



MINISTRY OF TOURISM AND ANTIQUITIES

TOURISM ANNUAL REVIEW

2024

January 2025



JORDAN
Kingdom of Time

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1. INTRODUCTION

This Tourism Annual Review summarizes the performance of the tourism sector for the year 2024. It will detail the achievements and analyze the impact of the war on Gaza on the tourism sector.

Additionally, this review will include a set of priorities and Key Performance Indicators (KPIs) which will form the action plans for 2025 for the Ministry of Tourism and Antiquities (MoTA)¹.

Furthermore, Quarterly Reviews for each quarter of 2025 will be published on the Ministry of Tourism and Antiquities website and disseminated to key stakeholders at the end of each quarter.

To access the Tourism Statistical Dashboard, please scan the QR-Code below.



¹ MoTA includes Ministry of Tourism and Antiquities, Jordan Tourism Board and Department of Antiquities

2. TOURISM PERFORMANCE SUMMARY – Recent History

At the time, 2019 was a record year for tourism having attracted 5,360,586 Visitors, thus generating 4.1 billion JD of receipts.

As a result of COVID-19 in 2020 the tourism sector witnessed a massive decline in tourism numbers with a drop of ▼77% in number of visitors and ▼76% drop in terms of receipts compared to the previous year.

In 2021 the offshoots of recovery began to surface with ▲90% increase in the number of visitors and receipts compared to 2020.

2022 witnessed a ▲114% increase in the number of visitors Vs 2021, with an equivalent increase of ▲117% in receipts.

2023 was the pinnacle of success for tourism in Jordan having attracted 6.35 million visitors with receipts of 5.25 billion JD. Unfortunately, this trend was interrupted by the war on Gaza which began to surface in November 2023 and continued into 2024 – the impact of the war on Gaza in 2024 witnessed a drop of ▼3.9% in visitor numbers and ▼2.3% drop in receipts as articulated below:

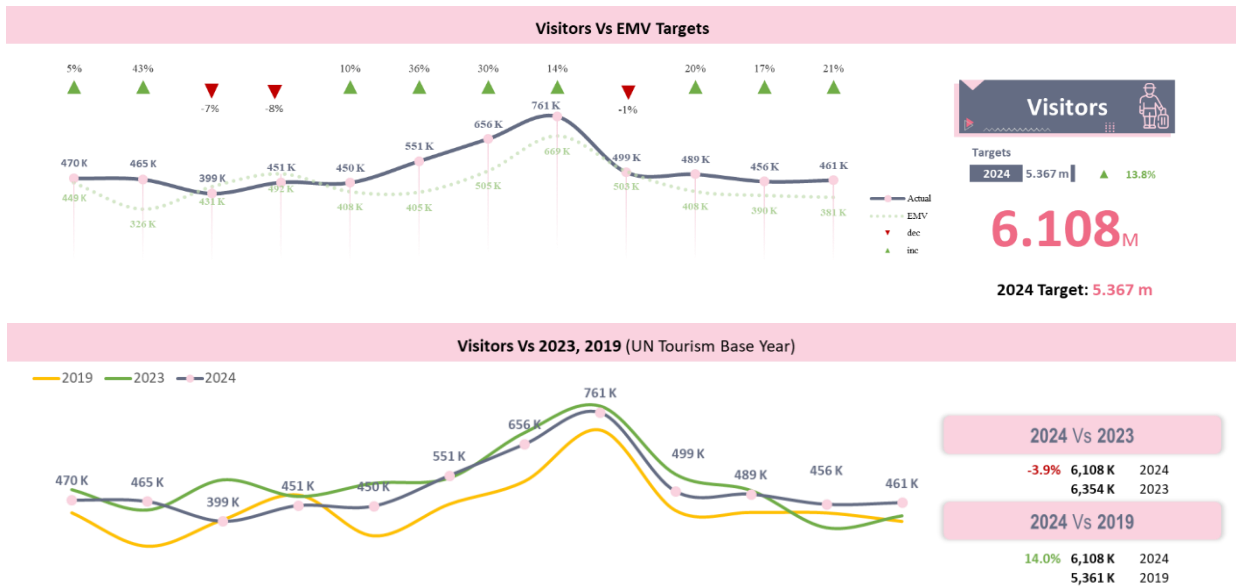
Visitors

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|------------|-----------|-----------|-----------|-----------|-----------|-----------|
| # Visitors | 5,360,586 | 1,239,910 | 2,358,675 | 5,049,105 | 6,353,778 | 6,108,476 |
| % Change | | -76.9% | 90.2% | 114.1% | 25.8% | -3.9% |

