TOURISM SUPPORT INITIATIVES
RAS AL KHAIMAH TOURISM DEVELOPMENT AUTHORITY
I. Introduction
II. Industry Trends
III. Government Initiatives
IV. Crisis Management
V. Destination Recovery Plan
INTRODUCTION
OVERVIEW

• The spread of Covid-19 around the world has led to disruption in economic activity and dislocations in financial markets, the pandemic poses the most existential threat to the business of tourism experienced in the past several decades

• According to Oxford Economics, the global impacts are expected to be greater than during SARS(2003), with significant impacts in more destinations due to a much greater reliance on Chinese Travel

• The World Travel and Tourism Council (WTTC) reports that up to 50 million travel and tourism jobs are at risk around the world due to the current pandemic. Not only does this impact people who want to travel, but also, it effects people who have jobs in the travel industry

• Travel and tourism, according to WTTC, supports one in 10 occupations worldwide, generating 320 million jobs

• UNWTO estimates international tourist arrivals could decline by 1% to 3% in 2020 globally, down from a 3% to 4% growth estimated in early January. This would translate into an estimate loss of $30-$50 billion in international visitor spending in destinations (international tourism receipts)

Source: Oxford Economics, WTTC, UNWTO
## OVERVIEW

The hardest hit sectors may not see a restart until 2021

<table>
<thead>
<tr>
<th>Sector</th>
<th>Estimated global restart</th>
<th>Estimated degree of impact, in terms of duration</th>
<th>Avg. change in stock price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerospace/defense</td>
<td>Q3 / Q4 2021</td>
<td>Longest</td>
<td>-47%</td>
</tr>
<tr>
<td>Air &amp; Travel</td>
<td>Q1 / Q2 2021</td>
<td></td>
<td>-51%</td>
</tr>
<tr>
<td>Insurance carriers</td>
<td>Q4 2020</td>
<td></td>
<td>-38%</td>
</tr>
<tr>
<td>Oil and gas</td>
<td>Q3 2020</td>
<td></td>
<td>-48%</td>
</tr>
<tr>
<td>Automotive</td>
<td>Q3 2020</td>
<td></td>
<td>-35%</td>
</tr>
<tr>
<td>Apparel/fashion / luxury</td>
<td>Late Q2 / Q3 2020</td>
<td></td>
<td>-36%</td>
</tr>
</tbody>
</table>

Source: McKinsey
INDUSTRY TRENDS
### OCCUPANCY DECLINE AROUND THE WORLD

<table>
<thead>
<tr>
<th>Below -90%</th>
<th>Negative 80-90%</th>
<th>Negative 70-80%</th>
<th>Negative 60-70%</th>
<th>Negative 50-60%</th>
<th>Negative 30-50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Czech Rep.</td>
<td>Belgium</td>
<td>Finland</td>
<td>Ghana</td>
<td>Laos</td>
<td>Australia</td>
</tr>
<tr>
<td>Italy</td>
<td>-96%</td>
<td>-89%</td>
<td>-79%</td>
<td>-58%</td>
<td>-47%</td>
</tr>
<tr>
<td>Greece</td>
<td>-94%</td>
<td>Georgia</td>
<td>Portugal</td>
<td>Jordan</td>
<td>Maldives</td>
</tr>
<tr>
<td>Austria</td>
<td>-93%</td>
<td>Ukraine</td>
<td>Vietnam</td>
<td>Tanzania</td>
<td>UAE</td>
</tr>
<tr>
<td>Lebanon</td>
<td>-92%</td>
<td>Lithuania</td>
<td>South Korea</td>
<td>Japan</td>
<td>-54%</td>
</tr>
<tr>
<td>Poland</td>
<td>-91%</td>
<td>Spain</td>
<td>Ireland</td>
<td>Sri Lanka</td>
<td>Russia</td>
</tr>
<tr>
<td>Romania</td>
<td>-91%</td>
<td>Kuwait</td>
<td>Bahrain</td>
<td>India</td>
<td>-52%</td>
</tr>
<tr>
<td>Israel</td>
<td>-91%</td>
<td>France</td>
<td>Turkey</td>
<td>Thailand</td>
<td>Singapore</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>-91%</td>
<td>Tunisia</td>
<td>Oman</td>
<td>UK</td>
<td>-51%</td>
</tr>
<tr>
<td>Hungary</td>
<td>-90%</td>
<td>Netherlands</td>
<td>Belarus</td>
<td>Ethiopia</td>
<td>South Africa</td>
</tr>
<tr>
<td>Serbia</td>
<td>-90%</td>
<td>Switzerland</td>
<td>Saudi Arabia</td>
<td>Cambodia</td>
<td>-30%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Denmark</td>
<td>Egypt</td>
<td>Indonesia</td>
<td></td>
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<td></td>
<td></td>
<td>Germany</td>
<td>Malaysia</td>
<td>Myanmar</td>
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<td></td>
<td></td>
<td>Morocco</td>
<td>Kenya</td>
<td>Philippines</td>
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<td></td>
<td></td>
<td>Sweden</td>
<td>Main. China</td>
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<td></td>
</tr>
</tbody>
</table>

