MONTHLY NEWSLETTER

JULY 2026

EXECUTIVE SUMMARY

Market

RAK residential demand remains strong, driven by Wynn Al Marjan Island momentum and branded waterfront supply.

Competitive Pressure

Competitors are escalating incentives (LD waivers, Golden Visa bundling, extended payment plans).

Watch Item

Wynn Al Marjan Island's Punchdrunk entertainment reveal ahead of its 2027 opening in Spring — the resort is the single biggest demand driver for Al Marjan Island real estate.

BOTTOM LINE:

RAK's fundamentals remain strong, with Wynn Al Marjan continuing to anchor demand. As competitor incentives evolve, having multiple projects will help sharpen investments and tourism going forward.

MARKET HEADLINE

Top Headlines As of July 2026

HEADLINE	KEY DATA	WHY IT MATTERS TO RAK
Wynn Al Marjan Island Reveals Debut Entertainment Experience Ahead of Highly Anticipated Ras Al Khaimah Opening Source: Gulfnews	Wynn Al Marjan Island has unveiled its first signature entertainment attraction through an exclusive partnership with immersive theatre company Punchdrunk, marking another milestone as the landmark Ras Al Khaimah resort progresses toward its highly anticipated 2027 opening.	The project strengthens Ras Al Khaimah's position as a leading global tourism and investment destination, attracting international visitors, driving economic growth, creating jobs, and increasing demand for real estate as the emirate prepares for large-scale hospitality and entertainment expansion.
Two penthouses by Dubai developer Binghatti have sold for a combined Dh270 million. Source: Gulfnews	Dubai developer Binghatti sold two ultra-luxury penthouses for Dh270M total in Business Bay's Bugatti Residences, part of record-breaking sales including a Dh550M penthouse. The deals highlight sustained high-end demand amid strong weekly Dh500M sales	It signals strong luxury demand and investor confidence in UAE real estate, boosting RAK's positioning to attract similar high-net-worth buyers and branded developments.
Nine Landmark UAE Developments, Including Wynn Al Marjan Island, Set to Reshape Transport, Tourism and Economic Growth Nationwide Source: Gulfnews	Nine landmark UAE developments — spanning transport, AI, finance and tourism — are reshaping the nation's future, including Etihad Rail, DIFC Zabeel District, Disney Resort Abu Dhabi, and Ras Al Khaimah's Wynn Al Marjan Island.	Wynn Al Marjan Island features among the UAE's flagship projects, elevating RAK's profile as a gaming-led tourism hub, drawing fresh visitor segments and boosting hospitality, retail and F&B demand.
Luxury Waterfront Living Evolves as Riva DolceRiva Lifestyle Makes Its Debut on Dubai Islands Source: Arabian Business	Le Château Pétrus has partnered with Italian yacht brand Riva to launch Riva DolceRiva on Dubai Islands, offering branded waterfront residences, luxury hospitality, marina access, and exclusive lifestyle amenities for premium coastal living.	This reinforces the growing demand for branded waterfront developments, supporting Ras Al Khaimah's luxury positioning as global hospitality and lifestyle brands continue expanding into the UAE's premium coastal real estate market.
Emirates Hills Villa "The Palace" Fetches Record-Breaking Dh17 Million Annual Lease, Surpassing Dubai's Previous Benchmark Source: Khaleejtimes	A seven-bedroom Emirates Hills villa, "The Palace," has been rented out for Dh17 million annually, becoming Dubai's costliest-ever leased home and surpassing the previous benchmark set by a Burj Khalifa duplex penthouse.	The milestone reaffirms the UAE's pull for ultra-wealthy tenants, spotlighting a rental boom RAK's own luxury waterfront and branded-residence projects can tap into as demand spills northward.

WHY SUMMER IS THE RIGHT TIME TO INVEST?

SMART INVESTORS KNOW THAT OPPORTUNITY BEGINS IN THE OFF-SEASON

Summer is more than a season - it’s strategic for investors who want better value, prime selection and long-term gains

FLEXIBLE PURCHASE OPPORTUNITIES

Developers often introduce attractive payment structures and limited-time incentives.

