



SeeJordan.Org

E-Newsletter

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

JORDAN TOURISM BOARD OVERHAULS WEBSITE FOR NORTH AMERICANS

**WWW.SEEJORDAN.ORG FEATURES NEW LOOK AND IN-
DEPTH INFORMATION
FOR NICHE MARKETS AND TOUR OPERATORS**

WASHINGTON (Dec. 6, 2004) – The Jordan Tourism Board North America (JTBNA) unveiled its newly overhauled website – www.seejordan.org -- during the annual conference and marketplace of the United States Tour Operators Association (USTOA), where His Majesty King Abdullah II was the keynote speaker at today's opening luncheon.

“We think this is an excellent, cost-effective enhancement that will improve our e-marketing impact and conversion to better support our new national tourism strategy, which places a heavy emphasis on the niche markets of meetings and incentives, eco-tourism, religious and adventure travel,” said Malia Asfour, director of JTBNA. “Our new website not only helps prospective travelers from North America better plan their trip to Jordan but also provides a secure area for travel professionals preparing marketing and tour packages.”

The combined business to consumer and business to business website features include downloadable brochures, photos, suggested itineraries, videos, testimonials, useful travel tips and a full events calendar. The website's new mosaic motif reflects Jordan's international reputation as the land of mosaics and is symbolic of the Kingdom's harmonious inter-religious and inter-ethnic relations.

“I think this website helps prospective travelers and tour operators from North America to get a better feel for what the Kingdom has to offer,” said Asfour. “With its depth and ease of navigation, we think it will prove to be the resource of preference for individual tourists and tour operators alike.”

North American tourism to Jordan has continued to increase

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despite regional events outside the Kingdom. In the first nine months of this year, Jordan has received over 95,000 North American visitors, a 54.4% increase over the same period last year. "We expect to surpass our peak year, 2000 by the end of this year," Asfour said.

JTBNA has been a member of the USTOA since 1999. "We hope with His Majesty's participation this year to reintroduce our region and help build bridges of understanding with decision makers in an industry that thrives during times of peace and stability."

The new website was designed by Bootsified Productions (www.bootsified.com) of Dallas, Texas.

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