



Ras Al Khaimah Tourism Development Authority (RAK TDA)

The Ras Al Khaimah Tourism Development Authority 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.

RAK TDA is responsible for establishing the Emirate of Ras Al Khaimah as a premier quality-value destination for leisure, adventure and business travel. 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 RAK TDA including increasing the total number of annual visitors to Ras Al Khaimah to 1.2 million by 2013, and increasing the Emirate's total hotel and resort room inventory to 10,000 keys by 2016. 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, roadshows, 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.

Ras Al Khaimah has its own unique identity with a diversity of landscapes that makes it the perfect getaway for leisure, adventure, and quality-value experiences. The emirate presents an extensive selection of exclusive outdoor adventure activities from mountain climbing and mountain biking to kayaking and fishing. For relaxation visitors to Ras Al Khaimah will enjoy idyllic sojourns at our white sandy beaches and resorts, offering an eclectic selection of international gourmet experiences and world-class spas.

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