Source: STR: Occupancy % change vs prior year, Week ending 22nd March 2020
Shiji Distribution Solutions published the booking pace per day from the beginning of the year (before the lockdowns) with the key events noted to illustrate at what point the reservations begin to pick-up again after downturn:

- The recovery, although slow, began immediately after China reached their highest infection rate on February 17th.
- In the 27 days since, we’ve seen an index growth of 12.03 points (8.5% growth compared to pre-crisis average).
- China is showing signs of rebounding.
CHINA BACK TO 87% OF HOTELS REOPENING

Available Hotels as of Jan 20  Available Hotels as of Mar 20  % Chg

Shenzhen  Hangzhou  Qingdao  Shenyang  Shanghai  Wuhan  Guangzhou  Chongqing  Nanjing  Ningbo  Chengdu  Suzhou  Tianjin  Xian  Beijing

95.5%  93.7%  94.0%  89.8%  89.0%  87.0%  85.8%  85.7%  85.4%  84.3%  84.0%  80.3%  77.5%  74.5%  63.7%

Source: STR; Percentage of hotels open on Mar 25th 2020 vs Jan 2020 (based on STR participation)
MEA COUNTRIES SEVERELY IMPACTED BY COVID-19

Source: STR. Occupancy % change. Weeks commencing 16th - 23rd Feb and 1st - 15th March 2020
OCCUPANCY DROP WITHIN THE REGION

Source: STR; Week commencing 15th of March, Occupancy and % change vs prior year
UAE showing steeper declines than 2008/9

UAE: October 09 – Lowest level at -38.3% compared to -45.3% on March 22nd 2020

Source: STR
OCCUPANCY RECOVERY TOOK A LONG TIME IN THE 2008 GLOBAL FINANCIAL CRISIS

Europe sovereign debt crisis

Approx. 1.5 years

2.5 years (US) – 3.5 years (Europe)

Source: STR; 12 Moving Monthly Average occupancy indexed to Sep 2008
RAK KPI TREND YTD2020

Source: RAK TDA Values in AED
TRENDS & PERFORMANCE CONCLUSIONS

According to the regional seminar - *COVID-19 Hotel Performance Update*, which was held by STR. Conclusion & recommendation were provided in the end:

1. **Coronavirus is having a devastating impact on our industry**
   - Over 40% of hotels in China closed temporarily
   - Expect similar or more severe closure in other countries
   - How long they stay closed for depends on the virus persists

2. **Forecast scenarios have worsened significantly**
   - Many economists now expecting a global recession
   - Length and depth again dependant on how virus persists and government intervention
   - The big question is will this have a long term impact on travel behavior

3. **What can you do now**
   - Start with the end in mind – we will bounce back
   - Plan for the summer / second half of the year – there will be a lot of people with leave to take. Look after each other – and do those things you’ve never managed to prioritise

Source: STR
INITIATIVES

- Under the patronage of His Highness Shaikh Saud bin Saqr al Qasimi, the ruler of Ras Al Khaimah and as per the directives in the Decision (RRGA) dated 30 March 2020, Ras Al Khaimah Tourism Development Authority has put together a tourism incentive package to assist all touristic entities in the Emirate in overcoming economic hardship in the coming months.