Tourism Receipts (Bn JD)

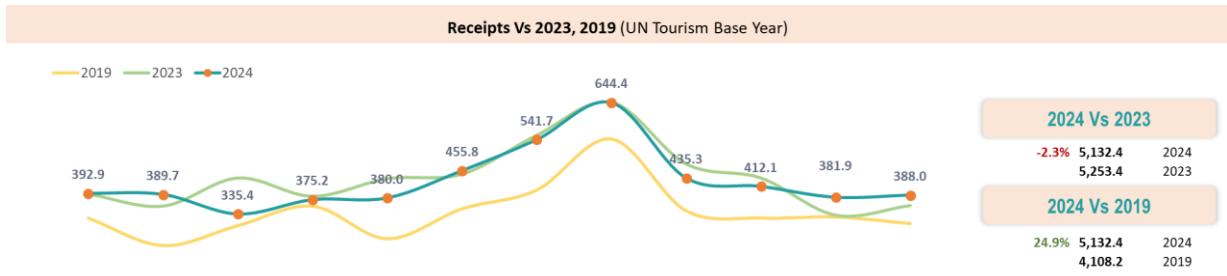
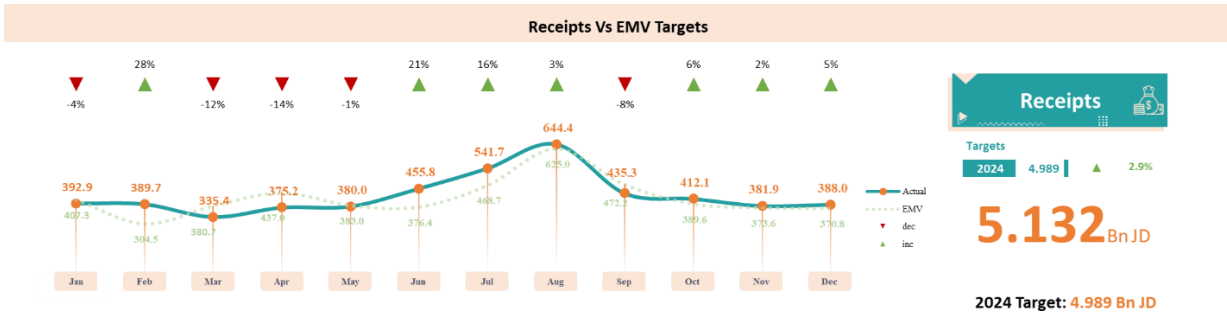
| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|----------|------|--------|-------|--------|-------|-------|
| Receipts | 4.10 | 1.00 | 1.89 | 4.12 | 5.25 | 5.132 |
| % Change | | -75.6% | 90.0% | 116.8% | 27.4% | -2.3% |

3. TOURISM PERFORMANCE SUMMARY – 2024



The number of visitors for 2024 reached 6.108 million, which represents ▲13.8% above target for the same period. This, however this is ▼3.9% below the number of visitors for the same period of 2023, but is still ▲14% higher than visitors of 2019².

