



# JORDAN Meetings, Incentives, Conferences & Events



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*Jordan Tourism Board:*  
 Tel: +962 6 5678444. It is open daily  
 (08:00-16:00) except Fridays.  
 You can also visit the Jordan Tourism  
 Board's website [www.VisitJordan.com](http://www.VisitJordan.com)



## MAP LEGEND

-  Historical Site
-  Petra, the new world wonder
-  Castle
-  Religious Site
-  Hotel Accommodation
-  Camping Facilities
-  Airport
-  Road
-  Highway
-  Railway
-  Bridge
-  Nature / Wildlife Reserve

## *Be inspired*

Jordan is a revelation. The WOW factor could have been invented here. And you're invited to join the excitement of this young country with its long history. Come and experience the genuine warmth of its people, epic landscapes and realities of the most important biblical sites in the world. On the way you can feel reassured by the sophistication of facilities, reliability of services and professionalism of local handlers.

Jordan's MICE (meetings, incentives, conventions & events) industry has come of age. It understands the particular demands of the meetings and incentive market, and strives to exceed expectations. It has harnessed the ingredients needed to provide your group with a successful event that touches the hearts of most discerning delegates and resides in their memories.

Jordan is located at the crossroads of three continents, making it an ideal meeting place for international events. Flying time from most European, African and Asian cities is around four hours, and there is easy and direct access from the USA and Canada. GMT + 2hours; US Eastern Standard Time +7 hours.

Queen Alia International Airport (QAIA) is located 35 kilometres south of Amman and is Jordan's principal airport. Currently handling over four million passengers a year, the QAIA is expanding and plans to serve nine million passengers by 2011.

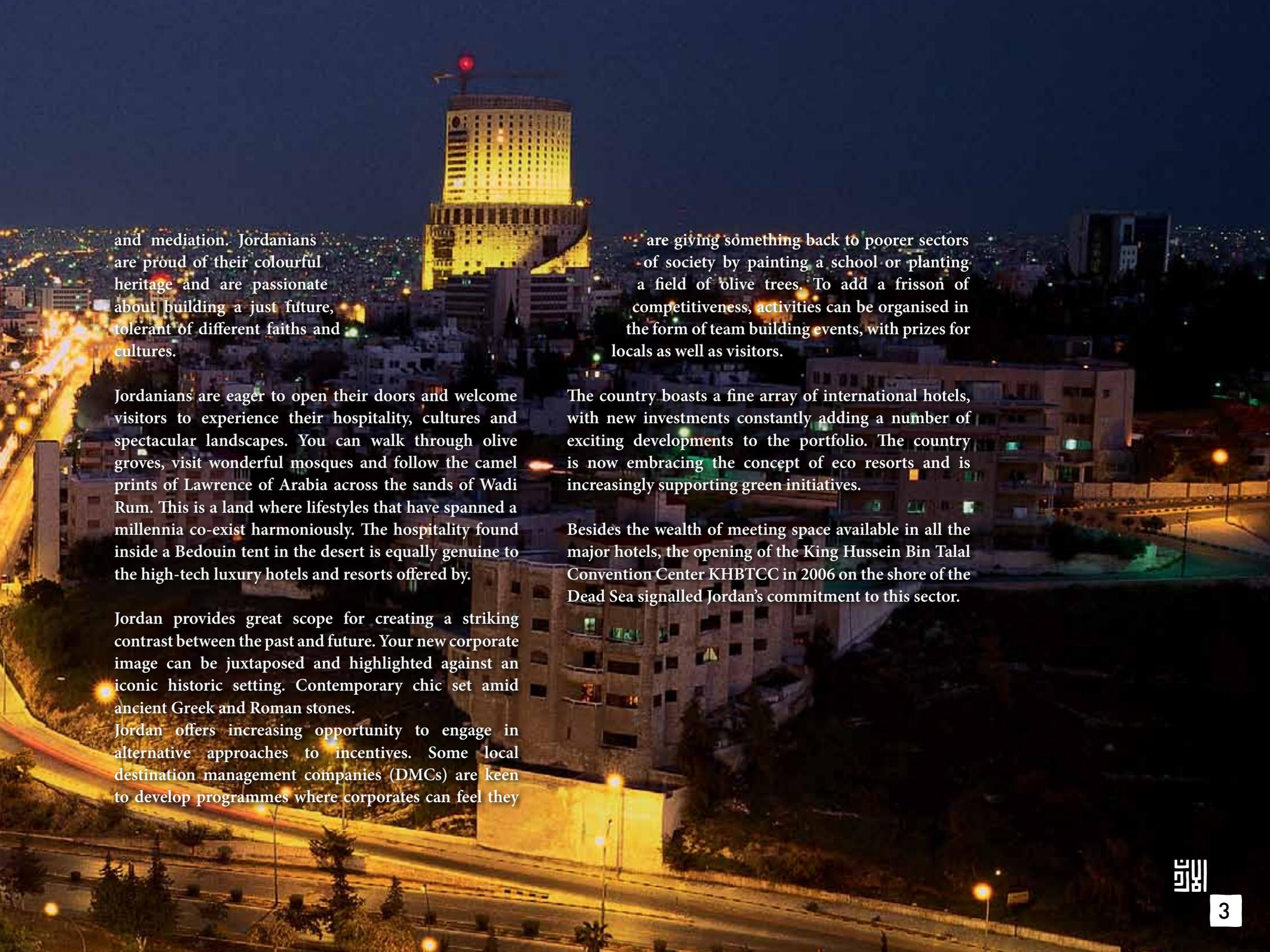
Aqaba's King Hussein International Airport (KHIA) is a gateway to the Red Sea and is becoming an important regional hub for business and leisure travelers. It is the only airport in Jordan to operate an Open Skies policy.

The national carrier, Royal Jordanian Airlines, flies to 54 destinations and is a member of One World Alliance with code sharing alliances with many airlines

Jordan is a small country covering about 92,000 square kilometers and measures around 400 km from Umm Qais in the far North to Aqaba on the Red Sea. It takes about four hours to drive from Amman to Aqaba.

The country is blessed with a wonderful climate, with sunny skies most of the time. Autumn and spring are the most popular times to visit.

For nearly half a century, Late King Hussein of Jordan was viewed as a respected world leader and a symbol of peace and reconciliation. Today, his son King Abdullah II echoes the same voice of moderation



and mediation. Jordanians are proud of their colourful heritage and are passionate about building a just future, tolerant of different faiths and cultures.

Jordanians are eager to open their doors and welcome visitors to experience their hospitality, cultures and spectacular landscapes. You can walk through olive groves, visit wonderful mosques and follow the camel prints of Lawrence of Arabia across the sands of Wadi Rum. This is a land where lifestyles that have spanned a millennia co-exist harmoniously. The hospitality found inside a Bedouin tent in the desert is equally genuine to the high-tech luxury hotels and resorts offered by.

Jordan provides great scope for creating a striking contrast between the past and future. Your new corporate image can be juxtaposed and highlighted against an iconic historic setting. Contemporary chic set amid ancient Greek and Roman stones.

Jordan offers increasing opportunity to engage in alternative approaches to incentives. Some local destination management companies (DMCs) are keen to develop programmes where corporates can feel they

are giving something back to poorer sectors of society by painting a school or planting a field of olive trees. To add a frisson of competitiveness, activities can be organised in the form of team building events, with prizes for locals as well as visitors.

The country boasts a fine array of international hotels, with new investments constantly adding a number of exciting developments to the portfolio. The country is now embracing the concept of eco resorts and is increasingly supporting green initiatives.

Besides the wealth of meeting space available in all the major hotels, the opening of the King Hussein Bin Talal Convention Center KHBTC in 2006 on the shore of the Dead Sea signalled Jordan's commitment to this sector.



Expert DMCs and professional conference organizers (PCOs) ensure arrangements run smoothly, from the initial meet and greet to off the beat track tours and desert banquets to the follow-up feedback forms. They will help you unleash your imagination to create a unique event.

Jordan is a country with rich cultural heritage. Your event will be set against a spectacular backdrop of mountains, deserts and seas that have provided the stage for many of history's most momentous dramas.

When you combine world-class meeting facilities with an inspiring range of incentive activities in a dramatic setting, you will have the ingredients for a very special event. With easy access, value of money and highly experienced DMCs, success is assured.



