



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

February 7th, 2005

Volume 16, Number 1

Experience Jordan Now!

Jordan a must see for US travelers' — American tourism expert

American Society of Travel Agents holds biannual meeting in Amman

By Rami Abdelrahman

AMMAN — US tourists should start learning about Jordan and appreciating the many aspects that make the Kingdom a desirable holiday destination, a senior US tourism expert said yesterday.

“The famous Jordanian hospitality coupled with magnificent tourism sites, high quality facilities and warm atmosphere makes Jordan a must see for US travelers,” William Malhoney, executive vice president and CEO of the American Society of Travel Agents (ASTA), said.

“Tourism in Jordan is ready for a rebirth,” he said on the sidelines of ASTA's biannual meeting, which is being held in Amman this week.

Tourism in Jordan has suffered because of many misconceptions related to its position in “a troubled neighborhood,” Minister of Tourism Alia Bouran told the gathering. However, she stressed that not one single incident related to any political or religious reason had ever taken place in the Kingdom.

“US travelers must understand that Jordan has a lot to offer as a standalone travel location,” she asserted.

Malhoney noted that Jordan is an interesting location for sophisticated tourists, but not first-time travelers.

A group of 40 ASTA travel professionals, headed by Malhoney, toured various tourism sites in the Kingdom over the past six days to learn about its tourism potential.

Malhoney said the group would create increased and immediate awareness among potential US travelers to overcome incorrect perceptions about travel to the Kingdom.

“They all raved about this country and its tourism potential,” Malhoney added. Jordan Tourism Board General Manager Mazen Hmoud said the ASTA delegates provided overwhelmingly positive feedback, even those who had never been to Jordan before.

**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

He expects that feedback to increase the number of US tourists to the country. According to official figures, around 104,000 US citizens visited the country in 2004, mostly for business. However, Hmoud said the figure increased by 42.5 per cent compared to 2003, which is a “good” indication that American misconceptions about Jordan's stability and security had lessened.

Malhoney said these misconceptions were mainly due to most Americans' lack of geographic knowledge.

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