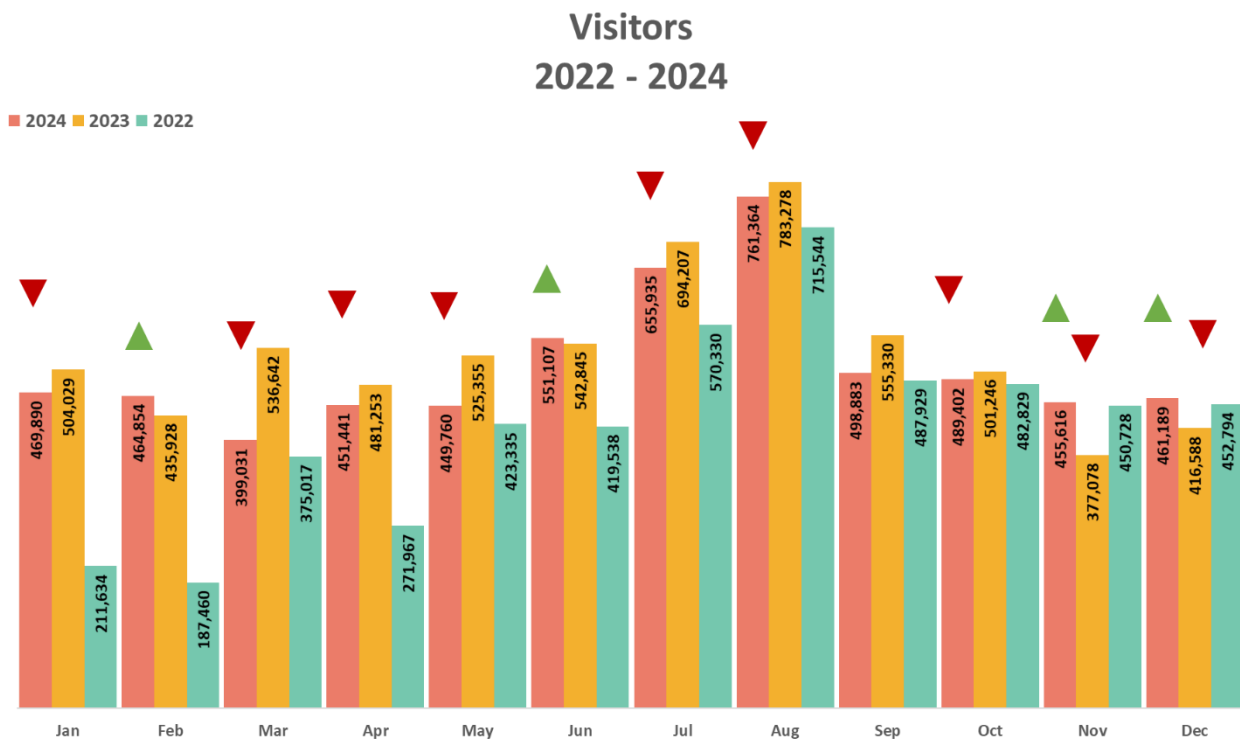
² 2019 is internationally recognized as the “base year” for tourism performance according to UN Tourism



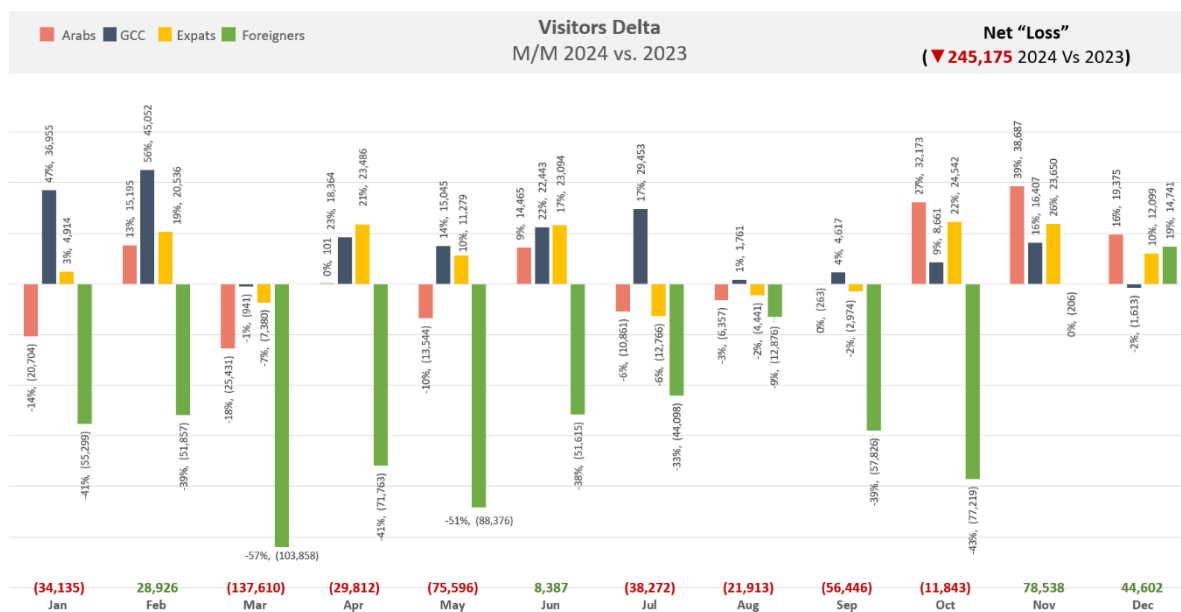
Similarly, the receipts generated by tourism in 2024 reached JD 5.132 billion JD, which represents ▲ 2.9% above the target for 2024. However, this is ▼ 2.3% below receipts of 2023, but is still ▲ 24.9% above 2019 receipts for the same period.

