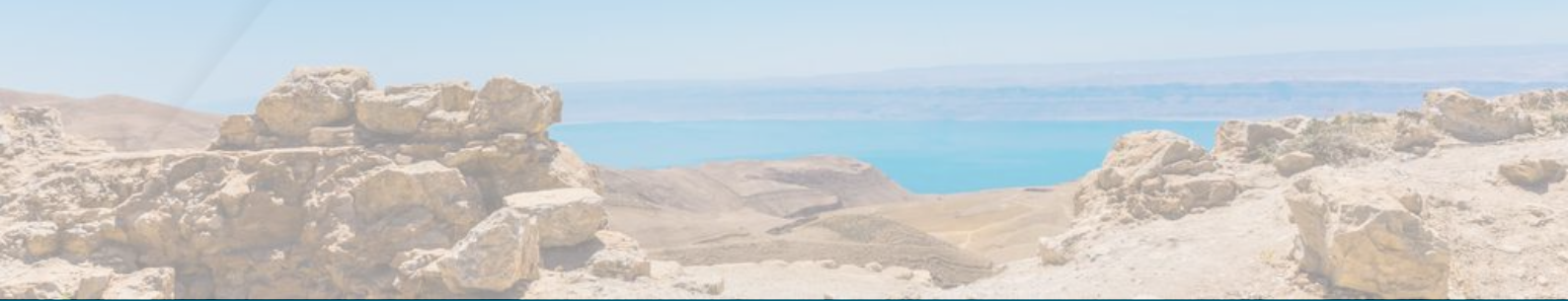




Mukawir Teleferik (Cable Car)

Madaba

INVESTMENT OPPORTUNITY PROFILE



Project Overview

The proposed Teleferik (Cable Car) project in Madaba, Jordan, aims to create a unique and compelling tourist attraction by connecting key historical and religious sites, including Mukawir, Tall Mar Elia, and Anjara. The trail path will be in two stages: the first stage will begin at the historic Mukawir Castle bus stop and extend majestically to the tranquil shores of the Dead Sea. Each stage promises a mesmerizing blend of cultural immersion of natural beauty and historic landmarks. Leveraging the rich cultural and religious heritage of the region, offering breathtaking views and a seamless travel experience between these significant landmarks.

Site Features and Characteristics

- ▲ **Location:** The project is situated in Madaba, a city known for its rich historic heritage and close proximity to significant sites.
- ▲ **Starting Point:** The first stage begins at the bus stop near Mukawir Castle, an ancient fortress with deep historic and cultural significance.
- ▲ **Ending Point:** The second stage extends to the Dead Sea, a famous natural site known for its salty shores, and the lowest point on planet earth for these reasons it stands as a major tourist destination for local and international tourists seeking relaxation and wonder.
- ▲ **Scenic Route:** The cable car route will offer breathtaking views of the Jordanian landscape, including rolling hills, valleys, and the unique scenery of the Dead Sea.
- ▲ **Length and Capacity:** The cable car system will be designed to accommodate a large number of passengers, ensuring smooth and efficient transportation with minimal waiting times.

Value Proposition

- ▲ **Tourism Boost:** Enhances the appeal of Madaba and surrounding areas, attracting more tourists and increasing revenue for local businesses.
- ▲ **Economic Impact:** Creates job opportunities during construction and operational phases, contributing to local economic development.
- ▲ **Religious Appeal:** Connecting significant biblical sites, making it a must-visit for Christian pilgrims.
- ▲ **Historic Appeal:** Also known as the ancient Grecian city of Machaerus, a fortress originally built in the year 90 BC, believed to be the sight of John the Baptists passing and home to a plethora of archeological ruins and both religious and historical significance.
- ▲ **Scenic Views:** Offering panoramic views of the Jordan Valley and the Dead Sea, enhancing the overall visitor experience.
- ▲ **Longer stay:** Encourage visitors and tourists to extend their stay in Madaba.

Important highlights of the Project

- ▲ Historical Connection: The project highlights the historical significance of Mukawir Castle, enhancing visitor engagement and education.
- ▲ Environmental Considerations: Designed with a focus on sustainability, minimizing environmental impact and preserving the natural beauty of the area.
- ▲ Innovative Design: Utilizes advanced technology and engineering to ensure safety, reliability, and a comfortable ride experience.
- ▲ Cultural Integration: Integrates local cultural elements into the design and operation, promoting Jordan's rich heritage.
- ▲ Christian Pilgrimage: Mukawir Castle holds religious significance as it is traditionally identified as the site where John the Baptist was imprisoned and executed. This makes the cable car project particularly attractive to Christian pilgrims, adding a spiritual dimension to the visit and enhancing the region's appeal as a pilgrimage destination.

Opportunity Details

- ▲ Cable Car Stations: Modern, accessible stations including stations at the bus stop near Mukawir Castle and the Dead Sea.
- ▲ Visitor Center: Providing historical information, rest areas, and souvenir shops.
- ▲ Guided Tours: Professional guides offering insights into the historical and religious significance of the sites.
- ▲ Cafes and Restaurants: Local and international cuisine options to cater to diverse tourist preferences.
- ▲ Gift Shops: Selling a captivating variety of local handicrafts and religious souvenirs sure to entice a wide range of audiences.
- ▲ Parking and Transportation: Ample parking facilities and shuttle services to nearby attractions and hotels, ensuring hassle free access to the attraction.

Investor Role

- ▲ Financial Backing: Investors will provide the necessary capital for project development, ensuring timely completion and operational readiness.
- ▲ Strategic Input: Investors can contribute to strategic decisions, including marketing, pricing strategies, and partnership development.

Success Factors

- ▲ Strong Demand: High demand for unique tourist experiences and increased interest in Jordanian attractions.
- ▲ Government Support: Likely support from the Jordanian government, which aims to boost tourism and infrastructure.
- ▲ Operational Excellence: Effective management and maintenance of the cable car system to ensure safety, reliability, and customer satisfaction.
- ▲ Marketing Strategy: A robust marketing strategy to attract a diverse range of tourists and promote the cable car as a must-visit attraction.