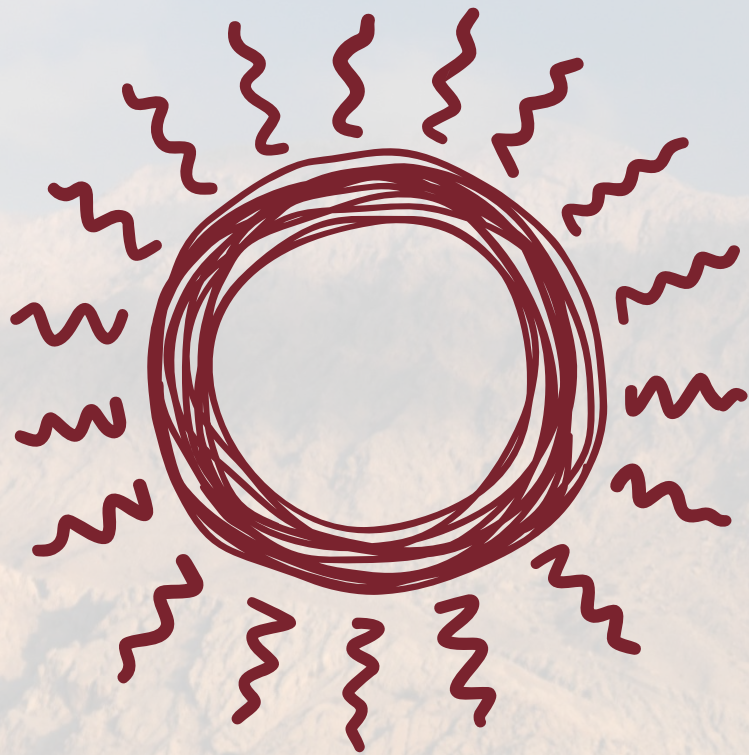
345,000
Population



1M Tourists
By end of 2018

Ras Al Khaimah Tourist Map





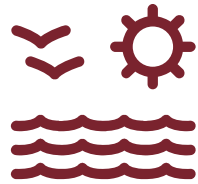
If you're looking for
guaranteed sunshine
throughout the year, you
will find it here

Best time to visit
October - May

UNIQUE **NATURAL ASSETS**



Mountain



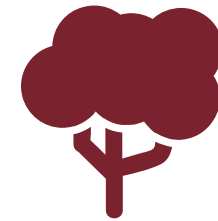
Coast



Desert



Spring



Mangrove

WHY RAS AL KHAIMAH?

Ras Al Khaimah is a destination for everyone to enjoy, but **the people who love it the most** are:



Couples

Looking for a romantic/honey moon destination



Families

Looking for a retreat, as there is a lot to do for children



Travelers

Looking for an adventure



Tourists

Interested in the heritage and culture of Arabia

KEY TOURIST SEGMENTS



Active **Adventurers**



Wellness **Seekers**



Cultural **Explorers**

Additional SEGMENTS



Families



Golf



Other Sports



Conferences

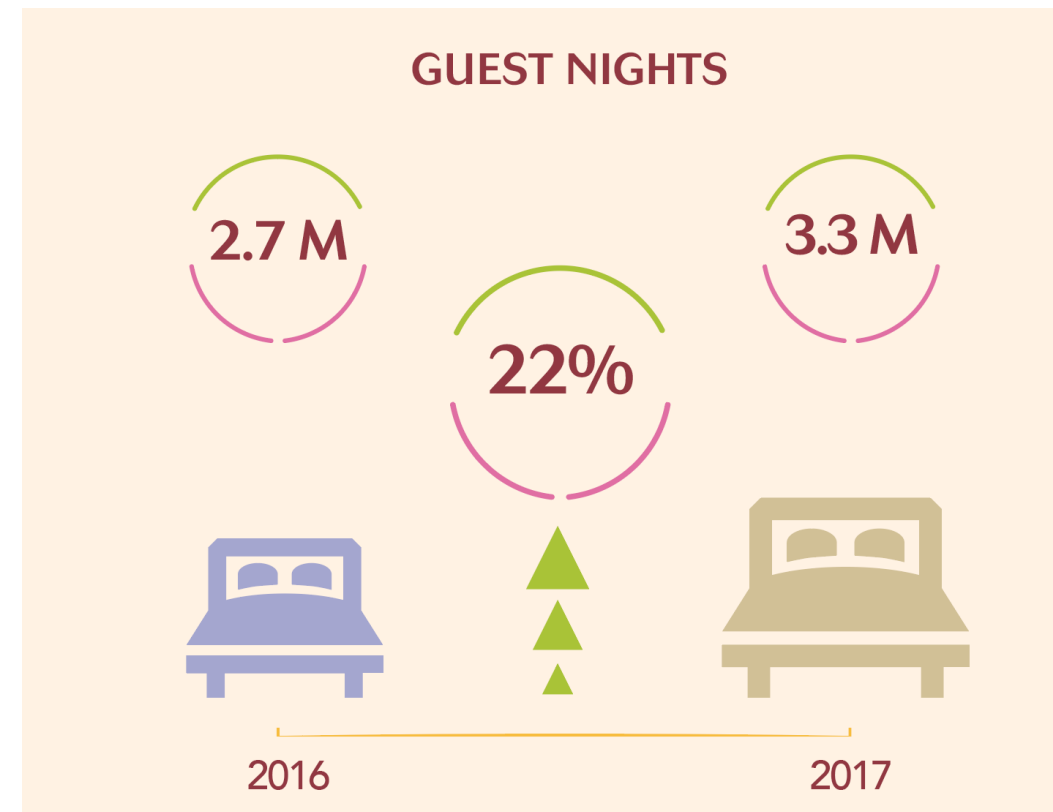


Weddings

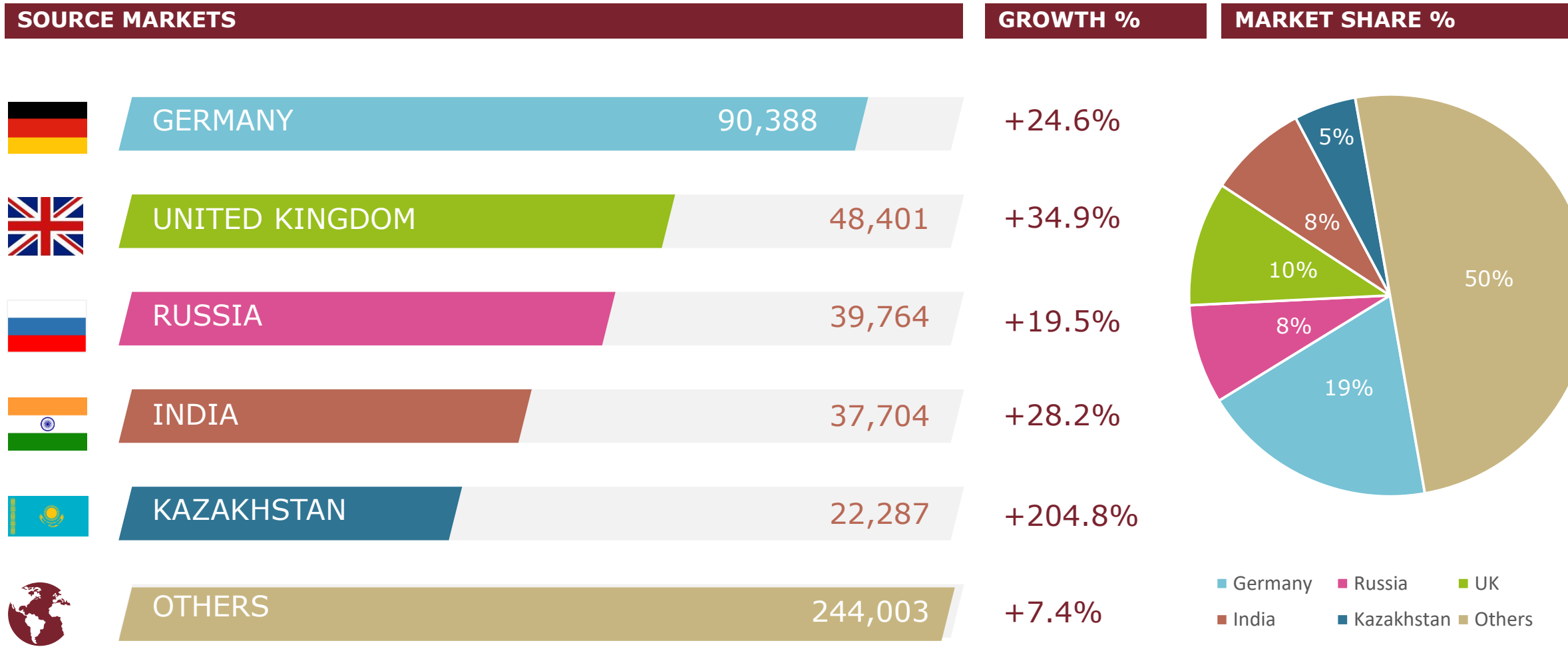
INDUSTRY PERFORMANCE

VISITOR ARRIVALS & GUEST NIGHTS

RAK continues to witness strong growth in visitor arrivals & guest nights for FY2017