It is clear the war on Gaza had a detrimental impact on the performance of tourism in Jordan, as witnessed by the drops in number of visitors and receipts – this is explored in details in subsequent sections of this document

4. IMPACT OF WAR ON GAZA

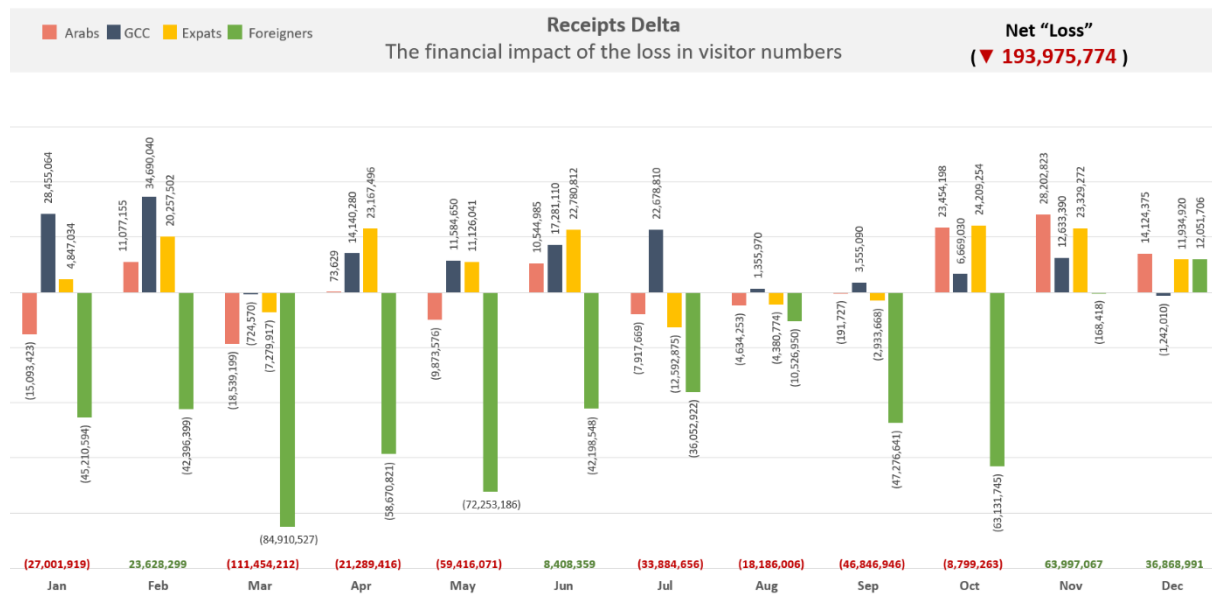


As can be seen, the impact of the war on Gaza commenced in November 2023 and continued throughout 2024, with the exception of a few months in 2024.



Further analysis revealed that the most significant decline came from International (mainly European and North American) visitors, but this was partially offset by an increase in GCC, Arab and Jordanian Expat visitors. 2024 witnessed a "net loss" of ▼ 245,175 visitors compared to the 2023, with the biggest net loss occurring in March 2024 (partially due to Ramadan occurring in this month).

