



ras al khaimah  
tourism development authority

## Ras Al Khaimah Destination Fact Sheet

### A Nature Driven Destination of Sprawling Deserts, Beaches and Stunning Mountain Landscapes.

Ras Al Khaimah offers an experience of a lifetime where travellers can feel the Emirate's beating heart across a range of landscapes from the sea and beach, desert and mountain range.

With over 7,000 years of fascinating history, traditions and culture, Ras Al Khaimah promises an authentic and easily accessible Arabian experience. A haven of year-round sunshine, the Emirate features pristine beaches, lush mangrove trees and terracotta dunes, as well as fertile, green oases and the dramatic, awe-inspiring vistas of the majestic Hajar mountains, including the UAE's highest mountain peak – Jebel Jais – where temperatures are around 10 degrees lower than sea level.

Named the Gulf Tourism Capital in 2020 and 2021, much of Ras Al Khaimah's popularity comes from the increasing ease of accessibility. Located a few short hours by flight from various key European hubs, the emirate is just a 45-minute drive from Dubai International Airport.

Ras Al Khaimah has also reinforced confidence in the destination being certified as the first safe city worldwide by **Bureau Veritas SafeGuard Label** and the **Safe Travels Stamp** from the **World Travel and Tourism Council** (WTTC) following the onset of the COVID-19 pandemic.



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### Mountain

Home to the highest mountain in the UAE – Jebel Jais – Ras Al Khaimah is known as the adventure hub of the Middle East, offering numerous hiking and mountain biking opportunities for all levels and ages. The mountain is also home to the Jais Adventure Park, a gateway to attractions such as the **Jais Viewing Deck Park**, the **Jais Flight**, the World's Longest Zipline, **Jais Sky Tour**, a series of seven exhilarating ziplines stretching 5km, and **Jais Sledder**, the region's longest toboggan ride. It is also home to the highest restaurant in the UAE – 1484 by Puro – featuring an expansive terrace and rooftop lounge offering diners awe-inspiring views of the Hajar mountains.

The **Bear Grylls Explorers Camp** made its regional debut on Jebel Jais, offering the world's first Bear Grylls branded accommodation. The camp offers courses of varying lengths, putting participants face-to-face with some of the toughest terrains in the wilderness. They receive hands-on practical training and extreme survival techniques. The camp also features sixteen recycled and sustainable cabins, the first branded Bear Grylls accommodation in the world, where in addition to survival courses, guests can spend the night and try their hand at mountain biking, hiking and climbing.

Jebel Jais is also home to UAE's highest campsite, **Camp 1770** boasting scenic mountain views and is the perfect camping spot when hiking across the Emirate's numerous mountain trails, as well as offering guests the opportunity to experience local Emirati hospitality with cooking and story-telling from some of the local mountain tribes or enjoy sunrise yoga.

The recently launched **Jais Sledder**, offers guests a ride through Jebel Jais is Ras Al Khaimah's latest adventure attractions. Sitting comfortably on a low-slung track, Jais Sledder reaches speeds of up to 40 kilometres per hour as you descend the Hajar mountains, swerving through glorious panoramas with views of the spectacular mountain terrains. The speed seems amplified ten-fold as you sit close to the ground. The fully controllable ride takes around eight minutes to cover 1,885 exhilarating metres of hairpin curves and undulating whirls.

### Desert & Land

Those looking to experience Ras Al Khaimah's unique terracotta desert, the Al Wadi Nature Reserve is home to the stunning **Ritz Carlton** resort, which apart from offering private villas and breath-taking views, also arranges desert treks on camels and horseback at **Al Wadi Equestrian Center**, private archery lessons and a falcon show. Visitors seeking decadent dining under the stars can enjoy **Sonara Camp**, a luxurious dining and entertainment experience set in the beauty of Al Wadi desert, with herds of Oryx and Gazelle as dinner companions.

Explorers looking to get a bird's eye view of Ras Al Khaimah can ride the brand-new **RAK Airventure** attraction now open at Manar Mall, the Emirate's most popular shopping and leisure centre. Flying almost 30 meters above the ground, the new tethered hot air ballooning experience offers breath-taking aerial views of the majestic Hajar Mountains, rolling terracotta dunes, lush mangroves and the city's busy markets, palaces and mosques.

