

# JORDAN'S TOURISM REPORTED AN EXCEPTIONAL YEAR OF 2023



15.6% of the GDP.

Jordan's tourism sector has been flourishing, with a record number of tourists last year, totaling almost 6.4 million. This increase in foreign tourists coming to Jordan reflects their growing interest in the cultural, historical, and natural landmarks, such as Petra, the Dead Sea, and the Wadi Rum desert. The country's tourism sector contributes significantly to the national economy, accounting for

## Jordan's Tourism Is Resilient in the Face of Crisis

The geopolitical and regional context negatively affected the country's perception of security, leading to a temporary decrease in tourist arrivals. However, the Jordanian authorities swiftly collaborated with foreign offices to address these challenges. They effectively communicated with partners and implemented measures to ensure visitor safety. **Additionally, the Kingdom has been actively promoting its diverse tourism experiences**, offering incentives on charter flights, engaging in ongoing dialogues with industry professionals, and providing training.

## Optimistic Outlook

In the first few months of 2024, efforts to revive Jordan's tourism are yielding positive results. There has been a noticeable increase in searches for trips to the destination and a slight uptick in the completion rate. Notably, major sporting events such as the Marathon des Sables and the Full Moon Marathon have seen consistent participation from athletes and enthusiasts, particularly from the French market.

The organizers of the Marathon des Sables report that the number of foreign visitors has remained stable compared to the previous year, indicating sustained interest in the event. Additionally, **the November marathon session was complemented by a second session in May, further contributing to the recovery of Jordan's tourism industry.**

While the European market remains an important source of tourists, the increase in regional travelers has also played a significant role in the recovery of Jordan's tourism industry, with a 7.2% increase in the number of regional travelers compared to the previous year.

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