Several factors contributed to the reduction of international tourist arrivals including concerns over travel safety due to the war on Gaza as well as cancellation of inbound routes by Low-Cost Carriers.



By taking the 2023 average expenditure of each segment (International, GCC, Arab and Expats) into consideration, it can be deduced that the tourism sector in Jordan "lost"/would have gained an additional 194 million JDs in 2024 had Jordan received number of visitors as in 2023.

It is worth noting that the impact of the war on Gaza was not uniform across the tourism value chain or geographical locations – places that are frequented by international visitor such as the Golden Triangle and Madaba as well as services utilized by those visitors such as Tour Operators and Hotels bore the brunt of the impact. Conversely, services that are utilized by GCC, Arab and Jordanian Expats such as Medical Tourism and Educational Tourism witnessed an increase in their economic activities – see section below for details.

The most significant impact of the war on Gaza emanated from international tourist – detailed analysis for 2024 revealed that the number of international visitors declined by ▼ 600k, thus reflected by a drop of ▼ 491 million JD. This huge drop in international visitors was partially compensated by an increase in GCC visitors ▲ 196k visitors with a value of ▲ 151 million JD. Additionally, the receipts of Arab visitors increased by ▲ 31 million JD and Jordanian Expat receipts increased by ▲ 114 million JDs. These fluctuations resulted in a global decline of ▼ 245k visitors with a value of ▼ 194 million JDs.

Visitors/Receipts “lost” compared to previous months distributed according to expenditure categories in TSA

| # Visitors | | | | Receipts JD | | | |
|-------------|---------|---------|------------|--------------------|-------------|-------------|---------------|
| Arabs | GCC | Expats | Foreigners | Arabs | GCC | Expats | Foreigners |
| 42,836 | 196,204 | 116,039 | (600,253) | 31,227,317 | 151,076,854 | 114,465,098 | (490,745,044) |
| ▼ (245,175) | | | | ▼ (193,975,774) JD | | | |

| Expenditure Items | | | | | | | | | | | النسبة | إجمالي نفق الزوار الدوليين (بالآلاف دينار) | الجنسية |
|-------------------|---------------|---------------------------------------|--------------|-----------------|--------------|-------------------|---------------|------------------|---------------|-----------------|------------|--|-----------------------------|
| أخرى | وقود ومحروقات | مصاريف تأمين ورسوم مرورية | تسوق | تلكات محلية | دراسة | علاج | أنشطة ترفيهية | الطعام والشراب | الإقامة | الرحلات الشاملة | | | |
| Other | Fuel & Oil | Insurance Expenses and Vehicles' Fees | Shopping | Local Transport | Study | Medical Treatment | Entertainment | Food & Beverages | Accommodation | Package Tours | Percentage | Total Expenditure of International Visitors (JDs 1000) | |
| 0.16% | 3.94% | 1.09% | 38.53% | 6.95% | 5.95% | 3.10% | 16.54% | 22.16% | 1.58% | 0.03% | 100% | | الأردن |
| 178,016 | 4,505,433 | 1,250,901 | 44,099,845 | 7,953,035 | 6,805,117 | 3,543,248 | 18,927,853 | 25,367,430 | 1,803,160 | 31,061 | | 114,465,098 | الدخل المقفود/ الإضافي |
| 0.04% | 3.32% | 2.88% | 16.29% | 3.42% | 10.87% | 19.17% | 14.76% | 13.50% | 15.68% | 0.06% | 100.00 | | دول الخليج العربي |
| 60,811 | 5,017,318 | 4,354,442 | 24,611,967 | 5,159,817 | 16,423,717 | 28,968,914 | 22,294,864 | 20,400,935 | 23,692,319 | 91,751 | | 151,076,854 | الدخل المقفود/ الإضافي |
| 3.42% | 0.84% | 5.80% | 23.07% | 8.89% | 9.25% | 16.47% | 8.18% | 13.22% | 10.56% | 0.30% | 100.00 | | الدول العربية |
| 1,067,251 | 262,709 | 1,810,413 | 7,204,078 | 2,776,748 | 2,888,267 | 5,144,272 | 2,553,394 | 4,128,596 | 3,298,289 | 93,300 | | 31,227,317 | الدخل المقفود/ الإضافي |
| 0.15% | 0.44% | 0.78% | 13.11% | 5.25% | 2.53% | 1.05% | 7.67% | 11.18% | 11.61% | 46.23% | 100% | | الدول الأجنبية |
| (755,976) | (2,144,097) | (3,813,511) | (64,343,476) | (25,767,872) | (12,405,571) | (5,145,147) | (37,621,999) | (54,888,575) | (56,976,180) | (226,882,639) | | (490,745,044) | الدخل المقفود/ الإضافي |
| 550,101 | 7,641,363 | 3,602,245 | 11,572,415 | (9,878,272) | 13,711,529 | 32,511,286 | 6,154,112 | (4,991,614) | (28,182,411) | (226,666,527) | | (193,975,774) | صافي الدخل المقفود/ الإضافي |

