



# SeeJordan.Org

*E-Newsletter*

**Jordan Tourism Board North America (JTBNA)**  
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**Experience  
Jordan  
Now!**

Dear friends,

As most of you know, we hosted the ASTA Chapter President's meeting in Jordan last month. Before holding the meeting, the delegates toured the country and experienced our product firsthand. Not only did we get positive feedback from the chapter presidents, but also we are now receiving additional requests for information, tour operators, workshops, etc.. JTBNA will be attending the ASTA Congress in Montreal, November 6-11, 2005. Since both ASTA and ACTA (Association of Canadian Travel Agents) have decided to host this joint Congress, I believe this is a golden opportunity for us to target both markets in one trade show. You will soon be receiving official notice and prices for joining us at the ASTA/ACTA Congress.

Building on the ASTA meeting in Jordan, we are proud to announce that we will also be welcoming the American Tourism Society for their Annual meeting next week. By holding these meetings in Jordan, the message will continue to get out about Jordan and all that we have to offer.

I would now like to share with you some of the comments and feedback that we received from the ASTA delegates:

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**Executive Vice President and CEO of ASTA**

William Maloney

The famous Jordanian hospitality coupled with magnificent tourism sites, high quality facilities and warm atmosphere makes Jordan a must see for US travelers.

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**ASTA Oregon Chapter**

Paula Hobble

Jordan is a cornucopia of history, archeology, delicious foods, relaxing spas, dramatic scenery and Biblical lore. Jordan is a moderate Muslim country where women wear colorful head scarves accenting a Dior suit along side their traditional black robed and veiled sisters. Amman, the capital, is cosmopolitan reflecting a young, sophisticated spirit while maintaining its rich history in the old stepped city and fortress along with impressive Roman ruins. Clients can choose from several American hotel chains spanning Best Western to Four Seasons or the striking architecture Arabian influence of Leading Hotel's Royal Jordanian.

Modern freeways and well maintained highways connect the country from the depths of the Dead Sea with its posh resorts and health spas to the haunting winds brushing the desert of the Wadi Rum where Lawrence of Arabia made himself at home in Bedouin camps.

Where else can you stand where Moses first saw the Promised Land, climb through castles used by European crusaders, dip water from the Jordan River where John the Baptist anointed Jesus, go diving in the Red Sea, sit up in the thick salt of the Dead Sea, choose camels or jeep Cherokees to explore the rose colored desert, and see Petra through a narrow path like Indiana Jones searching for the Holy Grail? Petra is why most travelers venture to Jordan and they won't be disappointed. This World Heritage Sight overwhelms the senses with its massive sculptures and colors. The Treasury, the temple featured in most guidebooks, is just one of many gigantic ruins scattered over a meandering valley. Top off this unforgettable experience with a night at Petra's Kitchen where you cook the meal and come home with some delicious Jordanian recipes.

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#### **ASTA Hawaii Chapter**

Wendy Goodenow

I am inspired to tell all the members of ASTA Hawaii, as well as my clients, what a fabulous country I have just seen.

To cover it briefly we started in Amman, the capital city. We drove north to Jerash to see the historical Roman remains. On the next day we headed South to Petra and the forgotten city. There we walked about 4 miles total to see the uncovered architectural remains of the "Treasury" and the Monastery. I rode a camel and a horse to experience the culture. Moving on to Wadi Rum, we took a 4 Wheel drive excursion into the desert where Laurence of Arabia was filmed. We got to experience the silence of the desert to cleanse our hearts and souls as the ancient people did. One of the best moments of the trip to the Dead Sea was floating in the water. With a 25% salt content, you automatically float whether you want to or not, and the water was about 65 degrees at 700am. Driving out of that area we went to the Jordan River, the site where John the Baptist did his best work. In that area the border between Israel and Jordan goes right down the middle of the winding river.

Returning to Amman for our 2 day Chapter Presidents meeting we were all given the mission to come home and spread the word about Jordan as a safe and secure country. The people were above and beyond reproach for their kindness and hospitality. Although the sit between many warring countries, they have a magnificent relationship with the United States. They really want us to come back to their country

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#### **ASTA Northern California Chapter**

Paula Quon

The Chapter Presidents Council and Executive Board recently held its February meeting in Amman at the invitation of the Jordan Tourism Board. I was privileged to attend on behalf of NorCal ASTA. The JTB arranged tours to many of the historical and holy sites, including Jarash, one of the best preserved Roman provincial towns. Madaba, "the City of Mosaics", and nearby Mount Nebo, the burial place of Moses, were impressive. Three hours south of Amman is Petra. This UNESCO World Heritage site, legacy of the Nabataean people, is home to the famous monument "the Treasury", used in the final sequence of the film "Indiana Jones and the Lost Crusade". Other tours brought us to the Dead Sea, the desert of Wadi Rum...where "Lawrence of Arabia" was filmed, the Jordan Valley and Bethany Beyond the Jordan, where Jesus Christ was baptized.