- RAK TDA Management spent time talking to several industry partners, hotel GM’s owners to understand their needs.

- Heads of Tourism met last week with Minister of Economy to share our industry concerns and to use his influence to achieve federal support.

- Provide incentives or plans related to tourist facilities owners and tourism companies and the possibility of deferring due payments for a period of six months, renewable.

- To reduce FEWA fees for tourist facilities during the crisis.

- Consider the requests of reducing the employees’ salaries in exchange of stopping their work, to help reducing the operating expenses, in addition to inviting a representative from Ministry of Human Resource and Emiratization to discuss further challenges.
STIMULUS COMMITTEES

The following two steering committees are proposed to facilitate seamless implementation of the stimulus package:

1. Internal RAKTDA Stimulus Committee
2. Steering Stimulus Committee representing the Emirate

1. Internal RAKTDA Stimulus Committee

- Entity level committee has been formed by the members of RAK TDA (consists of Director of Strategy, Community Events, Investments, Licensing Manager and the Financial Controller), chaired by the CEO and co-chaired by CFO
- The committee will serve the local stakeholders to avail the benefits of the various stimulus packages from all levels of government
- Process to apply for the initiatives will be available starting April 15th and more information will follow shortly
2. **Steering Stimulus Committee Representing The Emirate**

<table>
<thead>
<tr>
<th>Members</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raki Phillips</td>
<td>CEO of Ras Al Khaimah Tourism Development Authority</td>
</tr>
<tr>
<td>Yousuf Ali Mohammed</td>
<td>Director General of the Department of Finance in the Government of Ras Al Khaimah</td>
</tr>
<tr>
<td>Mohammad S. Al-Qadi</td>
<td>CEO and Managing Director of RAK Properties &amp; Managing Director at Ras Al Khaimah Investment &amp; Development Office</td>
</tr>
<tr>
<td>Mohamed Ali Musabbeh Al Nuaimi</td>
<td>CEO of RAK Chamber of Commerce and Industry</td>
</tr>
<tr>
<td>Abdullah Al Abdooli</td>
<td>CEO of Marjan Island</td>
</tr>
</tbody>
</table>

- Emirate level committee will address RAK wide business and economic concerns
- The committee will work with utility companies like UTICO and FEWA to promote possible cost reductions
- In addition, the group would also discuss with RAK Insurance and at a destination level, help to address the claims for loss in revenue (business interruption loss insurance) affecting the hospitality and other sectors in RAK
## 17 Financial Initiatives

### 10 Initiatives for Individuals

1. Defer instalments on existing loans and credit cards up to 3 months for eligible customers until 30 June 2020 with no additional bank charge
2. Halt foreclosures on mortgages for defaulted customers until 30 June 2020
3. Halt suspension of bank accounts for retrenched customers until 30 Sep 2020
4. Refund credit card processing fees in full for foreign currency transactions committed after 1 Jan 2020, associated with cancellation of travel plans
5. Instalments programmes with no services fees for utility bill payments until 30 June 2020
6. Defer instalments on new loans and credit card for up to 3 months for eligible customers until 30 June 2020 with 50% reduction in association bank charges
7. Reduce interest charges on new loans and credit cards for eligible customers based on new prevailing rates for eligible customers
8. Reduce bank charges by 50% on early settlement of existing loans for eligible customers until 30 June 2020
9. Reduce Required down-payment by 5% for first-time home buyers
10. Interest-free instalment plans for school tuition with waiver of service charges or 0% interest loan until 30 June 220

### 7 Initiatives for SMEs

1. Defer instalments on existing borrowing for up to 3 months for eligible customers until 30 June 2020 with no additional bank charges
2. Reduce bank’s merchant service fees by 50% for eligible SME customers with usage below AED 5M per annum until 30 June 2020
3. Reduce banking fees and charges on Zero Balance accounts by up 60 50\(^*\) for eligible customers
4. Reduce Min. Average Balance requirements for all SME account categories to up to AED 10,000 per month for eligible customers
5. Defer instalments on new borrowing for up to 3 months for eligible customers until 30 June 2020 with 50% reduction in associated bank charges
6. Reduce interest charges on new borrowing based on new prevailing interest rates for eligible customers
7. Reduce bank charges by 50% on early settlement of existing borrowing for eligible customers until 30 June 2020