By reflecting the expenditure patterns of the various tourist categories (international, GCC, Arab and Jordanian Expatriates) on the percentage of spending on the expenditure items as per the Tourism Satellite Account (TSA), it can be deduced, as mentioned above, that for 2024, the “Package Tour” sector lost ▼ 227 million JD, followed by the Accommodation sector “loss” of ▼ 28 million JD. This explained by the fact that the biggest drop in visitor numbers came from International Visitors who are the main consumers of such services – alternatively, there was growth in the “Medical Treatment”, “Study”, “Shopping” etc. as they services are mainly consumed by GCC, Arab and Expats, whose numbers grew in 2024 compared to those of 2023.

5. PRIORITIES FOR 2025

In pursuit of continuous improvement and resilience to deal with the challenges that face the tourism sector especially during times of turbulence such the war on Gaza, MoTA will be focusing on the following priorities during 2025 and beyond.

5.1. Economic Modernization Vision Requirements

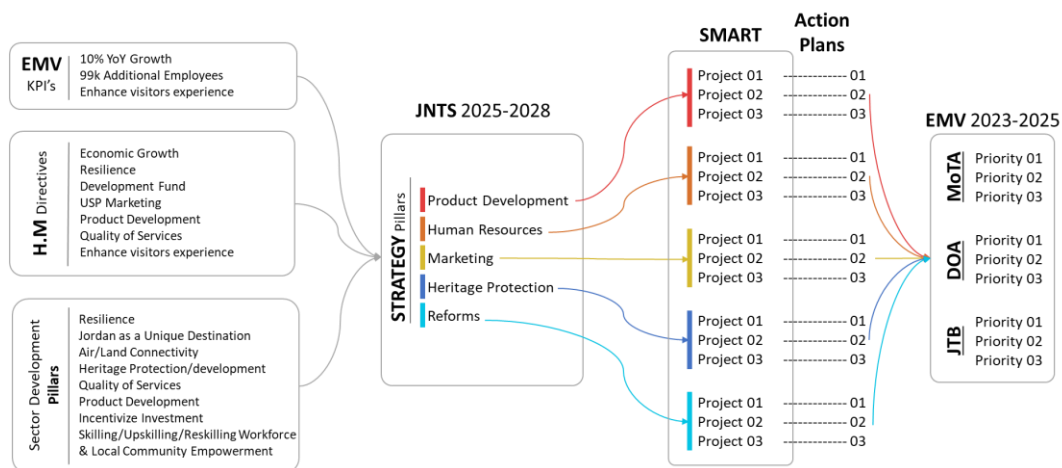
MoTA will deliver its commitments to the Economic Modernization Vision (EMV) by following up on all of the government priorities that are specific to tourism, each of which consists of a number of activities with specific delivery dates as well as KPIs. MoTA will monitor the performance of these activities on a monthly/quarterly basis and report to the Prime Ministry Delivery Unit (PMDU). Additionally, MoTA will focus its efforts and activities to ensure the delivery of growth in tourism KPIs as specified in the EMV.

