



JORDAN  
Takes you beyond





# Jordan Facts

- Monarchy
- Area 89,318 sq km
- Population: 6.08 million
- Capital: Amman



# Why Jordan?

- Royal & Governmental Support
- Safe & Secure Destination
- Strategic Location
- Internationally Connected
- Accessibility
- Developed Infrastructure
- Moderate year round climate
- Hospitality
- Rich and Diversified Tourism Products that competes worldwide



# Royal Support of their Majesties

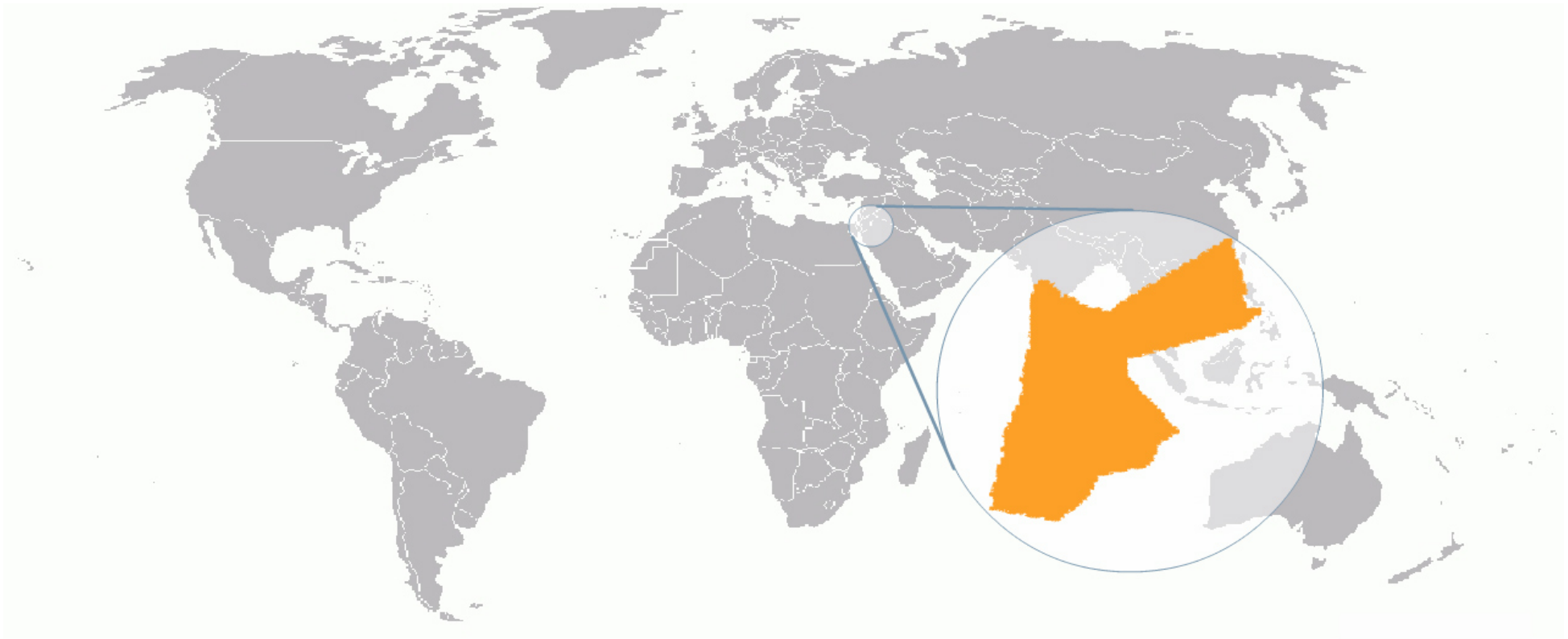


The constant support of their Majesties King Abdullah II and Queen Rania has a major impact on placing Jordan on the world tourism map.





