



One Rep Global to Represent Ras Al Khaimah Tourism Development Authority (RAKTDA) in India

One Rep Global, led by seasoned luxury hotelier **Hemant Mediratta**, has been appointed as the exclusive India representation partner for **Ras Al Khaimah Tourism Development Authority (RAKTDA)**. One Rep Global will be responsible for driving holistic sales, trade marketing and PR strategies in India for the popular destination.



The announcement comes at an opportune time as the international travel restrictions are being eased and more Indians are expected to travel overseas in 2022. "As one of our biggest source markets, India continues to hold a lot of appeal in the new normal of travel," said **Iyad Rasbey, Executive Director, Destination Tourism Development & MICE**, adding, "the charm of the northern most emirate is undeniable with spectacular nature landscapes, global hospitality brands and large-scale meeting venues perfect for destination weddings, including the region's only convention centre located by the beach."



Commenting on the partnership, **Hemant Mediratta, Founder – One Rep Global** said, 'We are delighted to be representing Ras Al Khaimah Tourism Development Authority (RAKTDA) in India and are looking forward to working closely with the tourism authority to position Ras Al Khaimah as an attractive leisure destination for Indian travelers. The emirate has something to offer for travelers of all age groups and is also an attractive choice for the large scale 'big fat' destination weddings from India. MICE is another crucial segment that we will target for Ras Al Khaimah from India.'



The UAE's northernmost Emirate offers a wealth of diversions between its miles of white sandy beaches and turquoise sea, majestic Hajar Mountains and magnificent desert sand dunes. Named the Gulf Tourism Capital in 2020 and 2021, much of Ras Al Khaimah's popularity comes from the increasing ease of accessibility. Located a few short hours by flight from India, the emirate is just a 45-minute drive from Dubai International Airport. Ras Al Khaimah has also reinforced confidence in the destination being certified as the first safe city worldwide by Bureau Veritas SafeGuard Label and the Safe Travels Stamp from the World Travel and Tourism Council (WTTC) following the onset of the COVID-19 pandemic.

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