



# 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

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**Experience  
Jordan  
Now!**

Dear Friends,

In an effort to keep you updated on Jordan, here are a few articles that were in the press recently:

**Travel + Leisure:** The Middle of the Middle East by Lee Smith (January 2005)

**American Spa:** Salt of the Earth by Heather Miksell (February 2005)

**Global Traveler:** A friend Indeed by Paris Permenter and John Bigley (February 2005)

**Recommend:** Jordan the Big Return by Rick Shively (March 2005)

**National Geographic Traveler:** Having a Capital Time in Jordan by Dalia Fahmy (March 2005)

**Conde Nast Traveler:** Who Do We Trust? (March 2005)

The article in the March issue of Conde Nast Traveler magazine included a survey that asked their readers if they would travel to Jordan. The percentage has increased from 27% in 2003 to 45% in 2005.

This percentage has reflected the return we have been witnessing. Jordan is coming back strong.

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## ***12th Dead Sea Ultra Marathon Friday, April 15<sup>th</sup> 2005***

Since the first Dead Sea Ultra Marathon kicked off in April 1993, as a joint effort between Amman Road Runners and the Society for Care of Neurological Patients, which was held under the patronage of HRH Prince Raad Bin Zeid, the number of participants have gradually increased over the years.

Naturally you can combine this run with a tourist tour of an astonishing and welcoming country: Visit [www.seejordan.org](http://www.seejordan.org) to know more about the rosy city all cut in rock (Petra), the oldest & biggest Roman city outside of Italy (Jerash), the site of Moses' burial (Mt. Nebo), the oldest mosaic map in the world, (Madaba), hiking Wadi Rum's fascinating deserts...and about 1000 other archeological sites. Jordan prides itself in its openness and look forward to welcoming many of you in the years to come.

Located in the Jordan Rift Valley 403 meters below sea level, the Dead Sea basin represents one of the ecological marvels of the world. Aside from representing the 'Lowest Point On Earth,' it is the saltiest body of water known to humankind, attracting people from all parts of the world. Environmentalists come to study its unique ecosystem, patients use its waters for skin treatment, and tourists come to

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experience the sensation of 'floating on water' and sunbathing in the safest area in the world, away from the Ultra Violet Rays.

Attend this event and nurture your body and soul. Combine a run for charity with an experience of a lifetime by touring the ancient cities of Petra and Jerash and walking in the footsteps of prophets in Mount Nebo and Bethany. Take the time to experience Lawrence's Wadi Rum and the coral reefs of the Red Sea.

For More information please contact us or  
THE DEAD SEA ULTRA MARATHON H.Q.  
P.O.BOX 940222  
AMMAN 11194 JORDAN  
Tel. ++ 962 6 567-7660  
Telfax: ++962 6 566-0296  
scnp@nets.com.jo / info@deadseamarathon.com  
www.deadseamarathon.com

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