| MoTA 2025 Projects (EMV) |
|--|
| Training (Job Seekers, Existing Employees) |
| Review of Regulations |
| Jerash Eco-tourism City |
| Al-Yarmouk Eco-lodge |
| Implementation of E-ticketing System |
| Tourism Development Fund |
| Development of Adventure Tourism Trails |
| Enhancement of Service Quality At Tourist Sites |
| Reformation of The National Tourism Council |
| Development of A Religious Tourism Product (Christian) |
| Development of The Entrance To Karak Castle + Heritage Buildings (Phase 1 – Studies) |
| Development of Observation Point of Battle of Mo'tah (Southern Mazar) |
| Development of The Jordan Trail |
| Quantification of Investment Opportunities |
| Development of Classification Criteria For Accommodation Establishments |
| Urdunna Jannah Plus |

| Key Performance Indicators (KPIs) | Base Year | Base Year Value | 2025 Target |
|---|-----------|-----------------|--------------|
| Direct Employment | 2023 | 54.8 K | 57 K |
| Tourism Receipts Share of GDP | 2024 | 13.3% | 14.0% |
| Tourism Sector Added Value | 2023 | 2.274 Bn JD | 2.387 Bn JD |
| Total Investments (Domestic And Foreign) | TBD | | |
| Average Length of Stay | 2023 | 5.3 Nights | 5.5 Nights |
| Number of Inbound Visitors | 2022 | 5.049 M | 6.4 M |
| Tourism Receipts | 2023 | 5.25 Bn JD | 5.49 Bn JD |
| Average Spend | 2023 | 827 JD | 857 JD |
| TTDI (T&T Policy and Enabling Conditions Dimension) | 2024 | 36 | 32 in 2026 |
| Number of Tourism Sites (Capable To Receive Visitors) | 2024 | 11 Sites | 16 Sites |
| Number of Visits to Tourism Sites | 2022 | 4 M | 4.5 M |
| Net Promoter Score (NPS) | TBD | | |
| Hotel Occupancy Rate (5* - 1*) | 2023 | 45% | 55% |
| Number of Hotel Rooms | 2023 | 30.6 K Rooms | 31.2 K Rooms |
| Number of Tourism Accommodation Establishments With Environmental Sustainability Certifications | 2024 | 38 | 52 |
| Number of Tourism Sites With Environmental Sustainability Certifications | 2024 | 0 | 1 |

5.2. Jordan National Tourism Strategy (2025-2028)

MoTA will develop a National Tourism Strategy (2025-2028) to succeed the (2021-2025) version. This will take into consideration all the requirements of the EMV including KPIs and Priorities.



5.3. Connectivity

The war on Gaza has diminished the level of air connectivity between Jordan and tourism source markets due to the cancellation/reduction of routes operated by Low-Cost Carriers. In 2024, these carriers operated 1,308 flights to Jordan, carrying 182,254 visitors compared to 2,925 flights, carrying 445,856 visitors in 2023.

MoTA will endeavor to compensate such losses by providing financial incentives to airline operators such as LCCs, Charter Flights and Regular Operators including Royal Jordanian to expand their routes networks from existing/new tourism source markets.

5.4. New Products/Source Markets

MoTA will pursue new source markets including, but not limited to the Chinese, Russian, African, Indian, Pakistani, Malaysian, Indonesian and Arab markets including foreigners residing in GCC countries. Marketing plans will also focus on various product segments e.g., Medical & Wellness + Faith tourism in Africa where a high percentage of the population are of the Christian faith such as Ethiopia (64% Christians), Kenya (85% Christians), and Rwanda (94% Christians) in addition to specific campaigns for Islamic faith tourism. Other product segments that are ripe for growth include adventure tourism and MICE tourism (Meetings, Incentives, Conferences and Exhibitions); therefore, MoTA will actively offer incentives to attract international conferences to take place in Jordan.

MoTA will utilize a variety of communication channels such as digital media, exhibitions, sponsorships, conferences and partnerships to promote the various tourism product segments.

Additionally, MoTA will build on the declaration of Jordan as a regional hub for Medical & Wellness Destination by UN Tourism – to this end MoTA has formed a Wellness Council whose members are experts in this domain who are tasked with creating a long-term Wellness Strategy & associated action plans.