Source: Ministry of Economy
RAKTDA FINANCIAL STIMULATORS

As part of the Ras Al Khaimah incentive package, RAK TDA is extending its financial assistance to the touristic establishments including financial incentives, waiver of relevant fees for hospitality and touristic establishments along with a 6-month waiver of all touristic licenses – details included in the table below.

| Financial Incentive Package | Financial incentives for non-government owned hospitality and touristic entities in RAK *
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating Fees</td>
<td>Waiver of all participating fees for exhibitions and roadshows in 2020-2021</td>
</tr>
<tr>
<td>Tourism Dirham</td>
<td>Waiver of all tourism dirham for the months of March, April and May 2020</td>
</tr>
<tr>
<td>Tourism Licensing Fines</td>
<td>100% Waiver of all fines until September 30th 2020</td>
</tr>
<tr>
<td>Tourism Licensing Fees for Q2 &amp; Q3</td>
<td>100% Waiver of classification, annual activity, artist permits etc. up to Sep 2020</td>
</tr>
</tbody>
</table>

*This includes incentives for all budget, midscale and 4 star hotels as well as attractions, golf courses and tourism establishments. In all cases for eligibility the business must be a non-government owned entity.
INITIATIVES BY DEVELOPERS OF RAS AL KHAIMAH

- **Al Hamra, RAK Properties:**
  - 3 months exemption from rental payment for its tenants in Mina Al Arab and Julphar projects

- **Al Hamra:**
  - Up to 3 months rental relief
  - Reduction in cooling consumption charges
  - Deferral of fees
  - Waiver of payment delay penalties
  - Payment due date extensions

*Source: Al Hamra, RAK Properties*
INITIATIVES – MINISTRY OF HUMAN RESOURCES
Ministerial Resolution No. (279) of 2020 - Apply to all entities registered with the Ministry of Human Resources and Emiratization (the “Ministry”) in respect of their relations with non-UAE national employees.

- Affected establishments shall progressively proceed with their actions, in agreement with the non-national employees as follows:
  - Implement remote working system
  - Grant paid leave
  - Grant unpaid leave
  - Temporary salary reduction during the referenced period

- Affected establishments having a surplus in non-national employees shall register their details in the Virtual Labor Market to enable rotation of employees until they leave the State or obtain a permit to work for another establishment.

- Establishments wishing to employ non-national employees during the cessation of overseas labor supply shall:
  - Announce job vacancies
  - Use such employees depending on the need by applying for any internal work permits

- Establishments wishing to temporarily reduce the salaries of non-national employees during the said period shall make a "temporary addendum" to the employment contract.

- Establishments wishing to permanently reduce the salaries of non-national employees shall apply for the "employment contract data" amendment service to obtain the Ministry’s approval.

Source: Ministry of Human Resources
CRISIS MANAGEMENT
RAKTDA Stakeholder Crisis Communication Video Conference

COMMUNICATIONS INSIGHTS

Prepared by: ASDA’ABCW
April 2020
OVERVIEW

• The rapid spread of COVID 19 globally has resulted in a volatile and unpredictable environment for economies, businesses and the general public

• We are seeing different sectors affected in dramatically different ways, while new data shows that consumers are responding to the crisis in a number of different ways so brands must adapt to the dynamics of their particular situation

• History (and data) tells us that brands that act effectively in a crisis, become disproportionately stronger after the event

• Timely and sensitive use of communication can help brands to demonstrate their values, relevance and purpose to people at a time when they are most needed
THREE PHASES OF CHANGE

As with SARS or any other global health crisis, the Coronavirus outbreak will have **three distinct phases**.

The duration of these phases is not yet clear, but each stage has different implications for brands.