TOP SOURCE MARKETS FY 2016

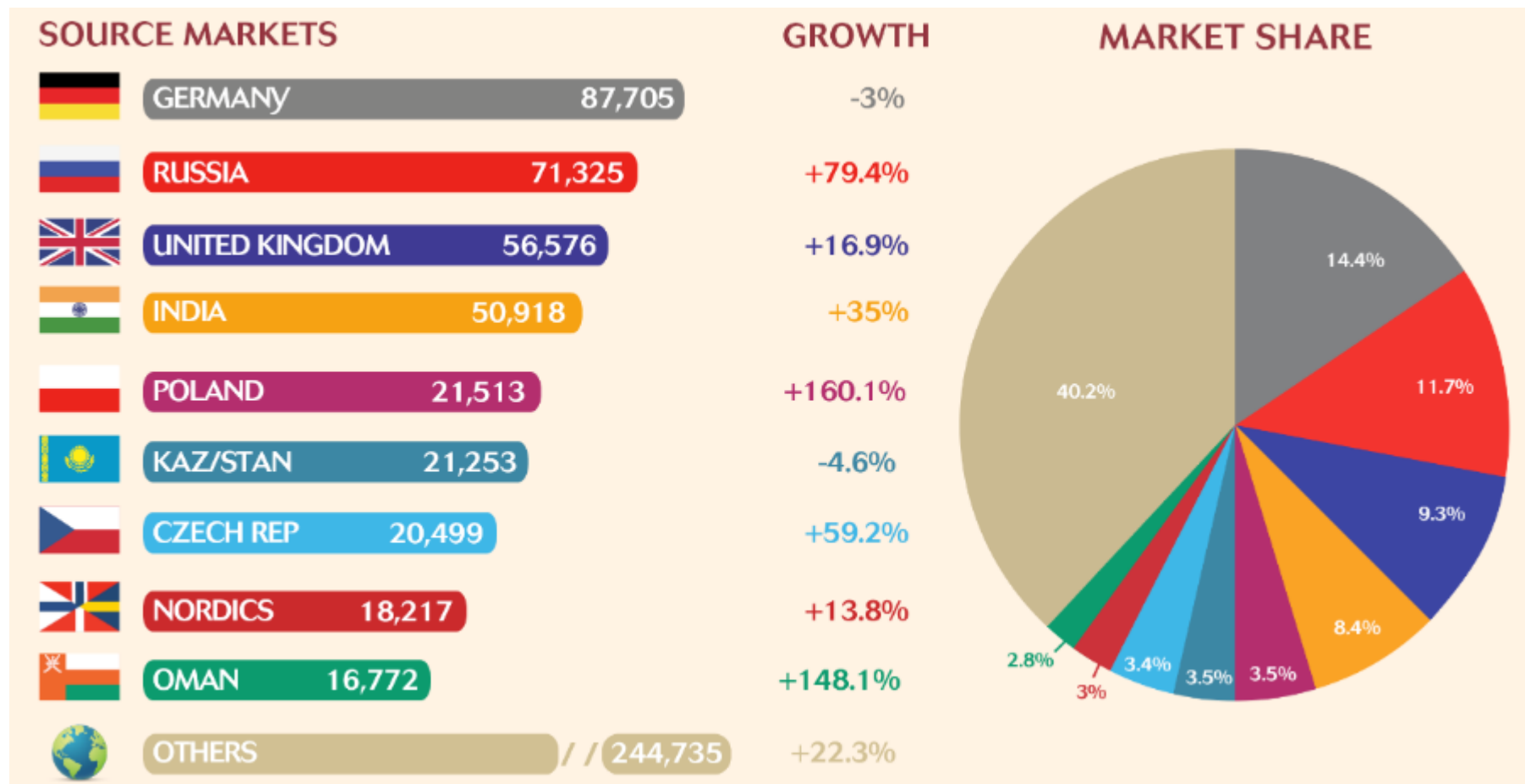


■ Germany ■ Russia ■ UK
■ India ■ Kazakhstan ■ Others

INDUSTRY PERFORMANCE

TOP-10 INTERNATIONAL SOURCE MARKET 2017 FY

Top 10 International Source Market Matrix



INDUSTRY PERFORMANCE

TOP-10 YOY ARRIVALS GROWTH

Visitor Arrivals Growth – FY2017 vs FY2016

Poland demonstrates the highest growth among all source countries



Ras Al Khaimah HOTELS & ACCOMODATION



Iconic hotels

5 star beachfront hotels, at 4 star prices

- The emirate has more than **6,410** keys across **43** properties
- Hotel rooms set to increase by **4,445** in **2020**
- **13** new hotel brands announced
- By 2025 Ras Al Khaimah will need **20,000** rooms to fulfil vision of attracting 2.9 million visitors
- Al Marjan Island expected to boast **20** hotels by 2025



AL MARJAN ISLAND

An archipelago stretching **4.5km** into the sea and encompasses an area of **2.7m sq m**

Already boasting the **Rixos Bab Al Bahr, DoubleTree by Hilton Hotel Resort & Spa Marjan Island, and Marjan Island Resort & Spa**, managed by AccorHotels, the islands have been earmarked for and additional **20** hotels by 2025

Exists of four pristine islands, **Breeze, Treasure, View** and **Dream**, each featuring luxurious hospitality and residential living throughout



HAYAT ISLAND



The island is one of its kind with an **all-encompassing host** of amenities that range from strategically located shops, Water and Family Park, and other **exceptional recreational** facilities.