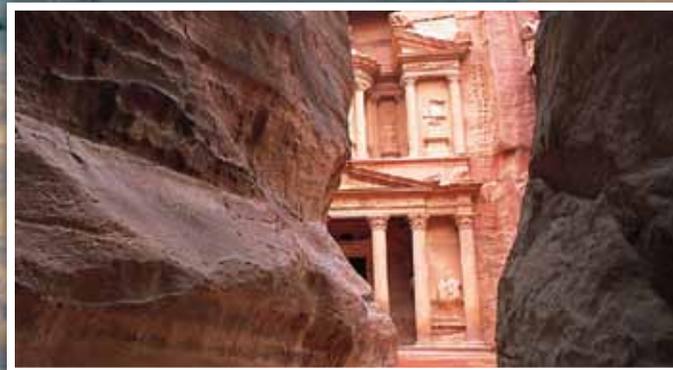
# INCENTIVE HIGHLIGHTS

Jordan touches every one of your senses – from spicy aromas and culinary pleasures to an invigorating mud wrap, first glimpse of Petra’s Treasury and the sound of desert silence. You may even find that Jordan begins to awaken your sixth sense.

Make time to enjoy one of Nature’s most unusual adventure playgrounds. Step back into some of the world’s best preserved Nabataean and Roman cities; float in – or rather on – the Dead Sea, the lowest point in the world; and for an even greater adrenalin rush, try handgliding off the crags that tower over Wadi Rum; or abseil down waterfalls in Wadi Mujib.



↑ Floating at the Dead Sea



↑ Treasury in Petra

## AMMAN

Amman is the country's bustling capital with a population of 1.8 million spread over several hills, and less than four hours drive from anywhere in the country. Although a major city in Roman times, modern Amman only began emerging after 1921, when Emir Abdullah bin al-Hussein, founder of the Hashemite Kingdom of Jordan, chose it as his capital. In addition to the excellent contemporary hotels, shops and offices, Amman's unusual venues – old and new – make memorable meeting places. First-time visitors should incorporate a half-day tour of the Roman Theatre and Citadel into their itinerary.



↑ Candle lit event at Citadel

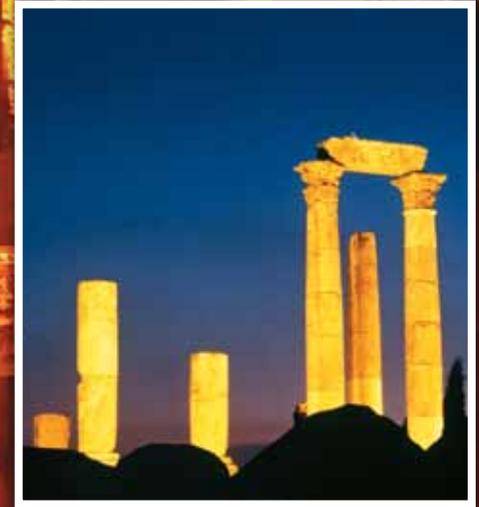
## Activities

Citadel Hill or Jebel al-Qala'a is the highest point of Amman and is where the first inhabitants of the area lived. It rises above modern Amman and provides an awe-inspiring setting for a candle-lit dinner or product launch. Your group can be entertained next to the remains of the massive pillars of the royal Temple of Hercules or in front of the impressive 8th-century Umayyad Palace with your company logo displayed on its walls. At the foot of Citadel Hill lies the Roman Amphitheater. The theatre was carved out in the 2nd century to accommodate 6000 spectators. The restored Roman Theatre is still used for performances today, as is the renovated Odeon nearby, which seats up to 500 for concerts.

Meet Jordanians by asking your DMC to arrange for local Jordanians from appropriate professions to meet with your delegates over dinner or drinks to talk about shared and contrasting experiences.

Depending on the interests of your group, one or more of the museums could be included on a city tour. Some can be used as venues for meetings or parties, usually outside public opening times.

On Citadel Hill, the National Archaeological Museum houses a chronological collection spanning all eras



↑ Citadel at night

of Jordan's history including a plaster statue from Ain Ghazal from about 6000 BC and parts of the bronze Dead Sea Scrolls.

The Jordan Folklore Museum focuses on the traditional lifestyles of different cultures represented in Jordan. The Museum of Archaeology and Anthropology at the University of Jordan has artifacts from all the main periods of the region's history. The Jordan National Gallery for Fine Arts is the country's premier showcase for contemporary arts.

The Royal Automobile Museum features late King Hussein's collection of over 80 cars dating from 1909. The museum is able to host private events with a capacity of 350, and provides an ideal venue for motoring related launches or presentations.

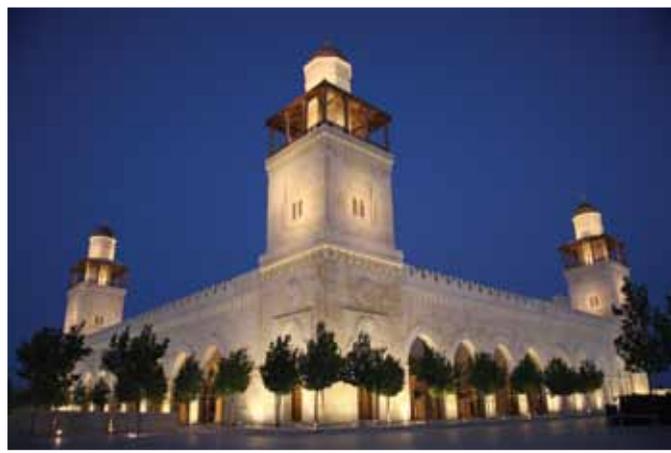


↑ Royal Automobile Museum



↑ Diana Krall performing at Citadel

Small groups can visit the distinctive blue-domed King Abdullah Mosque and the downtown King Hussein Mosque when prayers are not in progress. The modest Hashemite History Museum adjacent to the mosque houses related artifacts, including a letter sent by the Prophet to Hercules, king of the Byzantines.



↑ King Hussein Bin Talal Mosque

Many old houses in Jordan have been transformed to old style restaurants and hotels and offer special experiences for visitors and locals.

The Hejaz Railway oozes history. A steam train ride out of Amman and into the desert can be the highlight of your visit to Jordan. You can relive the days of T.E. Lawrence and the Arab Revolt of 1916 against the declining Ottoman rule. While Lawrence is no longer here to blow up the train, delegates begin to wonder what is afoot when the trundling journey across the desert is suddenly halted by a Bedouin raiding party or Ottoman soldiers in military uniforms. Members of your group are ambushed yet end up smiling broadly and enjoying Bedouin hospitality in the form of a banquet and entertainment.



↑ Mock attack at the Hejaz Railway



## JERASH (Gerasa)

In 129AD Roman Emperor Hadrian was welcomed through Hadrian's Arch at the entrance to the flourishing provincial city of Jerash. You can follow the tracks etched by chariots along the paving slabs of the colonnaded street, Explore the temple of Artemis, dedicated to the goddess of hunting and fertility and visit the North Theatre, once used for government meetings.



↑ Placido Domingo performing at Jerash South Theatre

## Activities

Chariot racing. Imagine the crowds cheering the charioteers in the hippodrome. Better still, encounter a re-enactment with legionnaires, gladiators and chariot races. The Roman Army & Chariot Experience (RACE) brings the hippodrome to life with daily displays of sword fighting and racing. The performance can be branded with your corporate logo at a private function and provides a spectacular alternative to fireworks after a candle-lit dinner for up to 500 in the Oval Plaza or South Theatre.

The Jerash Archaeological Museum in the old rest house has displays from the Neolithic to Mamluk period. The museum hosts corporate functions such as lunch and receptions in its gardens.

Jerash Theatres make ideal locations for concerts and events. Jerash South Theatre seats up to 6000 spectators while the North Theatre seats around 2000.



## RACE

The Jerash Heritage Company has started daily ticketed performances of the Roman Army and Chariot Experience (RACE) at the hippodrome in Jerash.

The show runs twice daily, at 11am and 3pm (2pm during the winter), except Fridays. It features forty-five legionaries in full armour in a display of Roman Army drill and battle tactics, ten gladiators fighting "to the death" and several Roman chariots competing in a classical seven lap race around the ancient hippodrome. For more information, visit the Race website: [www.JerashChariots.com](http://www.JerashChariots.com)

## UMM QAYS (Gadara)

One of the Greco-Roman cities of the Decapolis – the Roman league of 10 cities – Gadara was located on important trading routes connecting neighboring countries, overlooking Lake Tiberias (the Sea of Galilee).

### Activities

Lunch can be taken at a small restaurant above the ruins, while the group enjoys stunning panoramas. Themed Greek or Roman dinners fit well with the surroundings.

