

Tourism in the UAE has a new jewel: It's different, exciting, and unique - Ras Al Khaimah

LONDON, UK, November 17, 2016 /EINPresswire.com/ -- The travel and tourism industry is always looking for alternatives and new opportunities. Ras Al Khaimah is different, exciting, and unique.

Ras Al Khaimah is a 5-star tourism destination with 4-star prices which has beautiful deserts, open white sandy beaches and warm waters, and stunning mountains. This means a visitor can combine a desert safari with a beach holiday and mountain climbing. It is ideal for the adventure tourist, family

vacations, and those wanting a true cultural experience.



Taleb Rifai, the Secretary of the United Nations World Tourism Organization (UNWTO) told attending tourism ministers at the World Travel Market recently, tourism is about people to people, tourism is peace. In Ras Al Khaimah, tourists may explore and live with local beguines, and they don't even have to give up the luxuries of life while doing it.

eTN caught up with Mr. Haitham Mattar, CEO of Ras Al Khaimah Tourism Development Authority. In an interview during World Travel Market (WTM) in London, Mr. Mattar summarized what a visitor should expect when traveling to the emirate of Ras Al Khaimah. He said, "It's UAE's most authentic destination in the Middle East."

Just a 45-minute drive from Dubai, Ras Al Khaimah is a different world. Mr. Mattar said: "Of course, anyone traveling to the Gulf region expects year-long sunshine. In Ras Al Khaimah, we provide the perfect place to enjoy a vitamin D session with the sun. Here, we offer visitors 64 kilometers of pristine white sandy beaches."

Answering how most travelers get around, Mr. Mattar explained that the roads are ultra-modern and clean, making driving a beautiful experience. "Most visitors fly into Dubai or Abu Dhabi and rent a car," he responded, "And in addition to visiting the emirate, one may also easily cross the border to Oman to have a completely different experience."

Mr. Mattar said that Ras Al Khaimah is very diverse and that families as well as adventure tourists love this UAE emirate. He said, "It is a very liberal emirate with all the luxury one expects from a visit to the UAE. And it is not a dry emirate - alcohol is served in the hotels."

"If one is looking for a truly cultural experience, visiting a Bedouin oasis is an authentic reproduction

of Bedouin life just as it used to be,” Mr. Mattar explained. “Here, tourists may experience the quiet of the desert – a truly magical experience.”

He went on to describe some of the wonderful activities of this exciting UAE emirate: “Whether a visitor is looking for a leisurely sea cruise or something a little more exciting, Ras Al Khaimah has something for all energy levels, both offshore and on land. There is nothing quite like the great outdoors, and those who know this to be true will be happy to find that the dramatic and diverse landscapes of Ras Al Khaimah provide an oasis of exciting outdoor activities for all ages and interests to enjoy. From mountain climbing to water adventures, golf to spa sessions, it is all ready for the experiencing.”

Here is a sampling of what Ras Al Khaimah offers its visitors to enjoy:

Mountain Adventure

The Hajar Mountains are the perfect place for a picnic or hike, rewarding the visitor with dramatic canyons and spellbinding views around every corner. For a real challenge, take a trek up to the summit of UAE’s tallest peak, Jebel Jais, which stands 1,934 meters tall and stays 10 degrees cooler than sea level. Biking and camping are just as fun when it comes to mountain adventures. As the Arabian sun fades into the horizon, prepare to be wowed by Ras Al Khaimah’s sparkling night sky. Far from the lights of the city, the unusually dark skies offer a jaw-dropping stargazing experience that will linger long in the memory.

Water Experience

With over 60 kilometers of calm crystal-clear coastline and ideal water temperatures all year long, it’s no surprise that Ras Al Khaimah is a hotspot for thrilling water sports. Visitors may take their pick from scuba diving, jet skiing, wakeboarding, parasailing, flyboarding, and more. Alternatively, one may set their lures and reel in the catch of a lifetime on a deep-sea fishing trip along the sapphire waters of the Arabian Gulf. Fishing excursions are available at all Ras Al Khaimah resorts and provide the perfect offshore adventure for beginners and skilled anglers alike. Expect to catch a vast array of fish species including King Fish, Barracuda, Cobia, Trevallies, Hamour, Snappers, Queen Fish, and Sherry.

Golf

Ras Al Khaimah is quickly becoming a leading destination for golf. With extensive facilities at Al Hamra Golf Club, the emirate has secured the position as host to the famous European Challenge Golf Tour. Al Hamra Golf Club offers an eighteen-hole course (across 7,325 yards) with a broad range of facilities to enhance golfers’ enjoyment of the day - both on and off the course. The floodlit course even enables golf fans to play after sunset. As an alternative, Tower Links also offers an eighteen-hole course set against the backdrop of the Hajar Mountains.

Be Active

Ras Al Khaimah provides the perfect atmosphere for an active lifestyle. Enjoy a jog along Al Qawasim Corniche in the crisp early hours of the morning. Walk around the suburban areas of Al Hamra Island, or enhance breathing skills with a yoga session as the sun sets into the horizon of this enchanting emirate

Health & Spa

Health and well-being are key to a happy life, especially when on vacation. Indulge in a variety of delightful luxurious spa treatments, facials, body scrubs, and massages. Be treated to a beauty session with 5-star manicures and pedicures, as well as skin and hair treatments. Let go of the stress of modern life with a healthy session in one of Ras Al Khaimah's renowned health spas.

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