Culture & Heritage



DHAYAH FORT

Military castle from **19th century**



MOHAMMED BIN SALIM MOSQUE



Largest surviving **traditional mosque**
in UAE

RAK NATIONAL MUSEUM



Former house to the **ROYAL FAMILY**

JAZIRAT AL HAMRA



Oldest Emirati **COASTAL VILLAGE**

Water Activities

SEAWINGS



Adventure across UAE's several
ICONIC LANDMARKS

ICELAND WATERPARK



Ice-themed scenery and
high-speed slides

Motorized Water Sports



High energy water **sport adventure**

KAYAKING



Rowing eco system experience in
the mangroves



Desert Experiences



DESERT SAFARI



Thrilling experience on the
desert dunes

CAMEL RIDE



Ride Camels in their **natural habitat**

DESERT CAMPING



Bedouin camp experience in the
Arabian desert

BASSATA VILLAGE



“Simplicity” reflected **in the camp**

BEDOUIN OASIS



Authentic reproduction of the
Bedouin life

NATURE RESERVE AL WADI



Home to indigenous
plants and wildlife

FALCON SHOW



Falconry is a traditional pastime in
Ras Al Khaimah

RAK EQUESTRIAN & ADVENTURE CLUB



Discovering the desert
on a horseback



Golf

TOWER LINKS GOLF CLUB

Known as the most natural golf course
in the emirates



AL HAMRA GOLF CLUB



Home of the
European Challenge Tour 2016 & 2017





Wellness – Spa and Relaxation



KHATT SPRINGS & SPA



Soak in the natural hot springs of
Hajar mountains

RAINFOREST SPA



Refreshing hydrothermal Asian **wellness treatment**

Mountain Activities

JEBEL JAIS

Highest peak in the UAE - **1,934 meters**
& **10 degrees** cooler than sea level



