



HASHEMITE KINGDOM OF JORDAN

Building Brand Identification For Jordan Tourism in North America

As North America public relations and marketing counsel to the Jordan Tourism Board, we are responsible for creating and implementing communications programs directed at increasing tourism to the kingdom through the travel and tourism trade as well as travel consumers.

Our work began in 1997 and continued through 2001. In the first nine months of 2000, tourism from North America to Jordan increased by 20 percent, in large part because of our aggressive marketing campaign.



An ongoing concern was the political situation in the Middle East and its effect on tourism to Jordan, which regrettably has brought the North America program to a halt until political stability returns to the region.

To capitalize on the assets of the Kingdom and stress the safety and security of the country, we designed and launched a highly effective public awareness campaign focused on Jordan as “ the other Holy Land” where more than 100 biblical sites could be found.



This awareness campaign effectively targeted religious groups and individuals in the United States in coordination with religious tour operators.

Using a combination of advertising, promotional materials, press trips, and participation at religious expositions, we generated thousands of leads from Protestants and Catholics who were interested in traveling to Jordan despite the political situation.

We also participated in planning, organizing and conducting the Global Summit on Peace through Tourism that brought 500 world tourism leaders to Amman in November 2000.