

**RAS AL KHAIMAH TOURISM DEVELOPMENT AUTHORITY  
WITH THEIR NEWLY APPOINTED PUBLIC RELATIONS AGENCY,  
TO REVEAL EXTENSIVE DEVELOPMENTS DURING ATM 2014 IN Dubai**

[Wednesday, April 23, 2014] - Ras Al Khaimah Tourism Development Authority will be participating in the upcoming ATM event in May, showcasing new projects being developed in the Emirate, with the support of their newly appointed PR agency Rawaj International. Offering unspoiled natural beauty and stunning scenery, Ras Al Khaimah, situated on the north coast of the United Arab Emirates, is regarded as one of the UAE's top tourism spots.

Ras Al Khaimah is fast establishing itself as a global tourism destination with huge potential for investment. The Emirate is capitalizing on its diverse landscape, rich heritage, temperate climate, top-notch hotels & resorts, and 65-kilometres of superb sandy beaches and clear crystal blue waters; which all together make Ras Al Khaimah a fabulous, luxury destination for leisure and adventure travel on the local, regional and international levels.

Steven Rice, Chief Executive Officer of Ras Al Khaimah Tourism Development Authority stated: "Ras Al Khaimah is going from strength to strength as a tourism destination. We are in a fantastic position to attract investment which capitalizes on Ras Al Khaimah's accessibility to Dubai International Airport, its natural attractions of a moderate climate, rugged terrains and mountains, clean beaches and archaeological sites, coastal areas and desert to build the emirate's tourism sector. Looking forward to 2014, Ras Al Khaimah's tourism sector has a huge potential for continued growth, building on these strengths and the achievements of 2013 with 1.3 million guest nights."

Ras Al Khaimah Tourism Development Authority (TDA) will lead a tourism delegation to Dubai for ATM, 5-8 May 2014, as part of the Emirate's strategy to continue building its reputation locally and globally as an affordable luxury and adventure travel destination.

The delegation, led by Ras Al Khaimah TDA's CEO Steven Rice, will include co-exhibitors as Hilton Worldwide, Banyan Tree Al Wadi and Banyan Tree Ras Al Khaimah Beach, Rixos Bab Al Bahr, Marjan Island Resort & Spa, Iceland and Air Arabia.

May 6<sup>th</sup> will mark the inaugural Air Arabia flight which will be supported by His Highness Sheikh Al Qasimi.

At ATM, Ras Al Khaimah TDA will be showcasing the latest openings in Marjan Island, the first man-made island within Ras Al Khaimah. The development consists of a cluster of five coral-shaped islands extending over 2.7 million square meters. The Government of Ras Al Khaimah will also be discussing their future plans and opportunities for investment to further enhance the tourism infrastructure for the Emirate, starting with their US \$ 500 million investment in tourism development projects.

Steven Rice continued: "Our presence at ATM comes as a testament of our commitment to continue strengthening our position in GCC, one of our top target markets, exemplifying our initiatives to further grow the Emirate's brand presence. Ras Al Khaimah is fast establishing itself internationally as a premier global affordable luxury destination from its year round pleasant climate, stunning landscapes to its vast outdoor adventure offerings. The Emirate has all the elements for the ideal getaway."

Ras Al Khaimah Tourism Development Authority's stand at ATM Dubai is located in Hall UAE 4110.

Rawaj International has been appointed as the PR agency of Ras Al Khaimah Tourism Development Authority for the GCC region effective as of April 20th, 2014 and is responsible for promoting the destination in these markets. Rawaj will be instrumental in the Emirate's positioning in the region, leveraging the distinctive offerings to coordinate joint initiatives with key travel trade, media and industry partners.

Lale Ansingh, Founder & Managing Director of Rawaj said, "We are honored to partner up with Ras Al Khaimah TDA to promote Ras Al Khaimah destination, and support in adding value to their initiatives and future success."

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#### **About Ras Al Khaimah Tourism Development Authority (RAK TDA)**

The Ras Al Khaimah Tourism Development Authority (RAK TDA) was established in May 2011 as a Government of Ras Al Khaimah entity. Its purpose is to develop and promote the Emirate's tourism infrastructure and potential both domestically and abroad, and establish the Emirate of Ras Al Khaimah as a premier affordable travel destination.

In order to achieve its goals, RAK TDA has a Government mandate to license, regulate and monitor the Emirate's tourism and hospitality industry, to develop the Emirate's tourism infrastructure and attractions and to generate and encourage direct tourism investment and investment opportunities into Ras Al Khaimah.

RAK TDA promotes the Emirate's tourism products and services through a variety of activities, including: research and analysis of future tourism projects and current trends; representation of Ras Al Khaimah at tourism industry at overseas travel shows; educating travel professionals on Ras Al Khaimah's unique attractions through workshops, roadshows, familiarization and training programmes; coordinating and implementing joint initiatives with key travel industry players; branding and marketing strategies to encourage tourism and investment into the Emirate; media and consumer campaigns and promotions; hosting leading sporting, cultural, trade and CSR events.

#### **About Ras Al Khaimah**

Ras Al Khaimah is just a 45 minute drive from Dubai International Airport and is the perfect getaway for leisure, adventure, and affordable luxury travel. Visitors to Ras Al Khaimah will enjoy idyllic sojourns on white sandy beaches and resorts, adventure activities including water sports, micro-lighting, mountain climbing, kayaking and more, as well as an eclectic selection of international gourmet experiences and world-class spas.

Learn more about Ras Al Khaimah and its activities and visit us

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"RAK Tourism" iPad/iPhone App.

For further enquiries, please contact:

#### **Rawaj International**

EceBarlah

[Ece.b@rawajinternational.com](mailto:Ece.b@rawajinternational.com)

+971 4 4301448