The vast majority of the world remains in Phase 1: Acute Outbreak, although more countries are now in ‘lockdown’ vs ‘containment’.

However, China is showing some early signs of recovery, and it is important for **brands to begin to plan now for recovery**.
CONSUMER BEHAVIOR IS ALREADY CHANGING RAPIDLY

There's a shift toward E-Everything
Throughout the outbreak, 84% of consumers in China have tried at least one new tech service for the first time.

We're Controlling What We Can Control
The rates of handwashing, hand sanitizing, avoiding crowds, and stockpiling essentials have spiked and will continue perhaps even beyond COVID-19.

We're Preparing for Long-Term Implications
People are realizing the larger impact to their lifestyle as more events, more travel and more in their personal life is canceled.

Finding New Ways to Cope
People are turning to at-home workouts, virtual dinner parties and they are eager for advice on how to stay connected socially.

Finding New Ways to Cope
Family dynamics are changing as millennials report acting as the “adult” while encouraging their parents to stay home. And parents are learning to WFH while parenting, teaching and playing.

Finding New Ways to Cope
These feelings and the preparation may last a while—potentially impacting people's ability to buy, behave and attend events in the ways they did before COVID-19.

Finding New Ways to Cope
Strengthening or Stretching Our Relationships
Finding New Ways to Cope
Shifting Psychological Behavior that Impacts Future Purchasing
CONSUMERS EXPECT BRANDS TO HELP

As more realize the severity and impact of COVID-19, consumers want brands to donate and help communities taking the hardest hit, such as those unemployed, on low income, the elderly and front-line workers.

• 93% think brands should stand up and help
• 67% think companies should donate supplies
• 54% think companies should donate money
• Only 4% think brands should do nothing

Source: Mindshare US study March 17: “what can brands or companies do to help with COVID-19?”
## 5 STEPS FOR BRANDS RESPONDING TO COVID-19

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Audit Current Programs and Messaging</td>
</tr>
<tr>
<td>2.</td>
<td>Take Inventory of Assets in a New Way</td>
</tr>
<tr>
<td>3.</td>
<td>Identify Real Consumer Needs You Can Address</td>
</tr>
<tr>
<td>4.</td>
<td>Make a Commitment that Hurts and has Continuous Impact</td>
</tr>
<tr>
<td>5.</td>
<td>Most Important: Be Authentic to Who You Are</td>
</tr>
</tbody>
</table>

### 1. Audit Current Programs and Messaging

Take a hard look at what you are saying and make sure that it is culturally relevant and sensitive to what’s going on in the world.

### 2. Take Inventory of Assets in a New Way

Leading brands are fundamentally shifting their business models to help by creating new or different products and/or providing protections for people around the world.

### 3. Identify Real Consumer Needs You Can Address

COVID-19 is a factor that makes life harder for many people whose life is already quite difficult. There are new threats to livelihood and wellbeing that are magnified. Any action must fulfill a person’s need. And it must feel true to your target consumer and their life.

### 4. Make a Commitment that Hurts and has Continuous Impact

Businesses who speak up and support people who are in need will earn greater trust and long-term loyalty; this consumer expectation is critically important – now more than ever.

### 5. Most Important: Be Authentic to Who You Are

If you’re not a “caregiver” brand, you don’t need to be a “caregiver” today. There are many ways to act within your brand archetype and stay true to your heritage – so that you don’t come across as taking advantage of a situation or being irreverent of others’ expertise.
WATCH OUT FOR BRANDS DURING THE ACUTE PHASE

- Behaviors and messages that do not reflect brand purpose
- Ambulance chasing tactics to sustain short term sales
- Failing to re-look at customer and stakeholder journeys with an eye toward new realities
- Failing to adapt tone of voice to the current reality
- Campaigns and promises without action
- Disappearing rather than optimizing channel mix
- Emotional decision making that harms long-term brand growth

This is an opportunity to rise to the occasion and make an impact
Brands supporting social distancing by changing their logo

Brands releasing emotive content to inadvertently remind people of what they'll have in the recovery phase / new normal
BEST PRACTISE BRAND ACTIVITY

Ford partners with GE, 3M to begin manufacturing protective equipment, ventilators

Published Tue, Mar 24 2020-11:03 AM EDT | Updated Tue, Mar 24 2020-11:21 AM EDT

Sarah Higgins-Owen
@SarahHOBurn

KEY POINTS
• Ford announced it will partner with 3M and GE Healthcare to begin producing face masks and ventilators.
• Ford will work with 3M to manufacture a newly designed respirator and boost production of 3M's existing electric air-purifying respirator.
• Ford and GE Healthcare will begin manufacturing a simplified version of GE Healthcare's existing ventilator design.

