

Ras Al Khaimah Hospitality Group signs agreement with Turkish Hospitality Giant Rixos Hotels

Rixos Bab Al Bahr, the first 'all inclusive' property of this magnitude in the UAE is scheduled to open its doors last quarter of 2012

Dubai 28th February 2012: The iconic Turkish hospitality, Rixos Hotels, extends its legacy to the emirate of Ras Al Khaimah, with the first "All inclusive concept" of this magnitude of this in the UAE, Rixos Bab Al Bahr.

The project signifies the second property of Rixos Hotels in the UAE and in the region. Mr. Fettah Tamince, Chairman of Rixos Hotels stated: "We are very delighted to announce the launch of Rixos Bab Al Bahr in conjunction with the Ras Al Khaimah Hospitality Group, the hospitality arm of the Government of Ras Al Khaimah."

"Following the vision and guidelines laid down by His Highness Sheikh Saud Bin Saqr Al Qasimi, Supreme Council Member and Ruler of Ras Al Khaimah, the Rising Emirate is fast becoming a strong contender within the global hospitality market and this agreement with Rixos Hotels, to manage Bab Al Bahr, is an important step in achieving strong foot fall into the Emirate, giving us the opportunity of introducing an 'all inclusive' concept. With the presence of Rixos Hotels in the emirate, Ras Al Khaimah will be closer to achieve its strategic target of welcoming 1.2 million visitors by the year 2013 as well as having 10,000 hotel rooms by the year 2016." said Victor Louis, Chief Executive Officer, Ras Al Khaimah Hospitality Group LLC.

Rixos Bab Al Bahr, Ras Al Khaimah is a fine resort with 627 rooms and suites offering a serene retreat for relaxation. It offers a splendid array of 14 multi dining food and beverage outlets complimented with a rich roster of leisure facilities featuring the signature Rixos Royal Spa with a marvelous Turkish Hammam, a Kid and Teen's club, a Show Amphitheater and a Night Club. Rixos Bab Al Bahr will also provide a convenient, indulgent, elegant and sophisticated shopping experience, where retail shops will feature fashion, jewelry, antiques and a market.

Rixos Hotels

Rixos Hotels, established in 2000, is one of the world's fastest growing, luxury hotel chains. Dedicated to offering traditional Turkish hospitality and a unique spa experience in the finest surroundings and luxury ambience, the Antalya based group currently owns and operates 14 premium resorts & villas including 5 city hotels in regions as diverse as Turkey, Southeast Europe, CIS Countries, North Africa and now the Middle East.

The Rixos portfolio of exceptional properties is sited in prime and historic locations. With more than 6,000 staff serving 14 properties, the Rixos Hotels have developed an innovative guest experience that blends the best of the new and old. Designed to offer a unique luxury long stay experience, the Rixos villas are beautifully furnished.

Tailor-made service with private butler and concierge is the ultimate choice of the world's most distinguished travelers. At the heart of every Rixos hotel is a revitalizing Wellness and Spa Center with an authentic Turkish Hammam, offering a unique spa treatment, menu and atmosphere.

Known for their hospitality, attentive personalized service and fine cuisine, Rixos Hotels received global recognition and top ratings from distinguished specialist professional bodies such as the American Five Star Diamond Award, Conde Nast, and Great Hotels of the World. The group is pleased to be the leisure hotel of choice for discerning specialist travel and tour operators.

Rixos Hotels is continuing its rapid growth with particular focus on Eastern and Middle Europe, the Mediterranean Coasts, North Africa and the Arabian Gulf region. The group's vision and mission is to become a brand leader in the premium global hospitality industry.

For more information about the company, please visit www.rixos.com

The Ras Al Khaimah Hospitality Group LLC

The Ras Al Khaimah Hospitality Group LLC was established in November 2011 as a Government of Ras Al Khaimah entity to support and develop the Emirate's hospitality industry.

It is set to act as a management company on behalf of the government owned hotels, hospitality, tourism and leisure assets. Clear strategic goals and targets have been set by Ras Al Khaimah Hospitality Group LLC including support and accelerate hotel development projects to achieve having 10,000 hotel rooms in the Emirate by the year 2016 and having 1.2 million visitors by the year 2013. Its mission is to measure quality, manage hotel performance and facilitate further investment of premium and international brands in the Emirate. Its vision is to lead an active role in promoting Ras Al Khaimah as an attractive leisure and tourism destination and a leading hospitality contender within the UAE.

Its activities:

- Ras Al Khaimah Hospitality Group LLC is taking an active role in introducing new hospitality projects as the rising emirate of Ras Al Khaimah is fast becoming a strong contender within the global hospitality market.
- The entity is an important step in regulating the Emirate's food and beverage outlets, to review the existing facilities as well as introduce new dining concepts.

The company will 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 627-room Bab Al Bahr Beach Resort due to open in October 2012 and the 349- room Waldorf Astoria Ras Al Khaimah scheduled to open in Q1 2013.