



MINISTRY OF TOURISM AND ANTIQUITIES

# **TOURISM QUARTERLY REVIEW**

## **Q1 2025**

April 2025



**JORDAN**  
Kingdom of Time

## Contents

<b>1. INTRODUCTION.....</b>	<b>3</b>
<b>2. TOURISM PERFORMANCE SUMMARY – Recent History .....</b>	<b>4</b>
<b>3. TOURISM PERFORMANCE SUMMARY – Q1 2025 .....</b>	<b>5</b>
<b>4. PRIORITIES FOR 2025.....</b>	<b>7</b>
4.1 Economic Modernization Vision Requirements.....	7
4.2 Jordan National Tourism Strategy (2025-2028).....	8
4.3 New Products/Source Markets .....	9
4.4 Investments .....	9
4.5 Training and Employment .....	9
4.6 Domestic Tourism (Urdunna Jannah).....	9
4.7 Site Management .....	10
4.8 Regulatory/Governance Reforms .....	10
4.9 Digital Maturity .....	10
4.10 Crisis Management .....	10
4.11 Market Research/ Studies .....	11
<b>5. SUMMARY .....</b>	<b>11</b>

# 1. INTRODUCTION

This Quarterly Review summarizes the performance of the tourism sector for Q1 2025. It will detail the achievements during this period and 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)<sup>1</sup>.

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.



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<sup>1</sup> 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 – Q1 2025

جدول 1.2 عدد سياح المبيت وزوار اليوم الواحد شهريا 2024-2025

Table 2.1 Tourist Overnight and Same Day visitors by Month, 2024 -2025

Month	التغير النسبي Relative Change			2025			2024			الشهر
	المجموع Total	زوار اليوم الواحد Same	سياح المبيت Overnight	Total	زوار اليوم الواحد Same Day Visitors	سياح المبيت Overnight Visitors	المجموع Total	زوار اليوم الواحد Same Day Visitors	سياح المبيت Overnight Visitors	
January	30.0%	69.1%	23.8%	610,957	108,529	502,429	469,890	64,167	405,723	كانون ثاني
February	13.0%	35.7%	9.2%	525,126	89,920	435,206	464,854	66,254	398,600	شباط
March	-6.9%	10.1%	-9.8%	371,462	63,870	307,592	399,031	58,018	341,013	آذار
1st Qtr	13.0%	39.2%	8.7%	1,507,546	262,319	1,245,227	1,333,775	188,440	1,145,336	الربع الاول
Total	13.0%	39.2%	8.7%	1,507,546	262,319	1,245,227	1,333,775	188,440	1,145,336	المجموع

