

## **Government Of Ras Al Khaimah Launch Ras Al Khaimah Hospitality Group LLC**

**November 27, 2011**

-New Entity To Support And Develop The Hospitality Industry Of Ras Al Khaimah-

Based on the vision of His Highness Sheikh Saud Bin Saqr Al Qasimi, Supreme Council Member and Ruler of Ras Al Khaimah, the Government of Ras Al Khaimah has recently launched Ras Al Khaimah Hospitality Group LLC to support and develop the Emirate's hospitality industry.

This newly established entity is set to act as a management company on behalf of the government owned hotels, hospitality, tourism and leisure assets. The Company will measure quality, manage hotel performance and facilitate further investment of premium and international brands in the Emirate. Ras Al Khaimah Hospitality Group LLC will act as the vehicle to support and accelerate hotel development projects to achieve the target of having 10,000 hotel rooms in the Emirate by the year 2016.

"The Rising Emirate of Ras Al Khaimah is fast becoming a strong contender within the global hospitality market and this Company will be taking an active role in introducing new hospitality projects. Launching Ras Al Khaimah Hospitality Group LLC is also an important step in regulating the Emirate's food and beverage outlets, giving us the opportunity to review the existing facilities as well as introduce new dining concepts. I'm delighted to say that at this stage, a number of projects and upgrades are already fully approved." said Victor Louis, Chief Executive Officer, Ras Al Khaimah Hospitality Group LLC.

The Company will also be leading the upgrade and development of different hospitality assets, commencing with the upgrade of Banyan Tree Al Wadi resort, and the development of both the Waldorf Astoria Ras Al Khaimah and the 700-room Bab Al Bahr Beach Resort, each due to open in October 2012.

A number of leisure projects have also been approved, and will begin to be completed as early as January 2012. These projects cover the enhancement of services and facilities at Saqr Park, development and upgrade of the food and beverage concepts within the Emirate's shopping malls, and new outlets and concepts along the Ras Al Khaimah Corniche.

Operating under the auspices of the Government of Ras Al Khaimah, the Ras Al Khaimah Hospitality Group LLC will play an active role in promoting Ras Al Khaimah as an attractive leisure and tourism destination and a leading hospitality contender within the UAE.