POSITION AHEAD OF PEAK BUYING SEASON

Secure an asset before increased market activity in Q3 and Q4.

RISING GLOBAL INTEREST IN UAE REAL ESTATE

The UAE continues to attract international investors seeking stability and long-term growth.

EARLY ACCESS TO NEW PROJECT LAUNCHES

Be among the first to secure premium inventory and preferred unit selections.

GREATER CHOICE OF PRIME RESIDENCES

A wider selection of layouts, views, and floor plans before demand accelerates.

Transform seasonal opportunities into sustainable growth and sales momentum.

RAK:
A STATISTICAL SNAPSHOT

A market on the rise. A future unfolding.

25,600
Residential units projected by 2030

AED 100+ BILLION
Estimated value of upcoming residential developments

85%
Of residential transactions were off-plan sales

97%
Of future supply will be apartments

5 YEARS
Of planned supply pipeline [2026-2030]

AED 12.3 BILLION
In residential sales (2024)

6,600
Residential Transactions recorded (2024)

45%
Reduction in travel time between RAK and Dubai (planned)

3 MILLION
RAK Airport target of annual passengers by 2028

1 MILLION+
Airport passengers in 2024 - a new milestone for RAK

Source: GulfNews

RAK stands on strong fundamentals, drives strategic growth, and unlocks limitless potential — a dynamic economy building tomorrow's success, today.

RAK MARKET UPDATE
Period: June 2026 - July 2026

RAK continues to strengthen its position as one of UAE's fastest-growing real estate markets, supported by strong investor demand, major infrastructure progress and a thriving tourism sector.

1 MARKET & SALES DATA

Continued Market Momentum
RAK's residential market remains strong, driven by demand for waterfront, branded and lifestyle-led developments.

25,600 Residential units projected by 2030	**85%** Of residential transactions were off-plan sales	**AED 12.3B** Estimated Residential Value

Price Growth & Market Maturity
RAK is maturing into a stable investment destination. Buyers are prioritizing developer reputation, construction progress and delivery certainty. Leading to increased price resilience, especially in Al Marjan Islands.

2 CONTINUED SALES MOMENTUM

Market attention remained centered on Wynn Al Marjan Island and strong off-plan demand, supporting continued sales across existing projects

Final Construction Phase Underway	$5.1B Tourism Megaproject in RAK	Set to Open Spring 2027

3 MASTER INFRASTRUCTURE & DESTINATION DEVELOPMENTS

Pipeline Strengthens Across Al Marjan Island
Multiple luxury & branded projects are advancing, increasing choice for investors & reinforcing Al Marjan Island as RAK's primary investment destination.

RAK Central Development
RAK Central Square continues to progress as the emirate's future commercial hub

Airport Expansion
RAK International Airport expansion is progressing to increase passenger capacity & support rising tourism & investment flows

Road & Connectivity
Ongoing road network improvements across the Emirate are enhancing accessibility & supporting community growth

4 TOURISM & ECONOMIC INDICATORS

Economic Diversification

RAK continues attracting businesses and investors through tourism, hospitality and commercial developments.

Growth in key sectors is driving demand for residential, hospitality & mixed-use communities.

670,000 Visitors in H1
↑ Strong YoY growth

3.5 Million
Annual visitors target by 2030

Key Drivers

Wynn Al Marjan	Expanding Hospitality Infrastructure	Business Growth

5 RAK REGULATORY & POLICY UPDATES

Stable Economic Environment
RAK maintains a strong international credit rating outlook, reflecting confidence in fiscal stability & long-term growth prospects.

Focus on Attracting International Investments
The emirate continues global outreach & strategic partnerships to attract investors, particularly in luxury real estate, tourisms and development.

