



The Dubai HFTP Research and Innovation Center at the Emirates Academy of Hospitality Management has decided to briefly discuss the developing tourism market in Ras Al Khaimah. Its rapid development as a tourism market has caused it to be the fastest growing tourism market in the UAE. The HFTP Research and Innovation Center hopes this sparks conversation amongst HFTP Dubai Chapter members.

Ras Al Khaimah – The Rising Star in the United Arab Emirates

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Ras Al Khaimah (RAK), the fourth largest and northern most emirate of the United Arab Emirates, has experienced rapid economic growth in recent years. The emirate is strategically located within proximity to several major routes and demand generators and only 45 minutes from Dubai International Airport. The emirate is renowned for its unique topography and landscapes from the highest mountain in the UAE, terracotta deserts to lush mangroves, white sandy beaches and the longest stretch of coastline in the UAE.

Tourism is one of Ras Al Khaimah's most important economic sectors and is considered a key engine for continued GDP growth and job creation. In 2015, Ras Al Khaimah welcomed 740,383 visitors and recorded a 13% rise in total tourism revenues. As the emirate continues expansion plans to meet its growth targets, several large-scale developments have been announced which are expected to raise its tourism profile and further build Ras Al Khaimah's position as a leading leisure destination.

Ras Al Khaimah Tourism Development Authority (RAK TDA), was established in May 2011 as a government entity to develop and promote the emirates tourism infrastructure, both domestically and abroad. RAK TDA has recently launched its three year tourism

strategy Destination Ras Al Khaimah 2019 , which sets out a new agenda to ensure the long-term success and viability of this rising sector.

Ras Al Khaimah has built itself to be a leisure tourism destination. At the moment leisure tourism makes up around 90% of the guests that visit the emirate. This is also seen in the current supply of the hotels in the emirate, where leisure resorts such as beach resorts and desert resorts make up more than 30% of the current market supply.

RAK has also been developing a number of different tourism generators for the emirate. One of these tourism generators is Al Marjan Islands. It is a collection of four pristine man-made islands, set to feature upscale mixed use development with waterfront homes, luxurious hotels and resorts, marinas, private beaches, leisure, retail and recreational facilities. This development is meant to further develop the coastline of RAK, and incentivize tourism in the area.

RAK is slowly branding itself as a leisure tourism get away destination for the region, and out of all the emirates that comprises this wonderful country, RAK has the best shot at development and growth as a tourism destination.



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