

Ras Al Khaimah celebrates record visitor numbers ahead of Eid-al-Adha *Northern Emirate announces August figures and Eid-al-Adha special offers*

(Ras Al Khaimah, UAE – October 1, 2013): Ras Al Khaimah is set to celebrate Eid-al-Adha with an array of special offers as the emirate announces a record number of visitors during August, spurred on by the GCC's 'weekend get-away' market.

During August 2013, Ras Al Khaimah attracted over 95,000 visitors, which represents a 28 per cent increase in visitor numbers compared to August 2012. Whilst domestic UAE tourism accounted for almost 52 per cent of visitors during this time, the emirate also saw a marked increase in intra-regional travel from GCC and Middle Eastern countries including Saudi Arabia, Oman, Jordan, Qatar and Lebanon. Between January and August 2013, the emirate has attracted 723,852 visitors with UAE as the strongest source market with 232,480 visitors presenting 32.12% of the total number of visitors followed by various countries including Germany, Ukraine, Russia, Italy and Czech Republic.

Khalid Motik, Director, Ras Al Khaimah Tourism Development Authority, explains: *“Ras Al Khaimah is going from strength to strength as a tourism destination. The combination of accessibility, just 45 minutes from Dubai International Airport, with luxurious seclusion, world class hotel resorts and diverse natural landscapes perfect for outdoor activities, makes Ras Al Khaimah the ideal location for UAE and GCC residents looking to make the most of the Eid holidays.*

“Another contributing factor drawing in visitors has been the opening of the UAE’s first Wardolf Astoria Ras Al Khaimah, which is the luxury brand of Hilton Worldwide, marking an exciting addition to the emirate’s premium luxury hotels and resorts,” Motik added.

During Eid-al-Adha, the emirate's world-class hotels will be adding to their appeal with an array of activities, buffets and special offers. Highlights include spa packages at the luxury resort *Banyan Tree Al Wadi* and *Banyan Tree Ras Al Khaimah Beach*, complementary upgrades for HHonors members at the newly opened *Waldorf Astoria Ras Al Khaimah* and an array of deals on adventure activities, including kids fly free with *Seawings*, luxury cruises on *Prince of Sea*, over-night cruises and introductory sailing lessons on *Catamaran Freedom*, and overnight stay packages with hotel partners for trips to *Ice Land Water Park*. Special Eid rates on rooms and Food & Beverage are also on offer at *Hilton Ras Al Khaimah Resort & Spa*, *Bin Majid Beach Hotel* and *Bin Majid Beach Resort*, *Al Hamra Village* and *Golden Tulip Khatt Springs*.

- Ends -

Notes to editors

- **Waldorf Astoria Ras Al Khaimah:** HHonors members enjoy double points, automatic room upgrades, breakfast buffet and 200aed credit a day to spend in the hotel's 10 restaurants and bars when they book a night's stay (www.waldorfastoria.com/rasalkhaimah)
- **Banyan Tree Al Wadi and Banyan Tree Ras Al Khaimah Beach:** special Eid buffets and brunches as well as 'celebrate packages' between 14-20 October for two nights stay which include breakfast and dinner, 60 minute 'The Rainforest hydrotherapy' experience for two and Kids Club to keep children entertained while adults relax (www.banyantree.com)
- **Hilton Ras Al Khaimah Resort & Spa:** Maarid brunch for 225aed per person, unlimited Brazilian Churrasco dinner feast at Pura Vida for 225aed per person and a new BBQ concept, BUBLEQ for 125aed per person. Parents can relax enjoying the spa, pool and beach as their children are entertained with special Eid activities at Kidz Paradise (www.rasalkhaimah.hilton.com)
- **Bin Majid Beach Hotel:** Eid rates (including breakfast) of 950aed per night (Standard) and 1,050AED a night (Deluxe). **Bin Majid Beach Resort** Eid rates (including breakfast) are 1,000aed (Cabana), 12,000aed (Deluxe), 1,200aed (Premium) and 1,450aed (Suite) (<http://www.binmajid.com>)
- **Al Hamra Residences and Al Hamra Village:** enjoy Eid Extravaganza on 15th October, with kids activities and buffet dinner followed by traditional Arabic entertainment and an in-house DJ (adults: 120 per person, kids below 12 years: 60aed). Al Hamra Village is also offering special Eid room rates from 700aed between 14-18th October (www.alhamreresorts.com)
- **Golden Tulip Khatt Springs:** Eid bed and breakfast rates between 9-18th October (650aed for 1 night, 1,100aed for 2 nights, 1,500aed for 3 nights) (www.goldentulipkhatsprings.com)

- For an activity filled Eid:
 - Kids fly free on **Seawings** flights over Ras Al Khaimah and Dubai between 10 October – 10 November 2013 (offer on a one adult, one child under 12 basis) (www.seawings.ae)
 - Celebrate Eid on board the luxurious sailing yacht, **Prince of Sea**, enjoying the beautiful Ras Al Khaimah coastline, buffet feast, swimming and turtle spotting (day cruise: 400aed per person, evening cruise: 350aed per person) (www.facebook.com/princeofseaemirates)
 - Enjoy **Ice Land Water Park** with a night stay and breakfast for two adults starting at 599aed with Iceland hotel partners and 'Slide and Dine' day packages (www.icelandwaterpark.com)
 - Overnight, breakfast, introduction to sailing and sports cruises on Catamaran Freedom (www.iconsfze.com)

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About Ras Al Khaimah Tourism Development Authority

The Ras Al Khaimah Tourism Development Authority (Ras Al Khaimah TDA) was established in May 2011 as a Government of Ras Al Khaimah entity to both develop and promote the emirate's tourism infrastructure and potential both domestically and abroad.

Ras Al Khaimah TDA is responsible for establishing the emirate of Ras Al Khaimah as a premium luxury destination for leisure and adventure. In order to achieve its goals, the Authority has a Government mandate to license, regulate and monitor the emirate's hospitality industry. It conducts research and analysis of future tourism projects and current trends, create and implement the branding, marketing and promotion of Ras Al Khaimah's tourism products and services and develop, implement and support strategies designed to encourage tourism investment into the Emirate.

Clear strategic goals and targets have been set by Ras Al Khaimah TDA including increasing the total number of annual visitors to Ras Al Khaimah to 1.2 million by 2013 compared to 600,000 visitors in 2010, and increasing the emirate's total hotel and resort room inventory to 10,000 keys by 2016 compared to 3,000 rooms in 2012. These targets will be achieved through a myriad of activities including the representation of Ras Al Khaimah tourism industry at overseas travel shows, conferences and exhibitions together with education of travel professionals regarding Ras Al Khaimah's tourism products and unique attractions through workshops, road-shows, familiarization and training programmes; media and consumer campaigns and promotions; the coordination and implementation of joint initiatives with key travel industry players; the hosting of leading sporting, cultural and trade exhibitions and events; and the development of the emirate's tourism infrastructure and attractions through the implementation of strategies and initiatives specifically designed to generate and encourage direct tourism investment and investment opportunities into Ras Al Khaimah.

Located just 45 minutes from Dubai International Airport, Ras Al Khaimah offers a variety of entertainment and relaxation facilities including exclusive Hotels & Resorts, international cuisines and world-class spas, all at great value for money. With a wide range of adventure and sports activities covering desert camps, golf courses, watersports and micro light aviation, the emirate of Ras Al Khaimah offers the ultimate outdoor experience.

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

www.rasalkhaimah.com

www.facebook.com/visitrasalkhaimah

www.youtube.com/visitrasalkhaimah

<https://twitter.com/raktourism>

“RAK Tourism” iPad / iPhone App.

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