# Strategically Located in the heart of the Middle East





# Easy Access to Jordan

- Uniform visa fees for all nationalities
- Group visas – free of charge when arranged through DMCs and TOs
- Visas can be obtained upon entry



# Access to Jordan

## Airport (Open Skies Policy)

- Queen Alia International Airport (35 km outside Amman)
- King Hussein International Airport (Aqaba)
- Amman Marka Airport

## Royal Jordanian Airlines

The national carrier of Jordan

- Over 500 flights per week
- Flies to 59 worldwide destinations

## By Sea

Aqaba Port, Red Sea

## By Land

- Iraq
- Israel
- Saudi Arabia
- Syria



# Jordan Tourism Board

- The Jordan Tourism Board (JTB) was officially launched in March 1998 as an independent, public – private sector partnership committed to utilize marketing strategies to brand, position and promote the Jordan tourism product as the destination of choice in the international markets.
- The adopted strategies are tuned to reflect the true image of the Jordan tourism product, being a cultural, natural, religious, adventurous, leisure and MICE destination.
- As part of its marketing strategies, the JTB plans and executes an integrated program of international promotional activities. This program includes the active participation in trade fairs, trade workshops, trade and consumer road shows, familiarization trips, press trips, brochure & multimedia production, and media relations.
- JTB works hard to reveal to the world the natural beauty of terrains, sites, and world class facilities found in Jordan.





# JTB Offices Abroad

- United Kingdom
- USA - Canada
- Germany
- Benelux
- Italy
- Spain
- France
- United Arab Emirates ( covering Gulf Countries Cooperation)
- India
- Austria – Switzerland
- Russia
- Lebanon – Syria - Palestine



# Unique Niche Experiences

- According to the National Tourism Strategy, the below compatible niche products were selected as developed products in Jordan.
  - JTB has been responsible for increasing and raising awareness of the diverse experiences that tourists encounter in this extraordinary country.
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- History & Culture
  - Religion & Faith
  - Fun & Adventure
  - Eco & Nature
  - Conferences & Events
  - Leisure & Wellness



# Jordan's Competitive Advantages

- Diversified tourism product mix within a close proximity.
- Jordan is home of Petra – One of the Seven Wonders of the World.
- Dead Sea- Largest natural spa in the world located at the lowest point on earth nominated to become a world natural wonder
- Bethany Beyond the Jordan: One of Christianity's holiest sites, the baptismal site of Jesus Christ is also located in Jordan.





# Jordan Tourism Board Brand

- The brand is built on the concept of mosaics as Jordan is a mosaic of experiences , cultures, people and landscapes.
- The logo consists of two pieces of mosaics with the word Jordan written in one of them in Arabic calligraphy and the other is in English with a (a crown that represents the Kingdom of Jordan and its placed within a circle as a copyright symbol).



# Brand Implementation

- Logos and Slogans
- Tone and Imagery
- Running the Brand through Everything
- Behaviour: Delivering the Promise
- Brand Architecture
- Brand Management



# The Logo

## ➤ Full Color Palette

The colors were chosen from the stone colors of Petra and golden sands of the desert to the rich earth and greens of the fields, the blues of the sky, sea and springs to the pinks of the flowers.





# Slogan & Variations of the slogan



## JORDAN TAKES YOU BEYOND

The choice of the slogan (*Jordan Takes you Beyond*) was a result 2 of:

1) An extensive research that the Jordan Tourism Board conducted through asking our guests about their experience in Jordan and the results were always as follows :

- Petra beyond expectations
- Beyond the story
- Beyond monuments and sites

2) The experiences that Jordan offers are not ordinary experiences so the underlying messages are as follows:

- Mount Nebo: not just another mountain
  - Dead Sea: not just another sea
  - Jordanians: not just your average Arab hospitality
- 
- |                    |                                 |
|--------------------|---------------------------------|
| ▪ Expect a view    | <b>We give you a vision</b>     |
| ▪ Expect a sea     | <b>We give you a spa</b>        |
| ▪ Expect a welcome | <b>We give you a home</b>       |
| ▪ Expect Ruins     | <b>We give you civilization</b> |
| ▪ Expect a River   | <b>We give you history</b>      |



# Selection of Images

## Contrasts:

- Old/New/History/Contemporary
- Young people/historic sites
- Old people/modern environment
- Overview big picture/close-up focus on details
- A moment of daily life/a moment of history

## Tone:

- People should be constant
- Friendly & Hospitable People
- Capturing the relationship between the people and the sites