Performances can be staged at one of two amphitheatres. The West Theatre was constructed entirely of black basalt which slowly releases its heat as the evening becomes cooler.



↑ Umm Qays

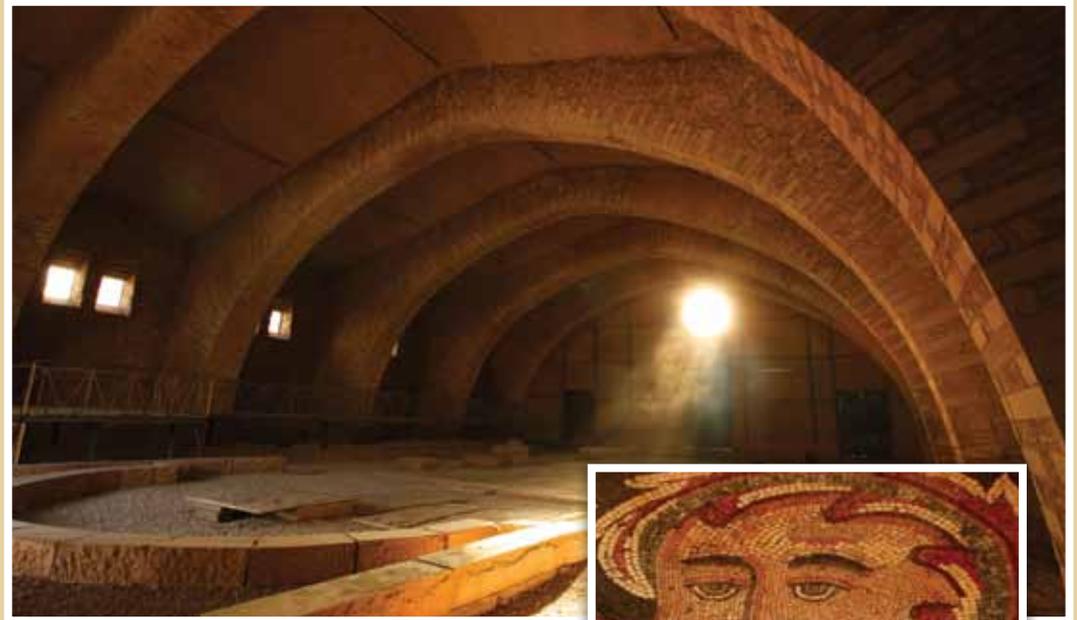


## MADABA

Madaba, 30 km from Amman, has become known as the city of mosaics. The Greek Orthodox St George's Church was built in 1896 over the remains of a Byzantine church. It shelters the oldest mosaic map of in the world depicting the Holy Land, created around 560AD. It depicts major biblical sites between Lebanon and Egypt, marked in Greek. Only a third of the original, two million-piece map survives.



↑ Old Mosaic Map of the Holy Land



↑ Church of the Apostles

In the Church of the Apostles, a mosaic depicting Thalassa (Greek for 'sea') is surrounded by fish, animals, birds, flowers and fruits.



↑ Mosaic detail at Church of the Apostles

## Activities

At the classically-influenced Madaba Mosaic Institute, small groups can join mosaic-making courses for one day or half a day.

Walk the Madaba Walk and view mosaics in different churches and buy replicas of mosaics from its many handicraft stops.

Based in an old Madaba house with its own examples of mosaic, a local family can provide lunch or dinner for small groups.

## DEAD SEA

Enjoy the sun without fear of sunburn in the world's largest natural spa. At 400m below sea level, the atmosphere contains layers of air that are saturated with oxygen and act as a natural UV filter. This means you can wallow or sunbath for longer with less risk of burning or skin cancer.

The land-locked sea is fed by rivers and springs, no water flows out, and evaporation creates a high concentration of salt and minerals, thought to have healing and restorative properties beyond the pleasurable pampering of normal spa treatments.

Hotels in the Dead Sea offer the best in 5 star luxury. They are ideal for a family vacation or for business meetings and banquets. Upscale dining and spa facilities are offered together with invigorating treatments that use natural Dead Sea elements.

## Activities

Black mud of the Dead Sea enriches your skin with therapeutic minerals that leave you feeling rejuvenated and energized. You can experience a mud bath on the beaches of the major hotels or retreat to the more controlled environment of the hotel spa, where a range of mineral treatments help you unwind and relax. Delegates can be presented with bath robes bearing their initials.

The acronym 'spa' appropriately comes from 'Sanus per aquam' - health through water. Beneficial elements, such as sodium, magnesium, chlorine, potassium, bromide and tar are all good for the skin and joints, while bromide also helps reduce high blood pressure.

Several medical conditions are being successfully treated here, notably psoriasis and acne. An introduction to the treatments may form a focus for a pharmaceutical group.





↑ Dead Sea Panoramic Complex

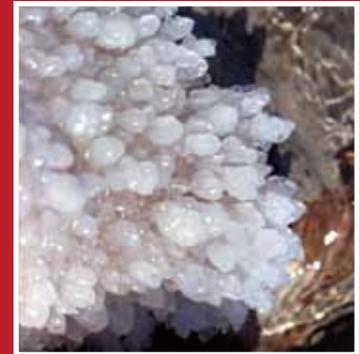
## The Dead Sea Panoramaic Complex

Is a complex of regional museum about the Dead Sea, panorama lookout, and restaurant and conference hall. It is located on a steep cliff high above the Dead Sea near Hammamet Ma'in it is accessible from both the Dead Sea and Madaba by car. As the name suggests it has a magnificent view of the Dead Sea and the hills beyond it. Watching the sunset from here is a wonderful experience.

This little corner of heaven is the perfect place for meetings, conferences, private functions, weddings and romantic dinners. The complex incorporates also The Dead Sea Ecological Museum. The museum is run by the Royal Society for the Conservation of Nature.



Hotels and Spas at the Dead Sea



## DEAD SEA "Largest Spa"

The Dead is the largest natural spa on earth. The leading attraction at the Dead Sea is the warm, soothing, super salty water itself - some ten times saltier than sea water, and rich in chloride salts of magnesium, sodium, potassium, bromine and several others. The unusually warm, incredibly buoyant and mineral-rich waters have attracted visitors since ancient times, including King Harold the Great and the beautiful Egyptian Queen, Cleopatra. The vapour that rises from the continuously evaporating surface of the sea, acts as a natural filter for potentially harmful UV-B rays.

## HAMMAMAT MA'IN (Ma'in Hot Springs)

A popular bathing spot, the waterfall at Hammamat Ma'in flows from one of about 100 thermal springs to the south and west of Madaba. The water emerges at temperatures over 60 degrees C and contains minerals such as potassium, magnesium and calcium. The nearby worldwide renowned hotel & spa offers a luxurious venue for spa treatments within this mountainous oasis, 264m below sea level. Small meetings can be conducted within the spa and lunch can be arranged in the hotel.



↑ Ma'in Hot Springs

## MOUNT NEBO

Wherever you go in Jordan you're walking in the footsteps of history's heroes. From Moses to Jesus, this is a land where the Bible is a matter of history rather than simply faith. Mount Nebo, 10 km west of Madaba, is a designated pilgrimage site visited by Pope John Paul II in 2000AD. Moses Memorial Church marks the spot where Moses is said to have died. The well-preserved mosaics in the church feature wine-making and hunting scenes, with a number of birds and animals.