MOUNTAIN BIKING



For Cycling enthusiasts in the wadis of
Ras Al Khaimah

HIKING



Enjoy temperatures **10 degrees cooler**
than sea level

CLIMBING



Explore Challenges in the dramatic
canyons of Jebel Jais

SUNSET PICNIC



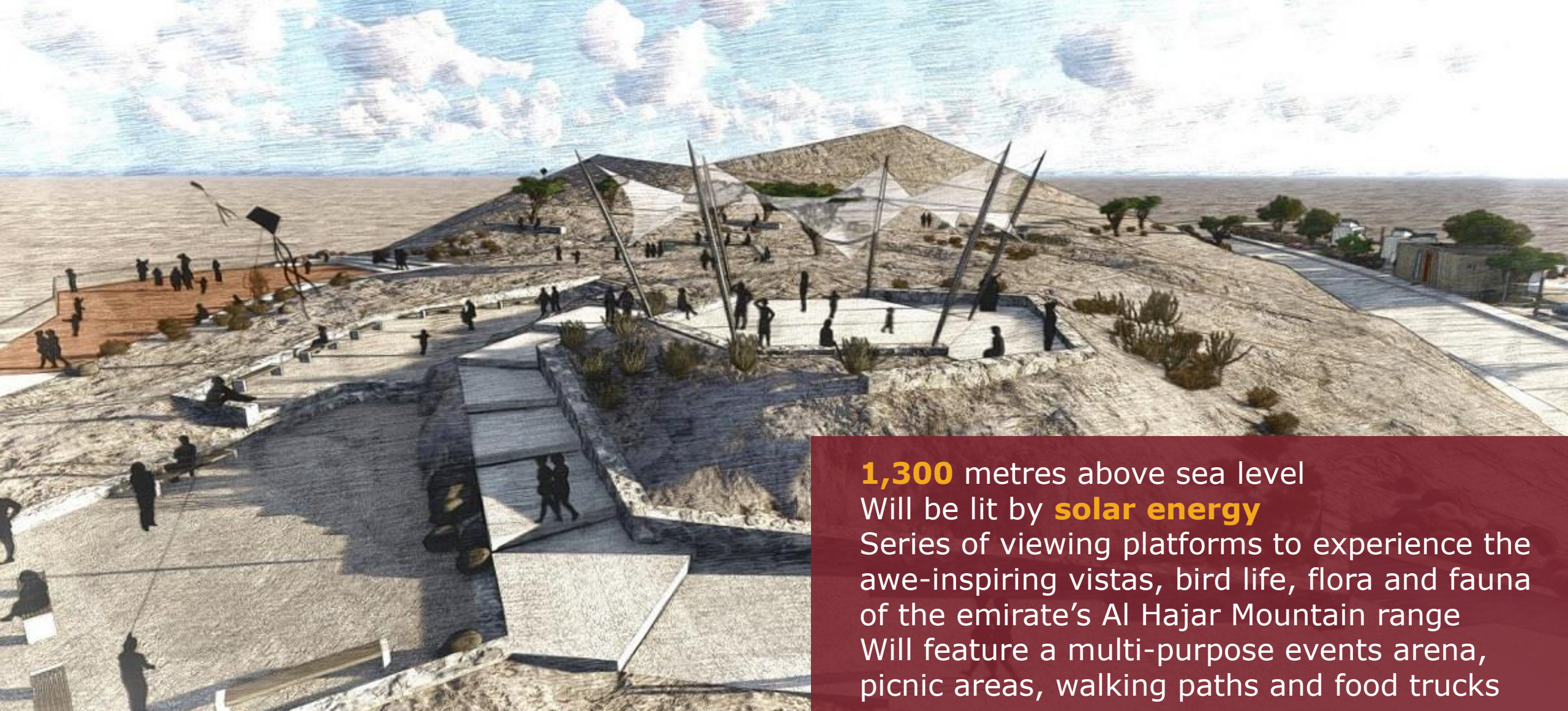
Spellbinding views at UAE's highest peak