6 Competitive Landscape

The RAK market is becoming more competitive with strong local and international developers

Developer	Strategic Positioning
BNW Developments	Expanding presence in luxury segment
WOW Resorts	Strong Pipeline & delivery records
Major	Lifestyle Competitor
Almal Real Estate	Experience-led focus
Ardee	Branded Residences & premium appeal

MARKET MOMENTUM

GOLF TRAILS

Featured as a UAE benchmark comparable, illustrating demand trends relevant to RAK's positioning.

Overlooking a prestigious 18-hole championship golf course, Golf Trails offers floor-to-ceiling windows, expansive balconies, and uninterrupted views of lush green landscapes.

Experience elevated living at Golf Trails, Emaar South. With excellent connectivity to Al Maktoum International Airport, Expo City, and key highways, the community combines peaceful surroundings with effortless access to Dubai's most important destinations.

Developer:
EMAAR
Location:
Emaar South, Dubai

Key Features:
- 1 - 3 Bedroom
- Starting Price AED 1.25M
- 10% Downpayment
- 80/20 Payment Plan
- Handover Q4 2030

UAE REAL ESTATE

Project Launches | July ‘26

AL GHADEER GARDENS

Developer: Aldar

Location: Abu Dhabi
Project Type: A master-planned community inspired by nature
Unit Type: 2, 3bedroom townhouses and 4bedroom villas
Starting Price: AED 1,670,000
Payment Plan: 55/45
Expected Handover: Q4 2029

SOUTH HAVEN

Developer: Samana

Location: Dubai South, DIC
Project Type: g+6 Boutique Development
Unit Type: Studio, 1, 2, Bedroom Apartments
Starting Price: AED 599,000
Payment Plan: 40/60
Expected Handover: Q2 2029

BASHAYER - FINAL PHASE

Developer: Modon

Location: Abu Dhabi
Project Type: Waterfront community
Unit Type: 1, 2, 3 Residences, 4Bedroom Penthouse & Villas
Starting Price: AED 2,350,000
Payment Plan: 50/50
Expected Handover: 2029

JANU - GROUNDBREAKING

Developer: Marjan, Wynn Resorts and Aman Group

Location: Al Marjan Island, RAK
Project Type: Luxury hotel and branded residences
Unit Type: 1, 2, 3, 4 & 5 Bedroom Apartment, 5 Bedroom Villas
Starting Price: AED 8,500,000
Payment Plan: Not disclosed
Expected Handover: 2029

COMPETITOR PROMOTIONS

Active this month - RAK

DIVINE ONE GROUP
WYNDHAM RESIDENCES

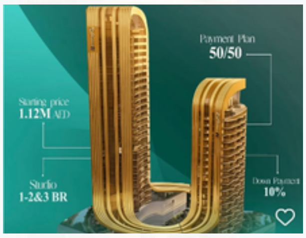
- AED 37K EOI
- 50/50 Payment Plan
- AED 1.1M Starting Price

ATARA DEVELOPMENT
SHERATON

- 5% Down payment
- 30/70 Payment Plan

SOURCE OF FATE
MIRAGGIO

- 20/80 Payment Plan
- 40% Post handover for 2 years



BNW
RADISSON BLU

- 10% Downpayment
- 50/50 Payment Plan
- AED 1.12M Starting Price

TISSOLI LUXURY
PALAZZO TISSOLI

- Sell AED 20M, get a Trip to Italy for Two
- Business Class Flights
- 5-Star Luxury Stay

BNW
ACROSS BNW PROJECTS

- 5% Downpayment
- 4% Land Department Waiver
- 1% Monthly Payment

MAJOR DEVELOPERS
MANTA BAY

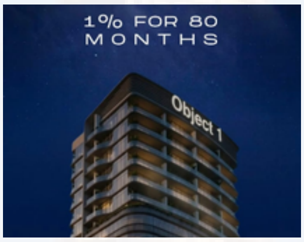
- 20/80 Payment Plan
- Mortgage Support on Handover
- 8% Commission