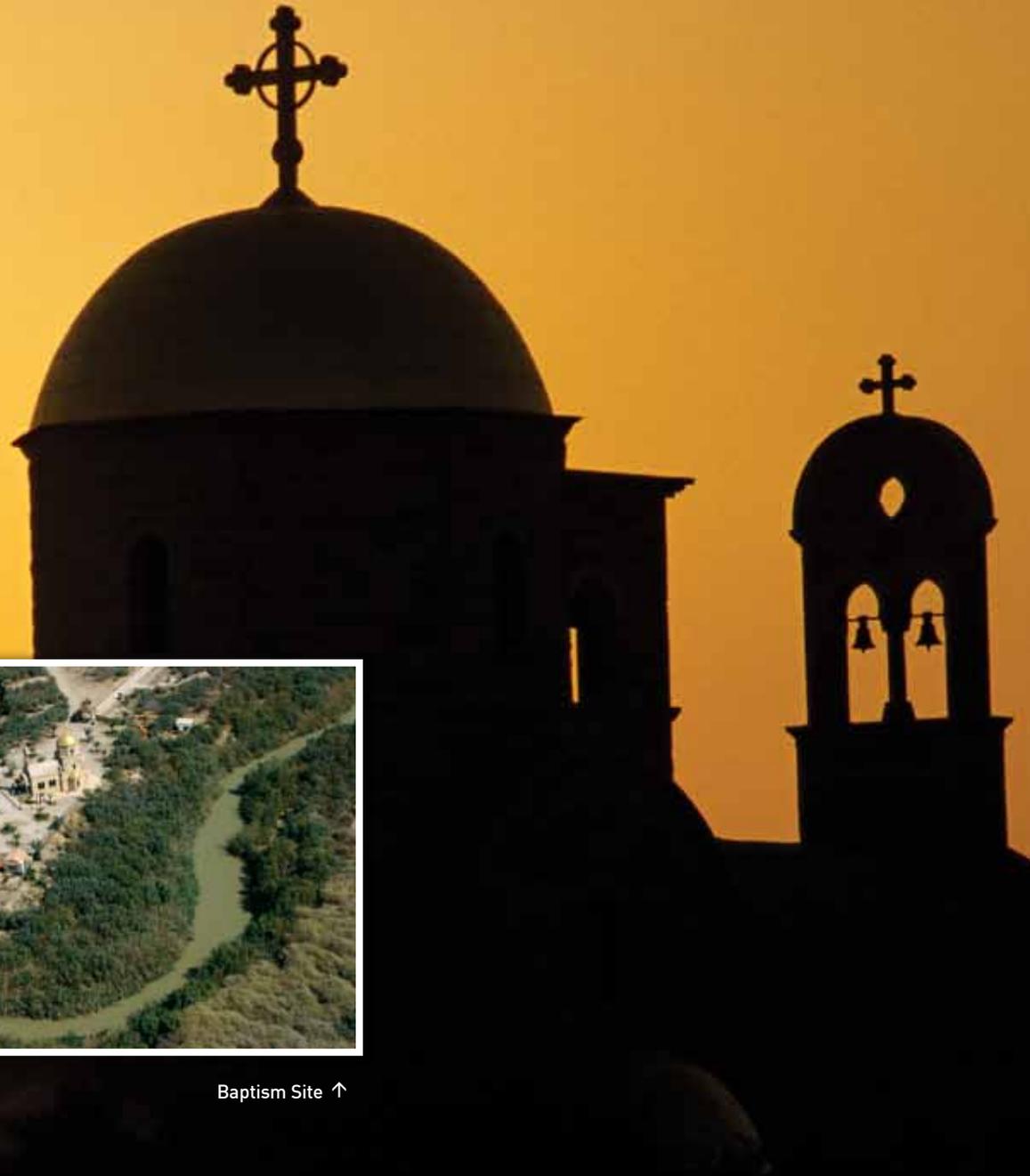
On the summit of Mount Nebo, overlooking the Dead Sea and Jordan Valley stands a modern bronze cross bearing a replica of the brazen serpent that God instructed Moses to erect on a pole to stop the plague he had sent during the Exodus journey (Numbers 21: 8-9).



↑ Mount Nebo

## BETHANY BEYOND THE JORDAN

This is the place on the River Jordan where Jesus Christ was baptized by John the Baptist. Besides the 11 Byzantine churches and five Roman and Byzantine baptismal pools. This quietly evocative site now includes a modern baptismal pool and visitor centre set well apart from the river.



Baptism Site ↑

## MUJIB NATURE RESERVE

Sometimes called the Grand Canyon of Jordan, Wadi Mujib extends over 70 km from east to west across the country, from 900m above sea level near Kerak to the Dead Sea 400m below sea level. The valley changes abruptly from being 4 km wide to a narrow gorge through which the Mujib River gushes. This is home to the ibex, reintroduced to the region by Jordan's environmental agency, the Royal Society for the Conservation of Nature (RSCN).

### Activities

Run by the RSCN, adventure walks are so-called because they combine walking across rough terrain, swimming and descending a 20m waterfall. It's a tough, exciting challenge that will energize and motivate the group. All clothes, including shoes, will get completely wet. Groups of up to 30 people can try a half-day taster or go for the rugged full-day team building experience. A chalet village is situated at the end of the valley, on the shores of the Dead Sea. Lunch can be cooked using only natural, organic ingredients.

## DANA NATURE RESERVE

The 320 square meter Dana Nature Reserve near the King's Highway south of Tafilah was the first project to be managed by the RSCN. With views of the Sharah Mountains, it is home to some 600 species of plants and 200 species of birds.

### Activities

Rommana Camp, run by the RSCN, is a good base for hiking in the mountains and experiencing local culture. A two-hour circular walk is a good opportunity to see birds, especially during the migration season.

At the far end of the valley, the 26-room Feynan Wilderness Lodge is a beacon for sustainability, with solar power and a host of green practices. Groups are restricted to 20 people to limit damage to the environment. A three-hour walk from the lodge visits ancient copper mines.

Mountain bike trails, varying from two to six hours, start at Feynan Lodge and incorporate impressive archaeological sites and small villages for tea with the Bedouin.



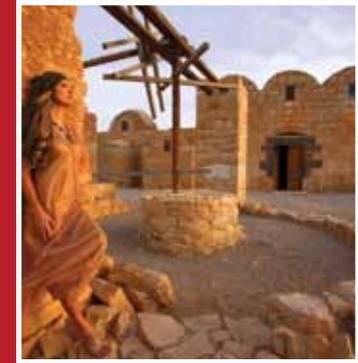
↑ Camping at Dana Nature Reserve



↑ Feynan Eco Lodge

**AZRAQ** Wetland Reserve is an oasis for migratory birds. A renovated 1940s British Field Hospital has been transformed into a comfortable and unusual lodge with its own training room with audiovisual equipment

**AZRAQ AND SHAUMARI** Nature Reserves are good bird watching centres. With the restoration of the marshland, several species have returned to breed, including the hoopoe lark, cetti's warbler, desert finch and marsh harrier.



## QUSEIR AMRA

Inhabited since prehistoric times, this Nabataean caravan-city, situated between the Red Sea and the Dead Sea, was an important cross-roads between Arabia, Egypt and Syria-Phoenicia. Petra is half-built, half-carved into the rock, and is surrounded by mountains riddled with passages and gorges. It is one of the world's most famous archaeological sites, where ancient Eastern traditions blend with Hellenistic architecture.



↑ Azraq Nature Reserve



↑ The Arabian Oryx at Shawmari Reserve

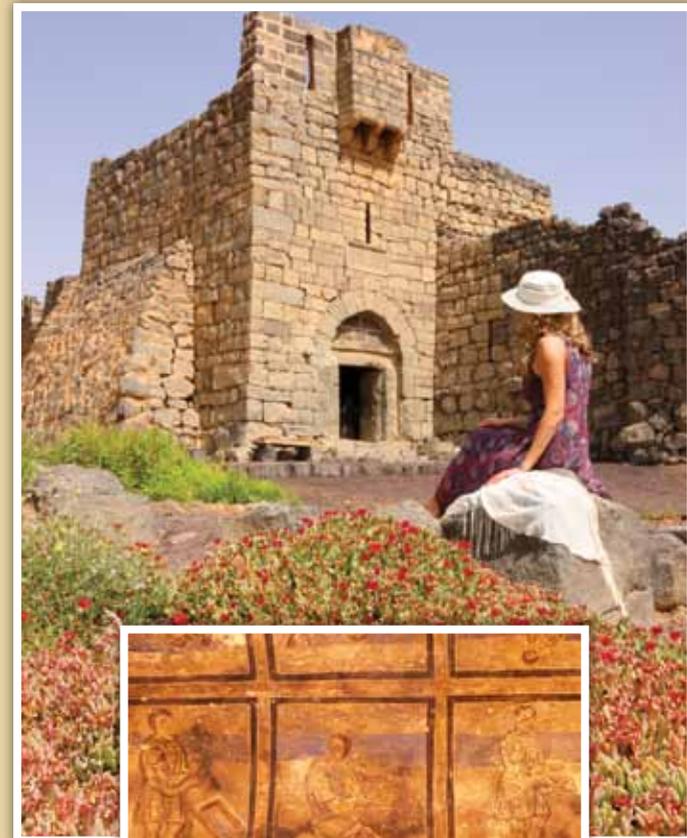
## DESERT CASTLES

During the Umayyad Period, art and architecture flourished throughout the region. Desert castles, hunting lodges and bath houses proliferated, encompassing Greco-Roman and Byzantine iconography and artistic styles representing human and animal forms.

