



ras al khaimah
tourism development authority

2024 Winter Campaign

OCTOBER 2024





Winter just got hotter in Ras Al Khaimah!

Experience the perfect blend of warmth and adventure this winter as you explore our stunning desert landscapes, pristine beaches, and thrilling activities.

Whether you're seeking relaxation or excitement, Ras Al Khaimah offers the ultimate winter escape with **unbeatable discounts on attractions, activities, dining, and more.**

Get ready to make your winter unforgettable!



Suwaidi Pearls Farm

Offers are valid until Dec 31st, 2024

Buy 1 Get 1 Free

Applies on published rates for adults, kids
and seniors
Contact your UAE DMC for bookings



Desert Camps

Offers are valid until Dec 31st, 2024

The Dunes Camping & Safari

Buy one get one free for all our activities (Except for the rooms)

Contact your UAE DMC for bookings

Bedouin Oasis Desert Camp

Buy one get one free desert safari and dinner with RAK transfer

Contact your UAE DMC for bookings



Jebel Jais

Offers are valid until Dec 31st, 2024

Buy 1 Jais Flight, Get 1 Jais Sledder ride for free

Contact your UAE DMC for bookings

Jais Flight



Jais Sledder



Jazirah Aviation Club

Offers are valid until Dec 31st, 2024

Get 20% Off for a single ticket

Contact your UAE DMC for bookings



Activities Summary

Offers are valid until Dec 31st, 2024



Suwaidi Pearls Farm

Applies on published rates for adults, kids and seniors



The Dunes Camping & Safari

Buy one get one free for all our activities (Except for the rooms)

Bedouin Oasis Desert Camp

Buy one get one free desert safari and dinner with RAK transfer



Jebel Jais (Flight & Sledder)

Buy 1 Jais Flight, Get 1 Jais Sledder ride for free



Jazirah Aviation Club

Get 20% Off for a single ticket

Contact your UAE DMC for bookings





B2C Winter Campaign Rationale

NOT FOR YOU!

Some people like going where everyone else goes, but others don't. Some things are not universally appreciated, because they are special. Ras Al Khaimah is the embodiment of this.

Ras Al Khaimah is different from any other destination. It's in its own class. Ras Al Khaimah is such a special place, that it's not for everyone.



Creative Assets

Click [here](#) for campaign assets.



B2C Winter Campaign

Media, Marketing and Public Relations engagement globally across key markets

Digital

Social

Programmatic

OTA &
Travel Audience

Press Release



Campaign Period:
October- November 2024

Websites:
Click [here](#) for the landing page.



RAKTDA Contacts

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