



## IN FOCUS – United Arab Emirates

### Ras Al Khaimah – United Arab Emirates

Ras Al Khaimah, one of the emerging leisure destinations in the Northern Emirates, registered a RevPAR growth of 24% in 2018 attributable to the Emirate’s repositioning strategy as a cultural and adventure tourism destination. Ras Al Khaimah achieved its goal of attracting one million visitors to the Emirates in 2018, a 10% growth in visitor arrivals over 2017. In addition to the launch of Jebel Jais Flight, the world’s longest zipline, Ras Al Khaimah Tourism Development Authority is planning to develop various adventure experiences including luxury mountain camp, hiking trails, and viewing deck, which is likely to benefit the hotel market further. Destination Strategy 2019-2021, which is the new government initiative to attract tourism investment is expected to have a positive impact on hotel values.

Hotel values grew by 83% in 2018, a positive correction following a sharp decline in 2017.

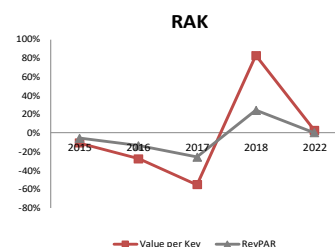


FIGURE 5: LEADING AND TRAILING MARKETS IN UNITED ARAB EMIRATES ( % VALUE CHANGE IN USD IN 2018 OVER 2017)

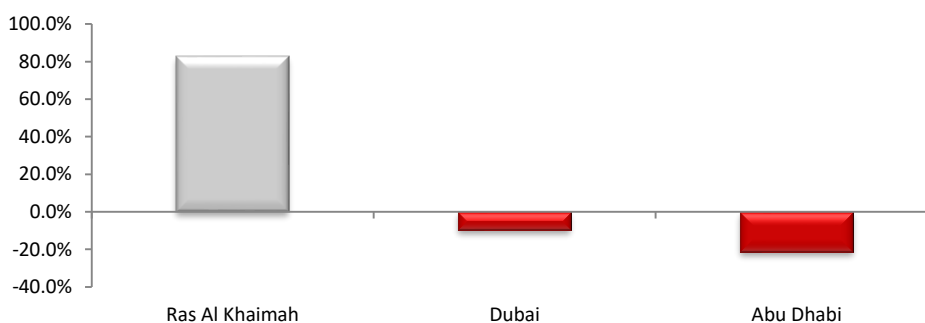


FIGURE 6: INDEX VALUES IN UNITED ARAB EMIRATES (IN ORDER OF 2018 % VALUE CHANGE IN USD)

City	INDEX			% Change		3-year Historical Compound Growth (2016 - 2018)
	2016	2017	2018	2017	2018	
Ras Al Khaimah	0.46	0.20	0.37	-55.3%	82.9%	-9.6%
Dubai	1.07	0.80	0.72	-25.3%	-9.7%	-17.9%
Abu Dhabi	0.61	0.69	0.55	13.6%	-21.2%	-5.4%