Murals at the 8th-century Qasr Amra (Little Castle), on the trade route between Amman and Azraq, depict dancing and bathing girls, hunting scenes and an interpretation of the zodiac. Now on UNESCO's World Heritage List, this bath complex colourfully illustrates the liberal attitude of the first Islamic Caliphate.

In the Eastern Desert, Qasr Kharaneh, an Umayyad caravanserai near Wadi Sirhan, has semi-circular interval towers with intricate stonework. It is an atmospheric venue for dinners and lively evening entertainment.

Azraq Castle was constructed of local basalt around AD 300. It was here that Colonel T.E. Lawrence and Sherif Hussien bin Ali were based in the winter of 1917 during the Arab Revolt against the Ottoman empire.



Azraq Castle →

↓ Qasr Kharaneh



↑ Fresco at Quseir Amra

## CRUSADER CASTLES

In the closing years of the 11th century, a series of crusades swept through the region. Following the victories of the 1099 crusade, three crusader states were established and ruled by the leaders of the campaign. The land from the northern shore of the Dead Sea, along the King's Highway to Aqaba was incorporated into the Kingdom of Jerusalem, officially designated Oultre Jourdain (Transjordan), also called the Seigneury of Crac (Kerak) and Montreal (Shobak). A series of castles and military garrisons were built one day's ride apart, forming a line from Turkey to Aqaba.



↑ Kerak Castle

Crusaders held the land from Aqaba to Amman, but the north remained under the control of Damascus. Saladin (Salah ud-Din Yussuf ibn Ayyub, 1169-93) united Sunni leaders across the region, first in Egypt, then in Jordan and Syria. In response to the building of crusader castles, Ajloun



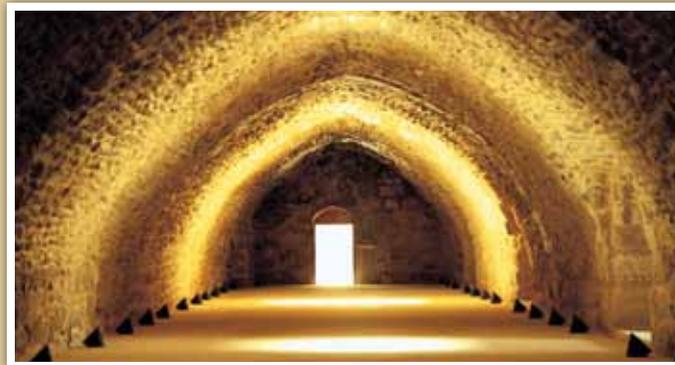
↑ Ajloun Castle

Castle was built in 1184-5 by Saladin's cousin Izz ad-Din Usama in the olive-growing hill country north of Jerash, to protect northern routes. This Islamic fortress withstood the 12th-century advances of the Crusader armies.

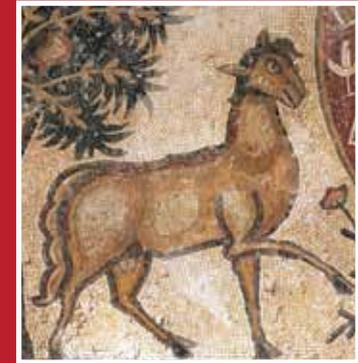
### Activities

A tented lodge and individual cabins in the Ajloun Forest Reserve provide a base for trails through tranquil wooded hills to visit archaeological sites and experience village culture.

Kerak and Ajloun Castles lend themselves to events with a series of crusader themes, such as costumed dinners or team building competitions.



↑ Kerak Castle/ Interior shot



### Um er-Rasas (Kastrom Mefa'a)

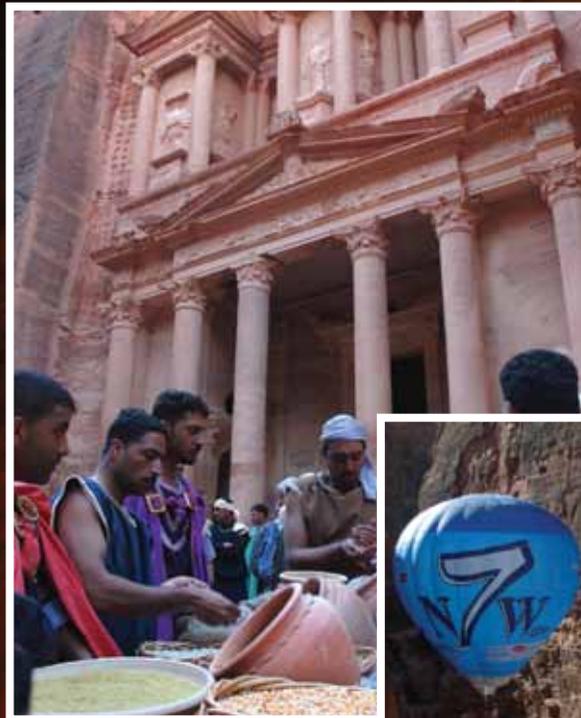
Um er-Rasas is a masterpiece of human creative genius given the artistic and technical qualities of the mosaic floor of St Stephen's church. It presents a unique and complete (therefore outstanding) example of stylite towers. Umm er-Rasas is strongly associated with monasticism and with the spread of monotheism in the whole region, including Islam. Um er-Rasas is a (UNESCO) world heritage site.

## PETRA

Wind and water have helped shape the mountains, yet the land has also been moulded by the ebb and flow of humanity. Onto nature's sculptures, Man has constructed, carved and painted his own ambitions and artistic aesthetics, many of which were abandoned and remained undiscovered for centuries. One such treasure is the Nabataean trading stronghold of Petra, now a UNESCO's World Heritage Site and one of the New Seven Wonders of the World.

With architectural styles embracing Roman columns and Grecian urns, the capital of the Nabataean kingdom thrived on trade between East and West nearly 1000 years ago. Carved from the cliff face, the Treasury (Al-Khazneh) provides a spectacular greeting for visitors as they emerge into the 'rose city' from the 1.2km Siq – a cleft in the rock created by tectonic forces.

A meeting or incentive trip to Jordan would fall short of expectations if it did not include the opportunity to spend at least a day in Petra, preferably with an overnight stop in one of several good hotels nearby.



← ↓ Events at the Treasury

## Activities

An evening banquet or reception amid the illuminated façades and carved canyons of Petra can be laced with the strains of Arabic music to create an unforgettable atmosphere.

At 8.30pm every Monday, Wednesday and Friday, the Treasury is lit by hundreds of candles. Although usually open to the public, exclusivity can be granted on request. Petra Kitchen is a restaurant offering up to 50 delegates the opportunity to cook their own Jordanian meal and take away the recipes to try again at home.

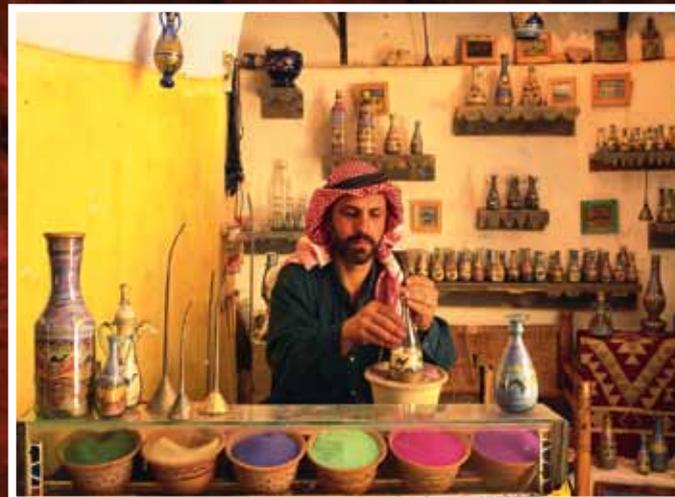
The sandy grandeur of a great hall carved out of the cliffs provides an entrancing setting for a soul-restoring concert, a fitting finale to a day roaming the ruins of the Red City.

Delegates can ride into Little Petra (Baida), a few kilometers away, on camels. Wearing local attire, they can be presented with sand bottles with their names spelt out in different coloured sands. A Nabataean evening transforms Little Petra into a majestic place, filling the canyon with music, light and dancing troops.