Free workouts from Peloton, Nike and others to help you stay active during your quarantine
Published: March 28, 2020 at 12:57 p.m. ET
By Nicole Lyn Pesce

14 fitness apps and streaming services that you can try at home for free

Brands supporting the healthcare frontline or wider community initiatives
Brands putting other people’s needs ahead of their own by supporting communities at home
Visit Portugal’s ‘Can’t Skip Hope’ video campaign tackles the issue of travel bans head-on its first few words: “It’s time to stop. Through using panoramic clips, it does however encourage inspiration to visit at a later stage.

Virtual Experiences have been brought to life by a number of different destinations with Visit Britain leading the pack. The destination encourages would be guests to experience the culture while they can not visit in person, through Spotify playlists and streaming shows filmed within the nation e.g. The Crown on Netflix.
Philadelphia Convention and Visitors Bureau is taking people via social media, through live virtual tours of key destinations, highlighting the dining through take out lists and recipes for key dishes from the destination.

Discover Puerto Rico is bringing people fun ways to keep entertained at home, while interacting with its culture through cooking lessons, salsa dancing lessons and cocktail making classes, all of which are elements to have been enjoyed on a trip to the destination.
CURRENT REGIONAL MEDIA LANDSCAPE

• Dailies: Still going ahead with printing for subscribers, limited weekend additions in some markets; significant drop in print sales with heavy focus on online

• Magazines: Still going ahead with printing for subscribers in some markets; halted in others e.g. Saudi and increasingly focused on their digital platforms

• Onlines: Currently the preferred medium of communication, relying on announcement based stories, mainly focused on COVID19. Open to high quality digital assets— animation/short videos/sound-bytes to embedded within online stories

• TVs: Focus primarily on COVID-19 reports. Most channels are steering clear from onsite reporting and all interviews to be conducted over the phone. Where possible video content provided is being included.

• Radios: Requesting call in interviews or pre-recorded interviews
MEDIA TOPICS OF INTEREST

COVID-19 Related
• Situation and healthcare updates
• Public dos and donts
• Updates on supermarkets and other necessities
• Nationwide responses with regards to imported items/supplies etc
• Unsung heroes during the pandemic (blue-collar workers, nurses, doctors)
• How businesses are affected and new business models
• E-learning
• E-commerce

Alternative Topics
• Tips when staying at home tips
• Recipes
• Inspirational travel and lifestyle content for when restrictions are lifted
• Economic stories
• Community Care
• Potential business stories on how certain sectors have benefited from the pandemic – tech based trends / start-up stories/ delivery systems
• Articles related to Ramadan
Looking ahead
As we prepare for a new normal after the dissipation of COVID-19, how you stand out as a brand is completely in your control.

We believe that there will be at least four fundamental changes to the future of business – and we can help you navigate these strange and uncertain shifts.

1. More than ever, brands and corporations will serve as a force for good in the global community and in their local markets.

2. CEOs are becoming the face of crisis response as we push further into stakeholder capitalism and realize the importance of ALL audiences.

3. Because of the increased access we now have with changes from Coronavirus, we will realize the importance of expanding this access outside of a crisis moment.