### Sea

Those looking to experience Ras Al Khaimah's unique terracotta desert The Emirate boasts long stretches of pristine white sandy beaches, which are home to a number of beachfront hotels – from ultra-luxurious beach resorts to family-friendly city and beach resorts, and city centre properties and resorts – in Ras Al Khaimah. World-class hotels and resorts include properties such as **Waldorf Astoria**, **Hilton**, **Rixos**, **Rotana**, **Ritz-Carlton Al Hamra Beach**, as well as the world's largest **Hampton by Hilton** and recently opened **Radisson Resort Ras Al Khaimah** on Marjan Island.

Also new for 2022 is the **InterContinental Mina Al Arab**, offering Island living amongst the exquisite landscapes and hospitality of modern Arabia.

**Banan Beach**, a glamping resort located on Al Marjan Island, renowned for its beautiful shoreline and relaxed atmosphere, offers a chilled beach getaway featuring tepee tents located around a central firepit, private chalets, family-friendly attractions and barbeque areas.

In addition, the New Year's Eve Fireworks show, taking place annually by the sea on Al Marjan Island, has set five Guinness World Records in the past three years, appealing to visitors from across the world.

### Culture

With a rich history dating back 7,000 years to the Bronze Age, Ras Al Khaimah is dotted with historical sites including ruins and forts, of which four locations – **Julfar**, **Shimal**, **Al Jazirah Al Hamra and Dhaya** – were recognised by the United Nations Educational, Scientific and Cultural Organization (UNESCO), on its tentative list of Global Heritage Sites. An immersive trip to **Suwaidi Pearl Farm**, the only pearl farm in the UAE, provides guests a glimpse into the Emirate's pearling industry through experiences such as pearl diving and oyster opening. Guests can also take a trip back in time at the **National Museum of Ras Al Khaimah**.

### Pet Friendly

Ras Al Khaimah is the perfect getaway for exploring the great outdoors with dogs. From spectacular wadi walks and mountain hikes on Jebel Jais to chilled out beachside café lunches, desert adventures and overnight stays, there is plenty of experiences on offer across its stunning landscapes – the sea, desert and spectacular mountains.

## MICE

Ras Al Khaimah has made significant strides in strengthening its MICE offering and has successfully positioned itself as one of the fastest growing sustainable tourism destinations in the region, hosting several prestigious regionals and international events every year.

Major events such as the first World Travel & Tourism Council **Middle East & North Africa Leaders Forum (WTTC)** and the **Arabian Hotel Investment Conference (AHIC)** were hosted at **Al Hamra International Exhibition & Conference Center**, the first conference and exhibition centre to be certified as safe by Bureau Veritas. The Emirate also hosted the 9th **Arab Aviation Summit** in 2022, the first in-person event held in the emirate in over a year. Several other international conventions are being planned for the coming months.

2021 also saw the Emirate play host to the **Global Citizen Forum's** acclaimed annual summit, bringing together some of the world's leading minds including country leaders, philanthropists, activists, acclaimed artists and athletes, entrepreneurs and top-tier economists. The forum also saw government entities, hotels and private sector industries have come together to pledge collectively to deliver **Ras Al Khaimah's Sustainable Tourism Destination Strategy** that will see it become the regional leader in environmentally conscious tourism by 2025.

The Emirate also hosted the **Schweizer Reise-Verband's (Swiss Travel Association's) first annual General Assembly** since the pandemic, welcoming 180 leading Swiss travel agents and tour operators. Most recently, the Emirate welcomed the **World Tourism Forum Lucerne's International Start-up Innovation Summit** and is set to host several association events and conferences this year including **The Pacific Asia Travel Association (PATA)**, marking the first time that the not-for-profit travel trade association has hosted its Annual Summit in West Asia.

Ideal for business gatherings and in another Jebel Jais-first, the Emirate launched the **Sky Room**, the first-of-its-kind highest meeting room in the UAE ideal for hosting sky high meetings against the backdrop of the majestic Hajar Mountain.

## Sporting Events

The Emirate hosts an increasing number of prestigious global sporting events such as **The Road to Ras Al Khaimah** (final of the European Tour Challenge Tour), the **Ras Al Khaimah Half Marathon**, the world's fastest half marathon, **UAE Cycling Championship and the UAE Tour** – all of which play a significant role in boosting sporting tourism in the Emirate. Multiple editions of Tough Mudder and Desert Warrior Challenge have also been hosted highlighting the growing popularity of the Emirate as a regional sports destination.

