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E-Newsletter

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

Christine M. Moore Communications Joins the Jordan Tourism Board North America Team

The Jordan Tourism Board North America recently selected Christine M. Moore Communications (CMMC) to handle its public relations in the religious sector. Christine Moore, principal, will work with JTBNA to increase religious travel to the Kingdom through a combination of targeted marketing, media relations and public relations tactics in the North American religious market.

"I am pleased to welcome back Christine to our team and am confident that together we can take religious tourism to the Kingdom to new heights," said Malia Asfour, Director of JTBNA. "We are committed to meeting the travel needs of religious tourists, and will work with CMMC to ensure that we continue to offer these guests an incomparable Holy Land experience."

Already, CMMC represented JTB at the annual convention of the **Religion Newswriters Association (RNA)** in Washington, D.C., Sept. 10-12. Religious media attending their annual get together had the chance to see several videos highlighting Jordan's religious destinations and pick up press kits complete with tips on various story ideas and brochures and pamphlets about Jordan's holy sites. More than 10 journalists expressed an interest in participating in a press tour of Jordan. In addition, several others saw the work that JTB is doing to attract religious pilgrims as newsworthy itself.

Recently, Minister of Tourism and Environment Alia Bouran outlined the need for increased efforts to attract tourists to the wealth of Christian and Islamic holy sites in the Kingdom. JTB enters this new phase after laying the groundwork over the last few years by facilitating and regulating tourism at major religious locations such as Bethany-beyond-the Jordan and Mount Nebo. Over the last several years, Jordan has increased its profile among North American tour and travel agencies specializing in trips to the Holy Land. Now, JTB will work to make sure that Jordan is top of mind among tour agencies as a viable stand-alone religious tourism destination. Methods include familiarization trips for tour operators, religious leaders and media; advanced training for tour guides hosting religious tours; updated religious brochures and pamphlets; and marketing campaigns highlighting Jordan's attractions.

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According to Ministry of Tourism figures, 70 percent of visitors to the Bethany-beyond-the-Jordan baptism site come from Europe and the United States. Other locations in Jordan important to Christian pilgrims attract similar percentages of Europeans and Americans.

“The sky really is the limit for religious tourism from the North American market,” said Ms. Asfour. “Jordan offers an incomparable mix of pristine religious sites, expert tour guides versed in both Old and New Testament historical references, friendly and hospitable people, and opportunities to worship with various denominations. Combined with our wide array of accommodations to suit every budget and our variety of cuisines to please any palate, this mix should attract any North American tourist looking for a meaningful pilgrimage to the Holy Land.”

If you are interested in finding out more about religious travel to Jordan, please contact the Jordan Tourism Board North America at 1-877-SEE-JORDAN or info@seejordan.org or Christine@seejordan.org .

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