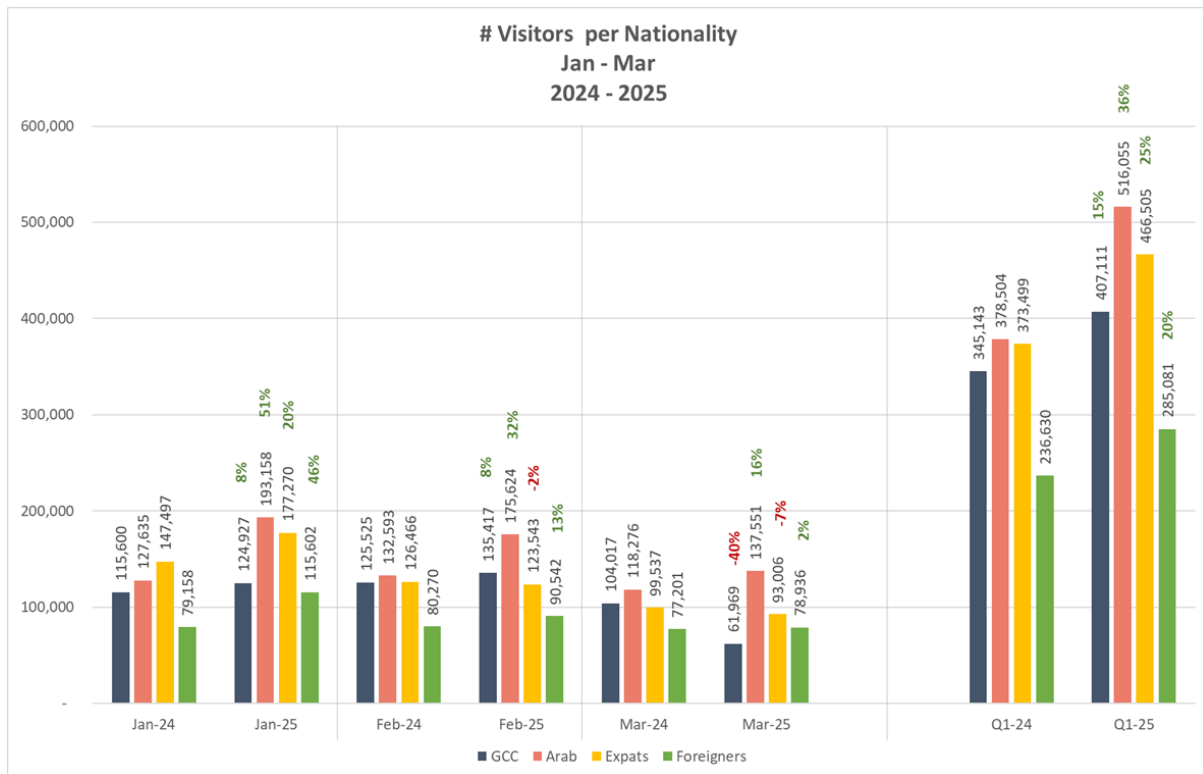
Source : Ministry of Tourism & Antiquiti

المصدر : وزارة السياحة و الآثار

Despite the lingering impact of the war on Gaza, the start of 2025 is very promising - the number of visitors for Q1 2025 reached 1.507 million, which represents ▲13% above the same period for 2024, whilst the receipts for this period reached 1.217 billion JD, up by ▲8.85% for the same period of 2024.

Receipts (in JD billion)			# of visitors			Year
Mar	Feb	Jan	Mar	Feb	Jan	
180.4	144.7	149.0	588654	467803	478354	2010
186.0	159.3	187.7	587342	469606	509167	2011
228.2	186.4	210.5	505349	420943	498419	2012
240.4	186.7	228.3	460865	374577	456046	2013
256.4	211.7	260.9	441134	359179	444178	2014
216.2	177.8	248.0	393250	300715	433253	2015
216.3	165.5	232.3	385346	280321	384941	2016
241.5	214.6	271.6	336827	286645	369764	2017
312.8	224.0	297.5	433640	293928	407726	2018
304.1	249.2	324.7	403871	315865	427055	2019
132.2	290.0	361.8	155079	363712	478935	2020
66.5	52.4	61.3	73811	55509	66770	2021
292.5	160.3	176.1	375017	187460	211634	2022
435.8	357.8	391.2	536642	435928	504029	2023
335.4	389.7	392.9	399031	464854	469890	2024
307.2	427.7	482.5	371462	525126	610957	2025

Moreover, the number the number of tourists and receipts for January and February 2025 are the highest since 2010. The number of tourist & receipts for March 2025 are comparatively low due to Ramadan occurring during this month.



Further analysis of tourism segments reveals the following:

Q1 2025 witnessed an increase in all the visitor segments:

- 15% increase in the number of GCC visitors
- 36% increase in the number of Arab visitors
- 25% increase in the number of Jordanian Expat visitors
- 20% increase in the number of Foreign visitors

Q1 2025 also witnessed the return of air connectivity that almost disappeared in 2024. New agreements were signed to enhance direct air connectivity with European markets, thus increasing the number of low-cost airline routes to 25 direct routes to Jordan in 2025. These include 20 routes to Amman for the summer season and 5 routes to Aqaba for the winter season, with expectations of attracting approximately 270,000 travelers during 2025.