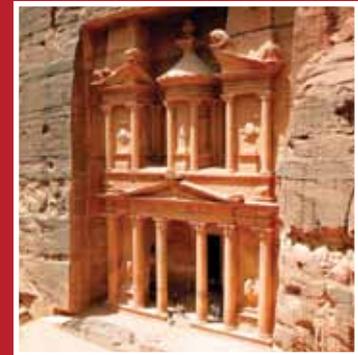
The carved façades of Little Petra provides a stunning backdrop for any product launch.



↑ A Folokloric dance at Baida (Little Petra)

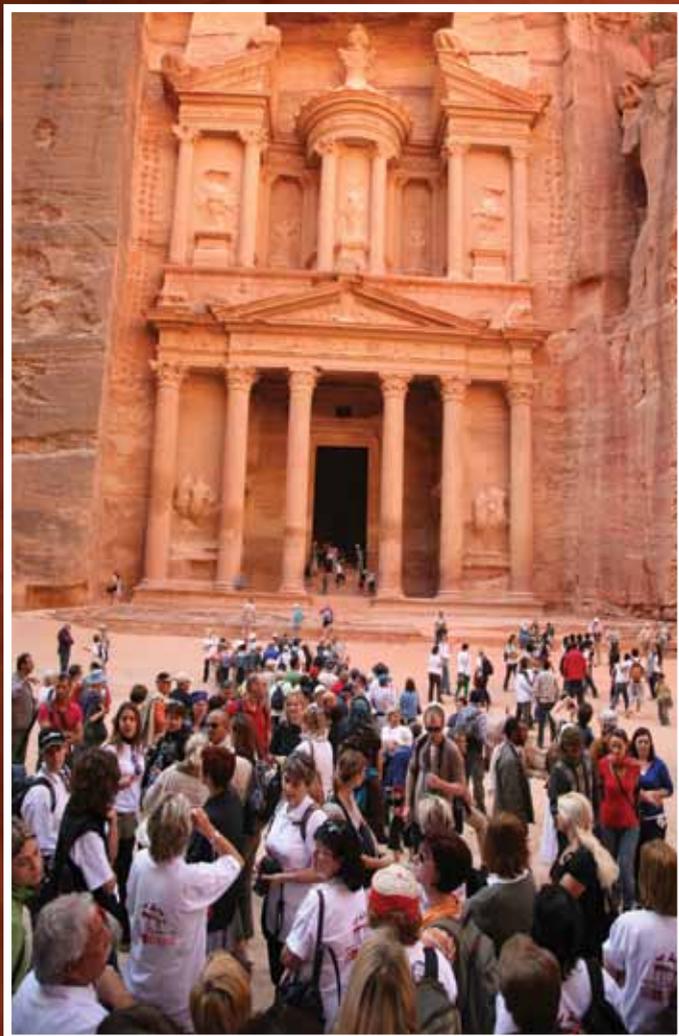


↑ Colored sand bottles make a perfect gift from Jordan



## PETRA

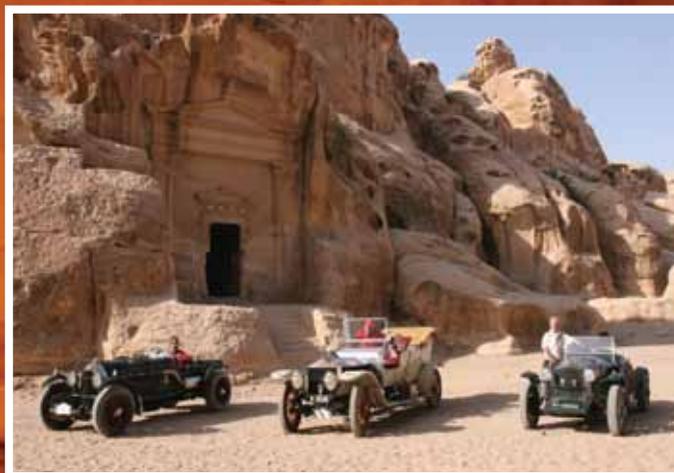
Inhabited since prehistoric times, this Nabataean caravan-city, situated between the Red Sea and the Dead Sea, was an important crossroad between Arabia, Egypt and Syria-Phoenicia. Petra is half-built, half-carved into the rock, and is surrounded by mountains riddled with passages and gorges. It is one of the world's most famous archaeological sites, where ancient Eastern traditions blend with Hellenistic architecture.



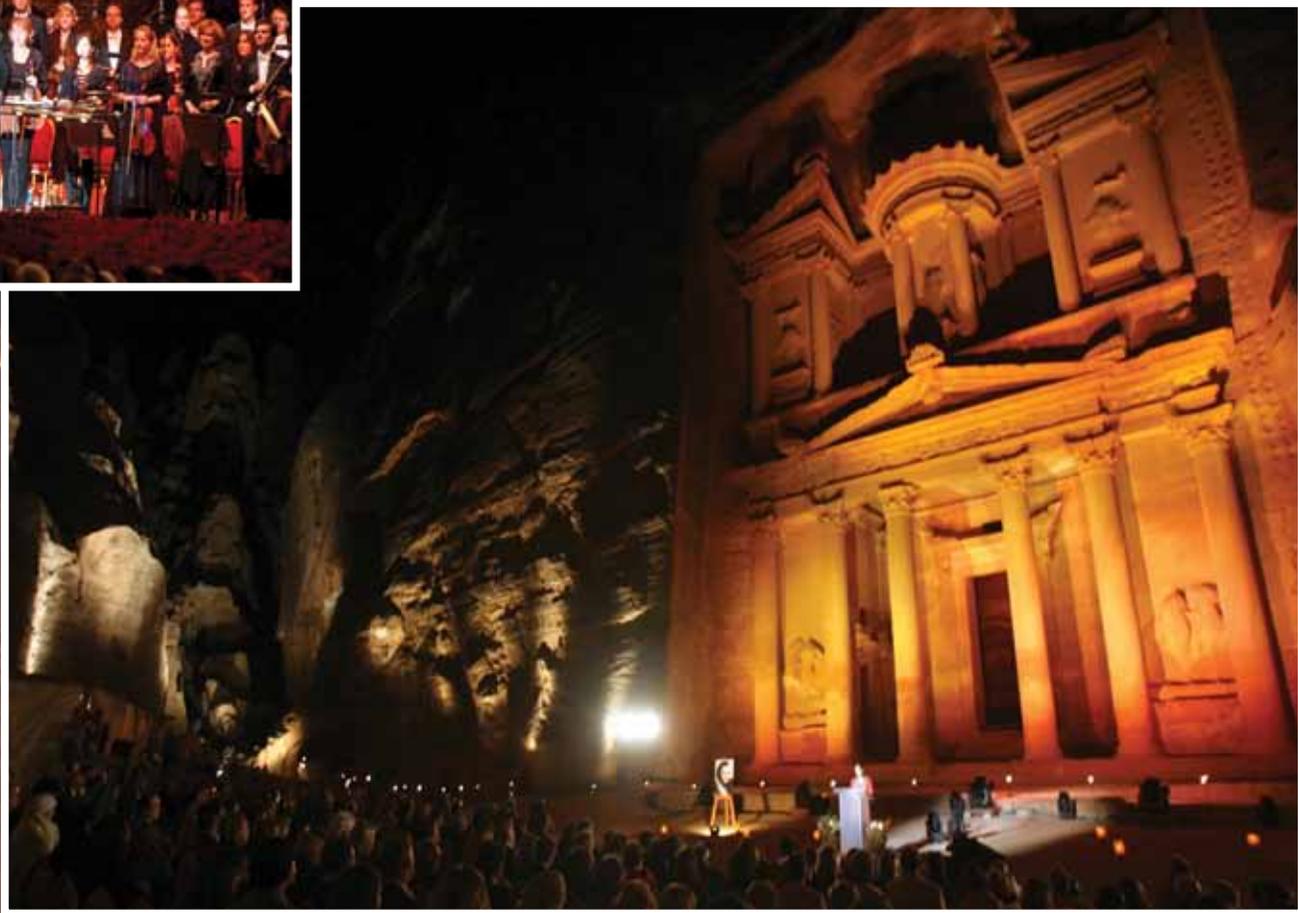
↑ Treasury



↑ Ad Deir (Monastery)



↑ Car show at Little Petra



↑ A Tribute To Pavarotti

## WADI RUM

Wadi Rum, called Valley of the Moon by the Bedouin, is a place of legends. Inhabited for over 2,500 years, it lies on an ancient camel trading route to the Arabian Peninsula. Rock inscriptions mark the site of one of the caravan stations.