JEBEL JAIS VIA FERRATA 'Iron Path'



RAKTDA's **flagship adventure product** with three individual start and finish points and three zip-lines coming in at **50m, 60m** and **300m** long
The perfect experience for **adrenaline junkies**

JEBEL JAIS OBSERVATION DECK



1,300 metres above sea level
Will be lit by **solar energy**
Series of viewing platforms to experience the awe-inspiring vistas, bird life, flora and fauna of the emirate's Al Hajar Mountain range
Will feature a multi-purpose events arena, picnic areas, walking paths and food trucks

WORLD'S LONGEST ZIP LINE

A multi-million dollar flagship tourism attraction of the UAE that was launched on **31 January 2018**.

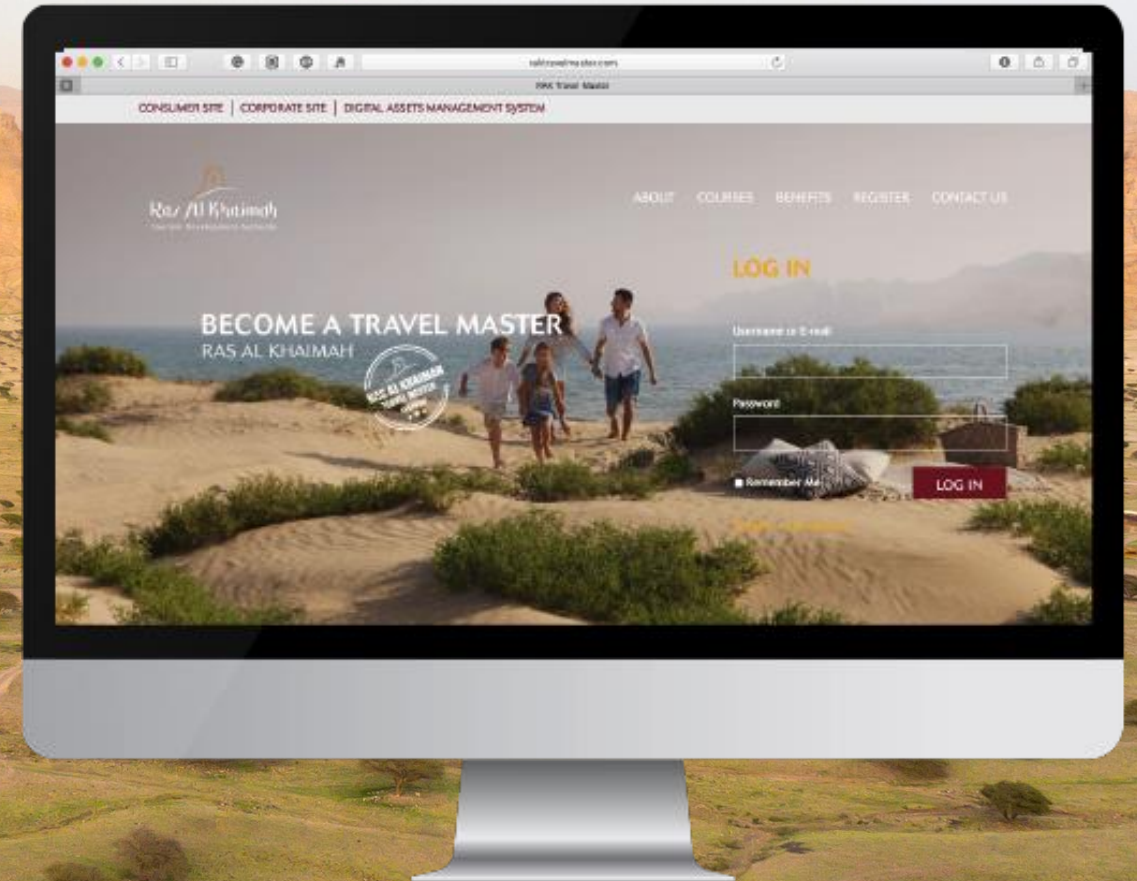
Length to beat Guinness World Record – **2.8 km**.



