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JORDAN TOURISM DEVELOPMENT PROJECT II (JTD II)

**TOURISM PATTERNS IN JORDAN: ANALYSIS OF THE NATIONAL
TOURISM VISITOR SURVEY
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TOURISM VISITOR SURVEY**

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INTRODUCTION

ABOUT THE SURVEY

The Jordanian government's 2006-7 inbound tourism survey provides the data for analyzing the behavior, preferences, and expenditures of visitors to Jordan. About 42,000 visitors completed the survey on their departure from the country, and their responses were extrapolated to the total tourist population of just over four million trips to Jordan during the survey period.¹ The four million visits to Jordan include those meeting the World Tourism Organization's (WTO) definition of a "tourist," which includes anyone who does not live in Jordan, does not have a base of economic activity in the country (e.g. owning a business), doesn't routinely cross the border to work in the country, is not a migrant worker in Jordan, and so on. "Tourist" in the WTO sense is much broader than the everyday understanding of the word, however; in addition to people on vacation, it includes those on business trips (but who don't own a business in the country), those coming for medical care or study, diplomats, Jordanians living abroad who are returning to see friends, and so on. This figure of about four million, which we refer to throughout this study as the "global population," is less than the official number of visitors to the country given in other Jordanian government statistics. That figure is over six million for both 2006 and 2007, since it includes those who have businesses or engage in other economic activity based in Jordan. Separate numbers may also vary from official statistics, since it depends on methods of extrapolation of the figures in the survey and the formulas used to reflect survey samples.

This report provides the result of an analysis of the behavior patterns of tourists from thirty two countries. Our analysis is organized by country of residence rather than nationality of the visitors, since marketing strategies will be developed at the country level. Recognizing that Jordanians returning home to visit their friends and family will show quite different patterns of behavior from other visitors, we have separated them out whenever there are enough of them for data about their activities to be statistically accurate.

The data from each country are compared with the data from the global population, enabling us to flag particularities of visitors from each place that set them off from visitors as a whole. Where we separate Jordanians from non-Jordanians arriving from a particular country, we compared visitors from each country with the global patterns for all Jordanians (about 850,000 of the trips covered by the survey were made by Jordanian nationals)_or all non-Jordanians (about 3,230,000 of the trips covered by the survey). Where we could not disaggregate, we compared visitors from each country with the patterns of all visitors to Jordan combined. Certain questions in the survey were only posed to non-Jordanians; thus we do not know what other countries the Jordanians visited on their trip, nor how well they liked their stay or whether they would advise others to come to Jordan.

Some questions addressed in the survey questionnaire turn out not to be very informative, because all visitors showed the same patterns irrespective of where they came from. For example, virtually everyone enjoyed the trip to Jordan; the global average is 97%, and countries did not diverge from that by more than one or two percent. On the other hand, on questions such as purpose of visit there is considerable variation. Jordanians, not surprisingly, are overwhelmingly returning home to see people, irrespective of where they now reside. But among non-Jordanians, far more Europeans are on holiday, while more Arabs are visiting friends and family, and Asians are often traveling on business. The tourist sites that the visitors most enjoyed also varies considerably. Europeans prefer Petra, and the relatively large number of them who are only in Jordan for a day are apparently only there to visit that site. In contrast, Arabs tend to be more enthusiastic about the Dead Sea, and those from relatively low-income countries more often like Aqaba best. The other countries visited on the same trip also varies with origin; for Westerners it is more likely to be Egypt or Israel, whereas Arabs are more likely to have visited Syria. Not surprisingly, Europeans are more likely to be on package tours, whereas virtually no Arabs come to Jordan on package tours.

¹ There may not be four million different tourists coming to Jordan during the survey period, however. If one person makes three trips, this will count as three distinct lines within the database on four million visits, not as one distinct person.

MARGINS OF ERROR

As we disaggregate the data to analyze the tourism patterns of specific groups of visitors to Jordan, we must pay careful attention to the sample size, in order to be sure that our results are statistically valid. In general, when we make a claim about the behavior of tourists, we'd like to know that there's at least a 95% probability that what we claim is very close to what tourists actually do – that is, we can make our claim "with a 95% confidence level." In general, the more tourists we sample, the more likely it is that their behavior will actually be the same as what all tourists do. For example, if we have surveyed 5,000 tourists to estimate how many nights all four million visitors stayed in Jordan, it is more likely that our estimate would be right than if we had only surveyed 50 tourists.

