



November, 5 2004

# SeeJordan.Org

## E-Newsletter

Jordan Tourism Board North America (JTBNA)  
6867 Elm St. Suite 102 McLean, VA 22101  
(877) SEE-JORDAN Fax:: (703) 243-7406

Volume 2, Number 2

**Experience  
Jordan  
Now!**

Dear friends,

We hope that our e-news letter will keep you posted on the various activities JTBNA is involved with to promote Jordan in the North American market. This will ultimately help you gain more business in the future.

### **Current Market Trends & JTBNA Activities:**

- We have hosted many educational trips (religious leaders, meeting planners, tour operators) and press trips (religious and non-religious media) so far this year. These trips are beginning to give us an immediate return on investment in the form of *articles* and *future direct bookings to Jordan*.
- We advise all of you who work in the North American market to **contact your respective operators** and advise them of your new products, latest itineraries and developments within your company in Jordan.
- Even though most of your North American Operators are in our database and are receiving news from us on a regular basis, it would be helpful for you to **be in touch with** them as a reminder as well.
- We are witnessing an increase in demand in the North American market, which is refreshing. I encourage who works in the **MICE** market to contact the US and Canadian companies currently working in Iraq and invite them to have their annual meetings in Jordan. We are happy to assist in this endeavor.

### **Upcoming JTBNA Activities & News:**

- We are delighted to announce the appointment of **Christine M. Moore Communications** to our team. Christine will be working with us in the religious market. Her experience and expertise will be an asset to us all.
- JTBNA will be hosting a **joint ASTA Familiarization Trip** (23 participants) November 13-23. This is our first step in getting back in touch with the retail market.
- Under the patronage of His Majesty King Abdullah II, JTBNA will be co-sponsoring a lunch with Smithsonian Magazine at **USTOA** in December 6th. This is a great opportunity to directly address the top US tour operators and press as well. An executive Chef from Mövenpick Resort Aqaba will be sent to Florida to assist in catering for this event. We hope to introduce Jordan to both the US and International trade attending the conference. For more information on USTOA and registering to attend the conference, please visit [www.ustoa.com](http://www.ustoa.com)
- **ASTA** will be holding their Chapter President's meetings in Jordan in January 28-February 6.
- JTBNA continues to work closely with **Friends of Jordan** and Rev. Graham Bardsley. We have hosted many religious leaders this year which

have resulted in direct bookings both in 2004 and 2005.

- Petra Lost City of Stone exhibit opened at the **Cincinnati Art Museum** in September 14<sup>th</sup> and will be there until January 30<sup>th</sup>. We have been able to receive a lot of positive coverage from this exhibition which is resulting in several bookings for travel to Jordan. This includes a sponsored trip by the museum in April. The exhibition will open in the Spring at Calvin College in Grand Rapids Michigan. Visit the Lost City of Stone website at <http://www.cincinnatiartmuseum.org/petra/index.shtml>

### Recent press coverage on Jordan:

- Coming of Age, From Baghdad to Amman by Jackie Spinner. **Washington Post**, October 3 2004 (*Circulation: 796,367*)
- Water Worlds by Margie Goldsmith. **Elite Traveler Magazine**, October 2004. (*Circulation: 125,000*)
- [Operators see surge in Middle East travel](#). **Travel Weekly Magazine**. September 29, 2004.  
<http://travelweekly.com/articles.aspx?articleid=43467>
- [Full Petra Exhibit Coverage](#) . Cincinnati Post. (*Circulation: 61,288*)  
<http://www.cincypost.com/living/petraarch.html>
- Ancient Land, Ancient Treasures by Clare Decapua . **Ohio Magazine**, September 2004. (*Circulation: 93,884*)
- Exploring story behind 'Petra' exhibit at CAM by Jane Durrell. **Cincinnati Fifty Plus**, September 2004. (*Circulation: 30,000*)
- Monumental Petra by Marilyn Bauer . **Cincinnati Enquirer**, September 2004. (*Circulation: 191,780*)
- Petra puts viewers in the city of stone by Marilyn Bauer. **Cincinnati Enquirer**, September 10 2004. (*Circulation: 191,780*)
- Lost City Revealed by Karen Catchpole. **Arkansas Democrat Gazette**, August 1 2004. (*Circulation: 290,381*)
- Jordan and Petra revisited by Lee Daley. **International Travel News** , August 1 2004. (*Circulation: 51,000*)
- [Jordan reaches out with a new branding campaign and restructured tourism board](#) by James Ruggia. **Travel Agent Magazine**, August 16 2004. (*Circulation: 51,500*)  
<http://www.travelagentcentral.com/travelagentcentral/article/articleDetail.jsp?id=113827>

**Jordan Tourism  
Board North  
America (JTBNA)  
6867 Elm St. Suite  
102  
McLean, VA 22101  
(877) SEE-  
JORDAN  
Fax: (703) 243-7406**

**info@seejordan.org  
www.seejordan.org**

If you would like to remove your email address from the list simply reply to this e-mail with the word UNSUBSCRIBE  
JORDAN.