↑ Bedouin Tent

The vast, lunar landscape achieved international recognition through the exploits of Thomas Edward Lawrence during the Arab Revolt (1916-18). Awed by its majesty, Lawrence wrote “Our little caravan grew quite self conscious, and fell dead quiet, afraid and ashamed to flaunt its smallness in the presence of the stupendous hills. Landscapes in childhood’s dreams were so vast and silent. In truth I liked Rum too much. Rum the magnificent ... vast, echoing and godlike.” (T. E. Lawrence: The Seven Pillars of Wisdom).



↑ 1001 Nights event at Wadi Rum

The desert stretches in a series of wide sandy valleys, north to south for around 130 km. At 1754m, Jebel Rum is the highest of the huge sandstone outcrops that rise from the sands in this wildlife reserve, covering an area of 510sq km (nearly 200 sq mls). The RSCN established the Wadi Rum Protected Area in 1998.

The role of the desert patrol in Wadi Rum has evolved from the policing of dissident or antagonistic tribes to rescuing stray tourists. Today, armoured patrol vehicles have largely replaced the camels, except on ceremonial occasions, but the desert patrol still operate out of a beau geste-style fort built in the 1930s.

Wadi Rum is home to about 5,000 Bedouins. Many live in traditional goats’ hair tents called beitash-sha’ar – literally “house of hair”. The word Bedu means “nomadic”. Sharing a cup of mint tea or cardamom-flavoured coffee is an opportunity to turn a desert encounter into a social education.

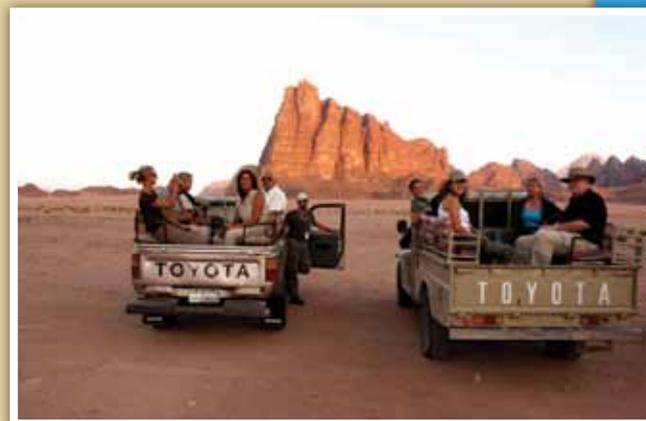


## Activities

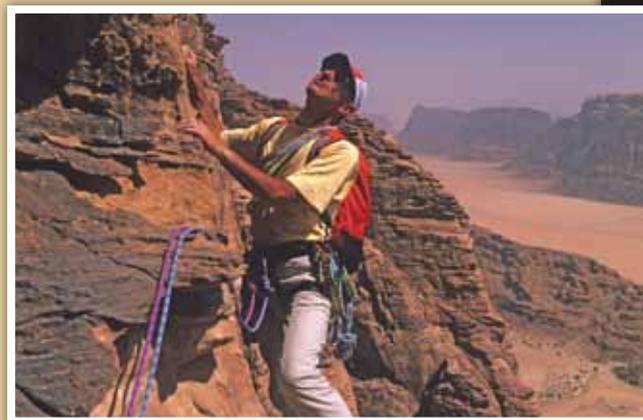
Depending on the amount of time you have, desert tours can be taken using 4-wheel drive jeeps or camels. Taking in key points of interest can be followed by a desert banquet in the shade of a Bedouin tent. Entertainment can include henna painters, fortune tellers, belly dancers and folkloric dance groups. Arrangements can be made for prestigious groups to be visited by a handsome band of desert patrol men on camels.

Team building activities could include a treasure hunt, embellished using the rich history of the area. How many of your delegates have competed in a camel riding contest or Jordanian bread making competition?

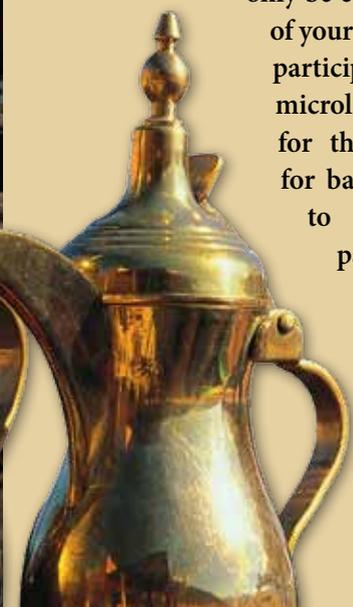
Rock climbing, trekking and mountain biking should only be considered by up to 20 of the fitter members of your group, yet the climb up Jebel Saluqi rewards participants with striking panoramas. Skydiving, microlighting and hot-air ballooning are options for the adventurous. The main flying seasons for ballooning are April to June and September to December. Each balloon carries eight passengers, and a morning flight ends with a very special breakfast.



↑ Jeep Safari



↑ Rock Climbing



The nearest tourist hotels are in Petra or Aqaba, about 45 minutes drive away, and it is a six-hour round trip from Amman. Delegates willing to enter into the 'spirit' of Wadi Rum can be made comfortable overnight in one of several desert camps. These provide a range of facilities, services and entertainment. You sleep in beds in goats' hair tents, and can enjoy quality cuisine while reclining on woven rugs spread out on the desert floor. Sitting around a campfire listening to traditional music or stories of the region's past helps to engender a sense of camaraderie and creates a bond within the group based on the shared experience. 'Wild campsites' can be erected for more independent groups wanting to venture beyond the established sites. In this case, all food, water and equipment have to be transported to and from the location. Following the hooves of Lawrence of Arabia, tour companies offer horse rides for up to 20 people in Wadi Rum and many of the major archaeological sites in Jordan. Riding for 5 or 6 hours each day, they cover up to 45 km in desert and or mountainous terrain.



↑ Camel Safari



↑ Activities at Wadi Rum

## AQABA

Jordan's only stretch of coastline, the thriving beach resort of Aqaba, once lay on the trade route between the West and East. The walled city of Ayla, excavated in the 1980s, was established during the early Islamic period when it became an overnight stop for those making the pilgrimage to Mecca. Aqaba made international headlines, when Colonel T.E.Lawrence joined the sons of Sherif Hussein of Mecca during the Arab Revolt and took the town from the Ottomans in a surprise raid from the desert.

Considerable recent investment has transformed the city into a lively, modern resort with several new international hotels, lagoon developments, marinas, golf course and aqua park, including a Dolphinarium and Wild Wadi Water Park.

Warm, clear water and unspoilt coral reefs hug the shore of the Red Sea just south of Aqaba. Attracting scuba divers from around the world, the marine park is teeming with colourful tenants and, for those who want to keep their feet dry, is easily accessible by glass-bottom boat. A wide range of beach and watersports lend themselves to team building and competitive events.

## Activities

Incentive groups can take part in ecology-based education and outreach programmes at Aqaba Marine Park's visitor's centre. An auditorium, four exhibition halls and a restaurant make this a good meeting venue for companies with green or marine connections.

Water sports and beach-based competitions make an invigorating contrast to the desert activities of Wadi Rum and Petra.

Aqaba Castle can host an evening with a 1001 Nights theme.

For small, exclusive groups, where the sky's the limit, the Royal Aero Sports Club of Jordan offers tandem dives from 10,000 feet following just one hour of instruction. A 30-second freefall is followed by a 10-minute glide with breathtaking views over the Red Sea coastline.



↑ Boat Trip at Aqaba

## DESTINATION MANAGEMENT COMPANIES (DMCs)

Jordan's DMCs and professional conference organizers (PCOs) are equipped with the raw materials and skills to create a programme of truly awe-inspiring spectacles, heart-thumping activities and stylish grand feasts, tailored to meet the needs – and exceed the expectations – of your group. They will encourage you to think out of the box and create an extraordinary event that surprises, delights, inspires and motivates.

Ask about combining sustainable events with the luxury and comfort normally demanded by meetings and incentives groups. Recent focus has shifted towards ecologically sound adventures, giving more than a passing nod to corporate social responsibility. DMCs and PCOs will work closely with you to harness the natural attributes of the country and produce an event that adds a tingle to the WOW factor!

If you want to present delegates with gifts and rewards that will be treasured rather than relegated to a bottom drawer, there are many possibilities. Several organizations work with local people to create authentic hand-woven Bedouin rugs and tapestries, embroidered linen and wooden carvings. Other options include blown glass, mother-of-pearl boxes, silver jewelry and other silverware, traditional swords and daggers, hand-painted ostrich eggs, goat leather goods and organic food.