5.5. Investments

Investments are the growth engine for the development and advancement of tourism in Jordan. MoTA, in collaboration with UN Tourism has published the “UN Tourism Investment Guide” for Jordan. Additionally, MoTA has completed a Kingdom-wide scan of all potential tourism investment opportunities and published them on the [MoTA website](#).

Furthermore, MoTA has established a “Tourism Development Fund” as referenced in the newly-published Tourism Law in order to enable SME/Micro entrepreneurship and provide financial assistance to the sector in times of difficulties.

5.6. Training and Employment

The tourism sector currently employs 56,321 employees, most of which are in the hotel/restaurant segment. MoTA's 2024 training program, in line with the newly-released Training Strategy focused on skilling, re-skilling and up-skilling of job seekers, existing employees and well as service providers in local communities – this program trained 1,100 individuals from these segments on 11 different tourism-related courses.

Additionally, MoTA has developed a repository of over 220 local experiences and published their details on <https://traveljordanian.com/>

5.7. Domestic Tourism (Urdunna Jannah)

Despite the fact that revenues from domestic tourism do not contribute to MoTA's receipts targets, MoTA has developed a domestic tourism program with financial subsidies (free transport, free guide and discounts at restaurants/ hotels/camps) to enable Jordanians with limited income to enjoy an abundance of Jordanian tourism destinations and provide economic activity to the various operators in the tourism ecosystem (hotels/camps, restaurants, tourism transport, tour guides and tour operators).

Additionally, Urdunna Jannah is an important management tool to boost/restore economic activity in the tourism ecosystem – due to the economic difficulties faced by tourism entities in the Golden Triangle (Petra, Aqaba and Wadi Rum) as a result of the decline in international tourist in these locations, MoTA was able to direct domestic tourism to these location by sending 129,168 out of the 311,840 domestic tourists via its Urdunna Jannah program.



5.8. Site Management

Historical sites such as Jerash, Citadel, Mukawer, Umm Qais, Um ar-Rasas, Ajloun Castle, Aqaba Castle, Shobak Castle etc. are major tourism assets, therefore their Rehabilitation, Restoration, and Maintenance is a key priority for MoTA – to this end, MoTA implemented over 70 projects in pursuit of this important activity. Such projects included new innovations such as the Research Center for Archaeological Studies and Storage of Artifacts at the Nuweijis Site, Tabarbour.

Additionally, Umm El Jimal was inscribed as a UNESCO World Heritage Site – this will entail a cluster of activities revolving around site improvements & maintenance (visitor center, gates, roads...), promotions such as narratives/videos/signs/local guides etc. as well as product development & investments such as shops, restaurants and local community handicrafts.

5.9. Regulatory Reforms

MoTA will complete the activities associated with the new Tourism Law (issued in May 2024) and its associated bylaws/instructions. Additionally, MoTA will focus its activities on classification of tourism entities, thereby leaving the licensing function to local authorities, hence easing the investor journey.

5.10. Digital Maturity

MoTA has collaborated with the Prime Ministry Digital Transformation Unit to develop a Digital Strategy, and will collaborate with the Ministry of Digital Economy and Entrepreneurship (MoDEE) in order to systemize the collection of tourism-related data to enable informed decision-making as well as digitizing a full set of services and applications such as Data Management Platform.

5.11. Crisis Management

MoTA will develop Crisis Management Plans that will take into consideration the perceived risks facing the sector and develop Action Plans in order to alleviate the impact and ensure resilience and sustainability of the sector.

5.12. Market Research/ Studies

MoTA plans to conduct a number of studies including Tourist Satisfaction Survey, Entry/Exit Survey and Tourism Satellite Account (TSA).

6. SUMMARY

2023 was a record year for tourism in Jordan. The war on Gaza has impacted the tail end of 2023 and continued throughout 2024 mainly due to the decline in international tourist arrivals -the increase in visitor numbers in 2024 from the GCC, Arab and Jordanian Expat segments partially compensated the loss of international tourist, thus softening the impact of the war on Gaza to the tune of ▼3.9% in visitor numbers and ▼2.3% in terms of receipts compared to 2023 figures.

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