ARDEE
FAIRMONT RESIDENCES

- 40/60 Payment Plan
- 6% Broker Commission
- Starting from AED 2.5M

COMPETITOR PROMOTIONS

Active this month - Other Emirates



OBJECT ONE REAL ESTATE DEVELOPMENT

ACROSS OBJECT 1 PROJECTS
DUBAI

- 1% For 80 months
- Free Business License
- Free UAE Golden Visa

DUGASTA

AL HASNEEN 4
DUBAI

- 0 Service Charges for 10 years
- 0.5% Monthly for 10 years; 40/60 Payment Plan
- 10% ROI

SOBHA

SOBHA CENTRAL
DUBAI

- 40/60 Payment Plan
- 100% DLD Waiver
- 2% Furniture Voucher

DANUBE

ASPIRZ
DUBAI

- Own an apartment + office from AED 1.9M
- Free Business License
- Free UAE Golden Visa

DAMAC

CHELSEA RESIDENCES
DUBAI

- 4% DLD Waiver
- Starting from AED 2.56M
- Golden Visa Eligibility

RADIANT REAL ESTATE

RADIANT TERRACES
ABU DHABI

- 5% Down Payment
- Starting Price:
- AED 700K
- 50/50, 40/60, 80/20 Payment Plan

MARKET ACTIVITIES
July

PRODUCT: EMAAR

Organized By: H&S REAL ESTATE

Offerings: Investment-focused projects

Date: 18 July 2026

Location: Emaar Sales Center

PRODUCT: ELLINGTON

Organized By: HOH PROPERTIES

Offerings: Exclusive Units, Discounts and Payment Plans

Date: 18 July 2026

Location: Ellington Showroom

PRODUCT: EMAAR

Organized By: A&T REAL ESTATE

Offerings: Rental Yields Investment Opportunities

Date: 25 July 2026

Location: Dubai Hills Sales Center

PRODUCT: DAMAC

Organized By: ELYSIAN REAL ESTATE

Offerings: Lifestyle Collection Investment opportunities

Date: 25 July 2026

Location: Flora 75E, Damac Hills

PRODUCT: ALDAR

Organized By: CRYPTO1 PROPERTIES

Offerings: Lifestyle Collection Investment opportunities

Date: 25-26 July 2026

Location: Fahid Islands

PROPERTY SHOW

International

The Caledonian, Edinburgh

July 18-19

DAMAC PROPERTY SHOW

Access to exclusive benefits, including a 0.25% monthly payment plan, a 4% Dubai Land Department (DLD) fee waiver, and guidance for securing a 10-year UAE Golden Visa.

197 Brompton Road, Knightsbridge, London

July 18-19

DUBAI INTERNATIONAL PROPERTY SHOW

A gateway for a first-time investor, seeking high rental yields, or buying your dream home, a chance for a tax-free, high-ROI investments in one of the world's fastest-growing real estate markets.

Marina Bay Sands, Singapore

Aug 29-30

INDO-UAE PROPERTY EXPO - SINGAPORE

Meet top developers from India & the UAE, explore high-ROI projects, and access exclusive investment offers tailored for Southeast Asian buyers. Two days of expert guidance, project showcases, and premium networking.

DATA NOTES &
Methodology

DATA SOURCES

DEVELOPER ANNOUNCEMENTS & PRESS RELEASES

RAK DEPARTMENT OF ECONOMIC DEVELOPMENT FILINGS

PROPERTY FINDER & BAYUT MARKET DATA

BROKER REPORTS & SALES GALLERY DATA

KEY ASSUMPTION

Unit Counts:
Based on approved floor plans. ±5% variance for final delivery

Pricing:
Average psf from launch price lists.
Actual transaction prices may vary 10–15%

Sold %:
Includes units under offer/reservation

Handovers:
Estimated based on construction progress & developer guidance

Branded:
Projects with international hotel/brand operator partnership

All figures are estimates & subject to change

DISCLAIMER

This document is for informational purposes only and represents market research. Data compiled from public sources and market intelligence. Figures are estimates and subject to change. Not intended as investment advice. Prospective buyers should conduct independent due diligence. Handover dates are developer estimates and may be delayed due to construction, regulatory, or market factors.