↑ Hand painted glass

## HOTELS

All Jordan's major hotels pride themselves in providing high quality service and facilities for the meetings and incentive market. Banqueting departments are ready to assist in designing and conducting events, quickly handling any questions and giving you peace of mind.

Many hotels prove excellent venues for product launches, team building events, themed parties, cocktail receptions and gala dinners. Meals, cocktail receptions and parties are often held in hotel gardens, around the pool or on the beach. While all manner of launches and presentations are hosted in Jordan, car launches are a specialty, and the desert and mountainous terrain is ideal for an accompanying rally, race or other motoring event.

Jordan is attracting considerable investment in hotels and multi-purpose property developments, with particularly ambitious projects in Aqaba and in the Dead Sea. Amman, too, is alive with progress, with new hotels constantly coming on stream.



## MEETINGS & EXHIBITIONS

For a millennia, Jordan has been the meeting place of different cultures. Today, its impressive selection of meetings and exhibitions range from exclusive board meetings on board a luxury yacht on the Red Sea to international conventions of over 3000 people at the King Hussein Bin Talal Convention Center (KHBTC) in the Dead Sea.

The King Hussein Bin Talal Convention Center sits on the shore of the Dead Sea, 45 kilometres from Amman.

Besides conventions, the KHBTC caters to large corporate launches, gala dinners and cocktail receptions, as well as exhibitions, workshops and team building activities. High profile international events converge on the centre, including the World Economic Forum, International Monetary Fund, United Nations, UNICEF and Jordan Travel Mart. The Philadelphia Hall provides over 2000 square metres of pillar-less space, seating up to 3000. Its 25 meeting halls have large wrap-around terraces, suitable for breakouts or evening receptions.

In the heart of Amman's business and commercial district and near most of the international hotels, Zara Expo is a world-class conference and exhibition venue. It is equipped with three purpose-built exhibition halls, each with its own dedicated entrance, a 297-seat conference auditorium



Exhibitions and conferences at Dead Sea



with street-level foyer and six breakout rooms, offering a mix of first-class service, style and innovation. If additional space is needed, Zara's hotel ballroom seats up to 1000.

Amman International Exhibition and Convention Center (AIECC) is one of the huge projects the country is developing. The primary objective of this project is to contribute to the Exhibition and Conference Industry in Jordan by promoting Amman as a destination for business and trade. The project will function as an enabling world-class mixed use development on a plot of land owned by the SSIU with an area of approximately 1,200, 000 sqm. The site is an L shaped area of approximately 1,200 donums owned by the Social Security Investment Unit (SSIU) oriented primarily in an east west direction. The site is located in a prime area off



the airport road at the intersection or major future planned arterial east-west and north-south roads. It is located to the east of the airport road near Israa University with easy access to both the airport and the Seventh Circle in Amman. The proposed future road network will also ensure easy access to the Amman Development Corridor (Ring Road), as well as the airport road.

Al-Hussein Cultural Center is deemed to be important for being part of the rehabilitation of the center of Amman and the development scheme of Ras Al Ein. It focuses on the cultural, social, political and economic dimensions while serving the Cultural and theatrical movement by unleashing the creative artistic and intellectual potentials.

The center serves to maintain communication between the Greater Amman Municipality and the community, by offering free center services, in addition to various events and festivities. The Cultural Center sits on a land space of 10.000 SQM, and includes a theater with a floor area of 1700 SQM, the National Institute of Music with a floor area amounting to 2500 SQM, a multi-purpose room (3), and a Press Center.

The center's ground floor consists of a guidance counter, electric stairs, two elevators, exhibition hall and a theater for 189 people. The floor is also equipped with facilities for special needs people.



↑ Mika performing at Dead Sea

The first floor has a multipurpose rooms “A” for 150 people, and “B” for 100 people; they are suitable for meetings. This floor also has waiting areas. The second encompasses management offices, a VIP room, a meeting room for 30 people, in addition to a guest room. The third floor has a hall designated for Al-Hussein Center library, in addition to an exterior hall.

Al-Hussein Cultural Center Theater has 535 seats; it also has a royal chamber. It is equipped with the latest light and sound theater acoustics. The theater can be multipurpose to host plays, dramatic, musical and singing performances. It also can be used for film screening, meetings and exhibitions.

The Royal Cultural Center was established, and the official opening was in March 1983, marking the beginning of a new era in cultural and intellectual life. This was a major step in services the state provides to all citizens, artists and intellectuals concerned with matters of private intellect.

The Royal Cultural Center has contributed to the development of cultural, literary and artistic life; it has also helped in creating the right atmosphere for creativity, artistic work and the development of arts and literature in Jordan. Its establishment is a true expression of the country’s appreciation of creative expression and its requirements in terms of artistic, human and material resources. Such artistic and creative expression are considered important basis in the advancement of a nation and its people, and in leading them towards advancement, civilization and development.

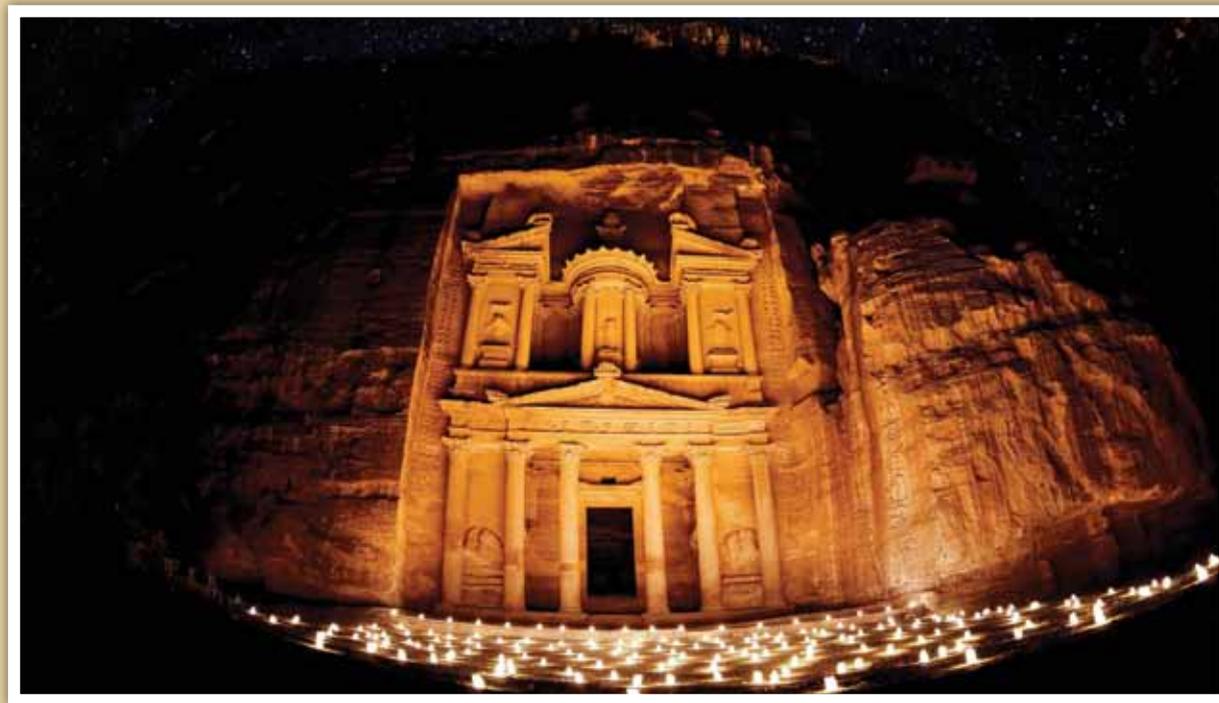
One of the most prominent activities that the Royal Cultural Center has witnessed is its first major political event: hosting the Eleventh Arab League Summit held prior to the official

inauguration of the of the center; the center also hosted the summit for a second time in 1987. Another event held at the center was the Arab Cooperation Council Conference marking its first anniversary. Other important conferences held at the center include: the Economic Conference; the Arab Children’s Conference held annually at the center, in addition to many other local and international conferences.

The Royal Convention Centre, which is the largest facility in Amman. It hosts up to 700 seated individuals, and includes four remote-controlled projection screens, teleconference tools, and multi-media projection system. The centre’s world-class conference facilities are engineered with advanced audio-visual equipment to make all local, regional, and global meetings and seminars a success.



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