The gracious Jordanian hospitality coupled with magnificent tourism sites makes

Jordan a must to visit and recommend to your clients. Just remember there has not been one single incident related to any political or religious reason. King Abdullah II is following in the footsteps of his esteemed late father, King Hussein, in keeping tourism a high priority in this oasis of peace, stability and moderation in the Middle East.

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**ASTA Southeast Chapter**

Charles Jones

Just returned from the Chapter President's meeting in Jordan, and I want to share my experiences and enthusiasm with you.

When I told my family and friends I would be traveling to the Middle East, they all tried to dissuade me. When they saw I was determined to go, they insisted that I put my affairs in order.

Now I am happy to report to you how safe and secure we felt in this great country, which is an oasis in the midst of Middle Eastern turmoil. The people of Jordan are so friendly and warm. Even the little kids on the street are happy and friendly. The sites are incredible. From the architectural wonder of Petra to the awe-inspiring desert landscape of Wadi Rum to the spiritually inspiring religious sites of Moses' Mount Nebo and Jesus' Baptism on the River Jordan, and the modern spas and resorts of the Dead Sea, this land is a trip of a lifetime. The country is dotted with 5 star hotels and the food is all fresh and satisfying.

I would highly recommend Jordan to you and your clients. It will open your eyes to the culture of the Middle East and forever change your perception.

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**ASTA MI Chapter**

Carol Wagner

At the end of January I represented our President, Carol Wagner, at the Chapter Presidents meeting held in the beautiful country of Jordan as guests of the Jordan Tourism Bureau. The two days of meetings were preceded by five days of sightseeing throughout the country. Most people think of Jordan as a typical 'dangerous Mid-East' destination. Instead, Jordan is a peaceful, friendly nation showing no signs of military threat or personal danger.

Jordan is a country filled with historical Biblical sights and remnants of ancient civilizations. We visited the burial site of Moses, the site of Christ's baptism, the River Jordan, the ancient Roman ruins of Jerash, the breathtaking stone city of Petra. We rode carriages, walked part of the vast desert, floated in the Dead Sea, climbed many steps for beautiful vistas the Romans saw, and, ate fabulous food. Each day produced an unforgettable memory.

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**ASTA Upstate New York**

Lila A Ford

I just returned from a Chapter Presidents Meeting in Amman Jordan. The Jordanian Tourist Board extended an invitation to ASTA to come to Jordan, have our meeting and be exposed to this wonderful country and what it has to offer. The cost to the chapter was cheaper than attending a meeting in one of the cities in the States plus the added advantage of becoming ambassadors of good will for tourism.

Truly, I would not hesitate booking the right type of traveler for this trip. Jordan is a very diverse country with great history, friendly people, great infrastructure and

delicious food. The two things that stand out for me are Petra with its most famous monument- the Treasury- one of the wonders of the world, and the Wadi Rum- "Vast, echoing and God-like" as described by Lawrence of Arabia. The Tourism Board was wonderful in planning this trip so if you have anybody interested in that destination, call me with any questions. I will steer you in the right direction.

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**ASTA Midwest Chapter**

Guy Bernacchi

I would like to mention that all the ASTA Area presidents met in Amman, Jordan for a two day meeting earlier this month. Most of us extended our stay to tour the country. It was a fantastic experience. We all felt very safe and experienced the friendliness and hospitality of the Jordanian people. Those of you who have been to Jordan can understand what it feels like to walk on Mount Nebo and know that Moses saw the promised land from that spot; or stand at the shore of the River Jordan where John baptized Jesus; or walk through Kerak, the impressive Crusader Fort; or walk the grounds of Petra and enjoy the beauty and vastness of Jordan's desert landscape, Wadi Rum. At our meeting, all present said that they would highly recommend Jordan to their seasoned travelers.

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**ASTA Wisconsin/UPM Chapter**

Sherrie Bindrim

I recently was in Jordan for a Chapter President's Council meeting. It was a wonderful experience and the Jordanian Tourist Board could not have done a better job if they tried. I know that Jordan is not in the best of neighborhood (Middle East), but what a wonderful country to visit. So many historical sites to see, great food, good wine, and friendly people. If you have been held back from booking Jordan because of the turmoil in that part of the world, I just need to say that not once did I feel unwanted or uncomfortable being there. I'm looking forward to my next visit to Jordan.

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