2022 started off with the Emirate hosting the **DP World Tour** (formerly known as the European Tour) tournament for the first time in February, where some of the world's biggest golf stars battled it out at the Al Hamra Golf Club.

Ras Al Khaimah also hosted the first ever **'HIGHLANDER'** hiking experience in the GCC. The only certified international hiking association in the world, HIGHLANDER is renowned for its specially curated hiking experiences. Intrepid adventurers have two options based on experience and fitness levels: HIGHLANDER55 (55km hike over three days) and HIGHLANDER Experience (30km hike over two days).



# Upcoming Attractions



## Mountain

- **Earth Hotel Altitude**, an eco-based pop-up hotel concept set to feature 16 fully fitted accommodation units, an activation center and swimming pool (opening Q4 2022)
- **Saij, A Mantis Collection Mountain Lodge**, comprising of 70 luxury lodges, will provide a pure mountain retreat that focuses on nature as well as mind, body and soul with guided treks, mindful pursuits and creative experiences (opening 2023)
- **Cloud7 Camp Jebel Jais** – the ultimate glamping experience with 30 accommodation units built out of sustainable material (opening Q4 2022)
- The new **Basecamp Jais** will offer affordable accommodation for outdoor enthusiasts, thrill seekers and nature lovers as well as a range of activities such as yoga, Emirati live cooking and will serve as a leisure hub at the base of the rugged mountains (opening Q4 2022)
- **Jais Yard** - an F&B Village with food trailers, kiosks, retail containers, vintage truck restaurants, open air cinema and children's play areas which will drive further visitation to Jebel Jais (opening Q4 2022)
- **Jais Wings** - adventure seekers can take off on a paragliding experience from the top of Jebel Jais with two options for landing pads near Saraya Islands and Al Rams. It will be the region's first dedicated paragliding site in the GCC (opening 2022)
- **Jais Swing** - an Instagrammable swing made of twin ropes that provide amazing views and a unique content opportunity (opening 2022)
- **Jais Eco-Golf** - a mini putt 9-hole golf course with two to three hitting bays (opening 2022)
- **Wingsuit Diving Platform** - the first base jump platform in the UAE recently opened for professional base jumpers and home to Khalifa Al Ghafri, also known as the 'UAE Batman'



## Beachfront

- **A mega-beachfront development by Marjan** with a marine district, inflatable aqua park, leisure trampoline, swimming pool, outdoor gym and extensive food and beverage offering (opening 2022)
- **Scallop Ranch** at Al Hamra Marine will offer oyster/scallop diving, live cooking, family and kids' experiences, and cultural activations. As a first of its kind attraction in the UAE, it will support and enhance understanding of the marine ecosystem with seagrass and sea cucumber species within the farm (opening 2022)



## Desert & Land

- **Cloud7 Camp AlSawan** – a luxury glamping experience with 60 units where guests can learn what it takes to become an agriculturalist (opening 2022)
- **Flying Arch at Manar Mall** will welcome the region's first 130-metre aerial structure composed of over 1.5 million knots and around 300 km of twine that will cause the wind to create a choreography of constantly changing shape and color (opening Q2 2022)
- **Luminaze** at Manar Mall recently opened and welcomes an aesthetic and playful art installation based on a light maze, ideal for family and team activities
- Ras Al Khaimah is also strengthening its hospitality infrastructure through new hotels, such as the all-new **Mövenpick Resort Al Marjan Island** (opening Q2 2022) with 420 hotel keys and direct sea views. Guests can choose from large-sized family rooms, suites or 28 beachfront chalets with private pools and gardens. Other new openings include **Sofitel Al Hamra Beach Resort** with 300 rooms (opening 2023)
- At the beginning of this year, Marjan and RAK Hospitality Holding announced its partnership with **Wynn Resorts** to open a multi-billion-dollar integrated resort development on Ras Al Khaimah's (RAK) Al Marjan Island. The new integrated resort will cover an area of almost 250,000 sqm and will feature more than 1,000 rooms, shopping, meeting and convention facilities, a spa, more than 10 restaurants and lounges, extensive entertainment choices, a gaming area and other amenities (opening 2026)

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