



SeeJordan.Org

E-Newsletter

Jordan Tourism Board North America (JTBNNA)
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ASTA TO HOLD CHAPTER PRESIDENTS MEETING IN JORDAN

The American Society of Travel Agents will be holding their annual meetings in Jordan. The Chapter presidents will tour the country for six days with representatives from the Jordan Tourism Board.

The group of 35 Chapter Presidents will be visiting sites including sites such as the Nabataean city of Petra, the Dead Sea, the old Roman city of Jerash, Mount Nebo, the Dead Sea, Bethany Beyond the Jordan, Madaba and Karak.

The Trip will take place in January 2005 and the Chapter Presidents will conclude their tour of Jordan with their annual meetings in Amman.

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JORDAN TOURISM BOARD OUTLINES PLANS FOR A \$1.8 BILLION INDUSTRY

The Jordan Tourism Board plans to double the value of the Kingdom's tourism economy in just six years. The JTBNNA, which has recently published its 2004-2010 Jordan National Tourism Strategy, has revealed it aims to increase tourism receipts from the present-day JD570 million (\$814 million) to JD1.3 billion (\$1.85 billion) by 2010.

"Tourism is of vital importance to the national economy of Jordan," the Strategy acknowledges. "It is the Kingdom's largest export sector, it is the second largest private sector employer and it is the second highest producer of foreign exchange."

"Tourism contributes more than US \$800 million to Jordan's economy and accounts for approximately ten per cent of the country's gross domestic product."

In addition to doubling tourism earnings by the end of the decade, the Jordan Tourism Board also plans to: create more than 50,000 new tourism-related jobs taking the number employed by the industry from 40,791 last year to 91,719 in 2010; and boost the Jordanian government's tax income by more than JD455 (\$650) million.

To support the Strategy, the Jordanian government will allocate four per cent of the country's annual tourism receipts to international marketing, product development and human resources development. This contribution will more than double the current level of tourism investment.

Jordan's target is the high-yield special interest market, and development initiatives will focus on niche markets such as cultural and religious tourism, eco-tourism, health and wellness, adventure, MICE and the cruise market.

"Jordan is a destination with many iconic tourist attractions, such as Petra, Wadi Rum and the Dead Sea," the Strategy says. Yet despite its advantages and its importance to the economy, Jordan's tourism sector has potential to improve.

For full details of the Jordan National Tourism Strategy go to www.seejordan.org or www.see-jordan.com

MARRIOTT WRAPS 2004 WITH INTERNATIONAL LEADERSHIP MEETINGS IN JORDAN

December, 2004 Amman, Jordan – In its endeavor to promote the destination Jordan; Marriott International selected Jordan for this years Marriott International Leadership Meetings, which are the Marriott Middle East & Africa General Managers Meeting and the Sales & Marketing Regional Meeting. Over forty General Managers, Regional Directors and Directors of Sales and Marketing participated in these meetings that took place during the month of November 2004.

During these meetings the participants discussed what was achieved in 2004, business plans & actions for 2005 and ways to promote the destination Jordan and the Marriott Hotels in Jordan, in addition to the distribution of awards to the outstanding hotels in terms of service, sales and other categories. After the meeting, the General Mangers and the Regional Directors had the chance to make a tour in Jordan; they visited the Jordan Valley, the Baptism Site, and Wadi Rum, where they camped for one night and experienced the true Jordanian hospitality as a step towards marketing these locations in their countries and the Marriott hotels in the Middle East and Africa.

The Directors of Sales & Marketing and the Regional Managers also had the chance to tour Jordan and do some team building activities. The participants four wheeled from the Amman Marriott Hotel to the Petra Marriott Hotel, where the meeting was held for two days, they also had the chance to visit the ancient city of Petra, had a sunset coffee break and a Bedouin lunch in Wadi Rum.

Marriott International manages three properties in Jordan, the Amman Marriott Hotel, the Petra Marriott Hotel and our newest addition, the Jordan Valley Marriott Resort & Spa.

ROMANS RETURN TO JORDAN

From Spring 2005 the ancient city of Jerash, Jordan, will come to life with authentic Roman chariot racing.

Jerash is the only place in the World where fully armed legionaries and chariot performances can be experienced in a genuine Roman Hippodrome.

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Jerash, the Roman city of Gerasa, is approximately fifty minutes drive to the north from Jordan's capital Amman and displays some of the finest, most extensive and best preserved remains of the former Empire to be found worldwide.

The Roman Army and Chariot Experience (RACE) is proud to introduce a show that will feature Roman Army warfare techniques, including war machines in action, in addition to authentic seven lap races with Roman chariots. The aim is to give the visitor a thrilling glimpse of the spectacle as experienced by the citizens of the ancient city, nearly two thousand years ago.

For more information please contact the Jerash Heritage Co. Ltd.
P.O. Box 1074 Jerash 26111 Jordan or visit the website at www.jerashchariots.com

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