Another significant event that took place in Q1 2025 was the *“Jordan: The Dawn of Christianity”* exhibition in the Vatican under Royal Patronage. This attracted broad international attendance, and plans are in place to launch a global tour of the exhibition following its great success in highlighting Jordan’s religious heritage thus enhancing its status as a global hub for religious tourism and interfaith dialogue.

## 4. 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.

### 4.1 Economic Modernization Vision Requirements

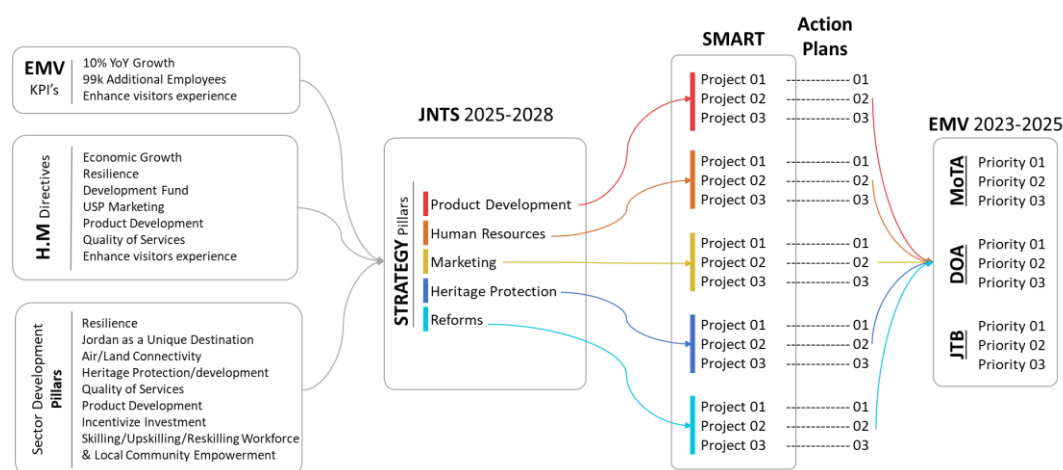
MoTA will deliver its commitments to the Economic Modernization Vision (EMV) by following up on all of the government priorities that are specific to tourism, each of which consists of a number of activities with specific delivery dates as well as KPIs. MoTA will monitor the performance of these activities 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

## 4.2 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.





### **4.3 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.

### **4.4 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.

### **4.5 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 1,000 individuals from these segments on a variety of tourism-related courses.

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

### **4.6 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).

The new version of Urdunna Jannah will commence in April 2025 and continue throughout the year.

#### **4.7 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 implements 60-70 projects annually 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.

#### **4.8 Regulatory/Governance 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.

During Q1 2025, several bylaws were drafted and submitted to the Prime Ministry – these included bylaws related to the accommodation/tour operators/restaurants segments as well as the Tourism Development Fund.

Furthermore, the National Tourism Council has been formed in Q1 2025

#### **4.9 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.

The Ministry will also expend a lot of effort to develop a repository of tourism data that will include data gathering, visualization/reporting, data analytics, Artificial Intelligence in order to enable data-driven decision making. This is part of the Government Data Gathering Initiative/Digital Transformation Unit.

#### **4.10 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.

#### 4.11 Market Research/ Studies

MoTA plans to conduct a number of studies including Tourist Satisfaction Survey, Entry/Exit Survey and Tourism Satellite Account (TSA). MoTA will conduct an assessment as to the suitability of the introduction of the Electronic Travel Authorization (ETA) so that data collection can be conducted on online basis in order to facilitate agility in data-driven decision-making.

## 5. 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.

The start of 2025 (Q1) is very promising in terms of increase in the number of tourists (▲13%) and receipts (▲8.85). The outlook for rest of 2025 looks positive, thus making a full recovery from the impact of the war on Gaza a distinct possibility.

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