RAK TRAVEL MASTER



Register for our interactive online **e-learning program** and become a certified RAK Travel Master



INFORMATION



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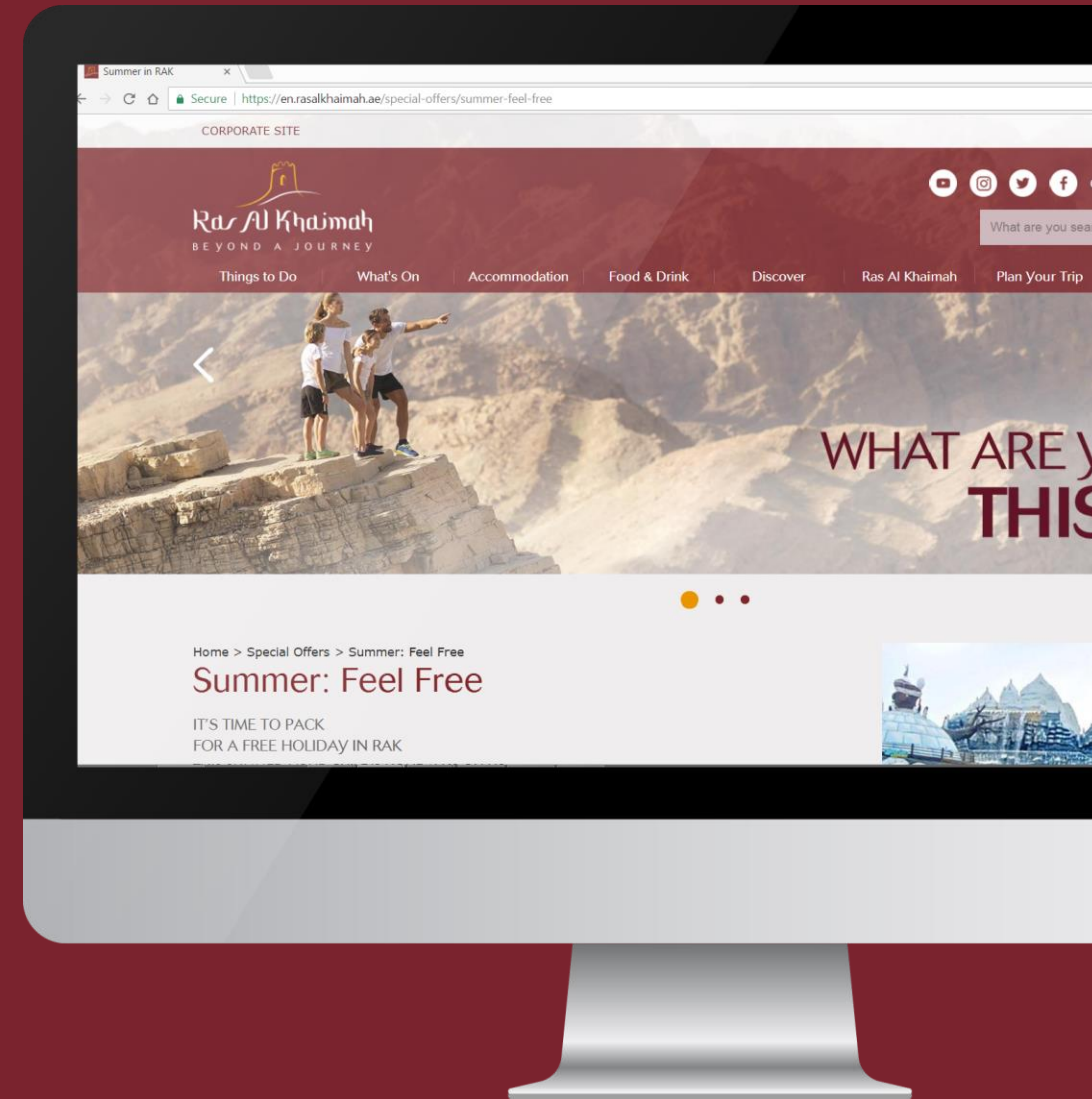
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Tourism Development Authority

THANK YOU