4. Brands will increasingly find new ways to flex, evolve and completely change their business models for new products and services.
CEO THOUGHT LEADERSHIP

In line with the focus on CEO’s as the face of the crisis, we are currently working on a series of thought leadership led Op-Ed’s for Raki Phillips to showcase the RAK response and maintain communications with key audiences. The topics outlined below will be placed across traditional or digital media channels or be used as part of wider interview content:

- UAE Economic Stimulus – what it means for RAK
- Business & leadership strategies at times of crisis, importance of ‘fact based decisions’
- Advice for stakeholders/hoteliers and how Tourism Boards can support
- Changing nature of work: Remote & digital communication, the pros and cons
- Constructive planning: using slowdown to prepare for new industry dynamics
RECOVERY COMMS PLANNING FOR RAS AL KHAIMAH

- Integrated communications will be an essential part of our wider recovery plan
- When the time is right, we want to be ready to come back strongly with a campaign that re-introduces Ras Al Khaimah to visitors and businesses
- Now is the time to ensure we have the plans in place to appropriately restore and grow our share of voice
- Our teams and agencies are currently working on a strategic plan that is likely to start by re-introducing shortcations and will evolve to focus on global visitation once travel restrictions are lifted
- A plan that will have rich content at its heart and will be amplified across traditional and digital platforms
- We will share more with you in due course and if anyone has any questions in the meantime do let me know
DESTINATION RECOVERY PLAN
RAKTDA DESTINATION RECOVERY PLAN 2020

• RAKTDA is working on a recovery plan in order to address any potential business deficit, in an effort to maximum positive impact for the entire tourism sector of the Emirate and support various industry partners and stakeholders

• We have highlighted our initiatives under the below functions:
  • Financial stimulators
  • Tourism development/ International Sales
  • Destination Marketing & Promotion
  • MICE & Events
The Domestic market is expected to be the first market to bring in the recovery.

The second round of recovery is expected to come in from the GCC & Middle East markets. 

The third round of recovery is expected to come in from the Asian markets e.g., India, China etc.

The next wave of recovery will be then from the European Markets.
Create “Fit to Fly” travel corridors program:

1. Selected qualified destinations:
   - Destinations with stringent measures in place to avoid contamination
   - Destinations that have recovered from the COVID-19 crisis
   - We could start from GCC countries, such as KSA, Kuwait & Oman

2. Government To Government Assurances Agreement

3. Open the border for travel from shortlisted countries

4. Medical screening at the airport prior to travel
UAE SHORTCATION CAMPAIGN

**Tactical Offer 1:** Stay in Ras Al Khaimah for a minimum of 3 nights and get 2 free tickets to experience the Suwaidi Pearl Farm or a Jais Adventure Peak activity of your choice.

**Tactical Offer 2:**
- The Kids Go Free offer is valid for all UAE residents.
- This includes kids stay and meals based on the meal booked by the parents.
- Max. of 2 children are allowed for each room booking. Applicable for children under 12.
UAE SHORTCATION CAMPAIGN

Terms & conditions apply, visitrasalkhaimah.com

Escape the crowd Ras Al Khaimah

"Shortcation"
Ras Al Khaimah!

Spend 3 nights
Get 2 free activities
Kids go free

Escape the crowd

VISITRASALKHAIMAH.COM
INTRODUCTION

INDUSTRY TRENDS

GOVERNMENT INITIATIVES

CRISIS MANAGEMENT

DESTINATION RECOVERY PLAN

TENTATIVE OVERSEAS PLANS TIMELINE

- MOE/NTP CIS Roadshow
- RAKTDA Germany Roadshow
- EPEX NEW DELHI
- GERMANY MICE Roadshow
- ATM Dubai
- FRANCE MICE Roadshow
- RAKTDA workshops in CIS
- RAKTDA Workshops/Events in KSA, Oman

Jun

- Travel Show Wedding Mumbai
- BBT online B2B Workshop Belgium
- M&I Forum EUROPE

Jul

- RAKTDA Russia Roadshow
- RAKTDA Benelux Roadshow
- PURE MEETING Paris
- MICE Workshop Netherlands
- MOE/NTP Jordan & Egypt Roadshow
- Russia MICE FAM Trip

Aug

- RAKTDA CIS Roadshow
- IGTM Wales, UK
- UK MICE Roadshow

Sep

- WTM London
- Inspire Your Business Ras Al Khaimah 2020
- IBTM WORLD

Oct

- Peter Blach FAM Trip Germany

Nov

Dec
Q & A