The table below gives us some rules of thumb about how many people we need to survey in order to get reliable results. It shows us how big our sample must be to be 95% sure that our estimated result is within a given percent (or "margin of error") of the real result for all tourists coming to Jordan. The margin of error is the percent that we might be off in our guess. For the total population of about four million visitors to Jordan in 2006-7, the table shows that we would need to survey at least 2,400 people in order to estimate average length of stay and know that our estimate was within 2% of the real value.

Sample size and margin of error at 95% confidence level	
Minimum Sample Size	Margin of Error
42,000	0.48%
2,400	2%
1,067	3%
601	4%
385	5%
267	6%
196	7%
151	8%
119	9%
97	10%
80	11%
67	12%
50	13%

The survey covered more than 42,000 people (42,266, to be exact), so estimates that pertain to all visitors to Jordan will be very accurate; as the table shows, they will have a margin of error of 0.48%. For example, our data show that on average visitors to Jordan stayed in the country for 13.59 nights. That was calculated based on all 42,000 surveys, which means we can be 95% sure that in fact the average stay for all four million visitors was 13.59 +/- 0.48%, or somewhere between 13.52 and 13.66. That would be extremely accurate; it is rare to need that level of accuracy.

If we want to know how long visitors from the United Kingdom stay in Jordan, we can calculate length of stay only for that group. Of the 42,266 people surveyed, 2,498 live in the UK. We need at least 2,400 surveys to estimate something with a 2% margin of error, and we have more, so our estimate will be quite accurate. But supposing we want to estimate average length of stay for visitors from the UK separately based on the purpose of their trip? Then we must look at this information:

Number of visitors from UK surveyed, by purpose of trip	
Purpose of trip	Number of visitors in sample
Vacation or Leisure	2158
Visiting friends or relatives	217
Business tour	79
Conference or seminar	18
Medical treatment	2
Study	1
Religious visit	4
Crew members	15
Diplomat	1
Other (specify)	3
Total	2498

There are 2,158 visitors on vacation in the sample, so we can estimate the length of their visits with a 3% margin of error. For those visiting friends or relatives, with 217 surveyed, our estimate of the length of their stay will have a 7% margin of error. An estimate for those on business, with 79 surveyed, will have about an 11% margin of error. Any estimates for other visitors will be so inaccurate as to be highly unreliable.

For countries less heavily represented in the survey, the problem will be bigger. For example, we may be quite interested in the behavior of Chinese tourists in Jordan, since China is an important emerging market for international tourism. But only 75 people living in China were surveyed. An estimate pertaining to all Chinese visitors will have an 11-12% margin of error; estimates pertaining to only a subset of Chinese visitors, for example those traveling on business, will be even more inaccurate.

Our analysis of visitor behavior has gone as far as including countries for which we will have a 13% margin of error when calculating patterns for all visitors from that country. The smallest sample for which we did analysis is for India, with only 64 people surveyed. The table below shows the sample sizes and margins of error for all of the countries for which we did analysis; it is important to remember that these margins of error are for estimates that pertain to everyone from that country, e.g. length of stay or average expenditure per day. The error will be higher for any estimates pertaining only to a subset of people from that country.

Country of residence	Sample size	Margin of error
Israel	5,058	2% margin of error
Saudi Arabia	4,657	
Syria	4,245	
Palestine	3,675	
United Arab Emirates	2,857	
UK	2,498	
USA	2,206	3% margin of error
Kuwait	1,763	
Lebanon	1,665	
France	983	4% margin of error
Germany	876	
Russia	819	
Egypt	686	
Qatar	665	
Italy	647	
Spain	454	5% margin of error
Bahrain	448	
Canada	322	6% margin of error
Netherlands	316	
Oman	303	
Australia	236	7% margin of error
Belgium	234	
Poland	193	
Turkey	161	8% margin
Switzerland	129	9% margin of error
Ukraine	125	
Sweden	108	10% margin
Japan	95	11% margin of error
South Korea	81	
Austria	79	12% margin of error
China	75	
India	64	13% margin

GLOBAL DATA ANALYSIS

This report is based on analysis of a number of key travel patterns for tourists from each of the thirty two countries considered. This section considers those issues for the global tourist population; first for Jordanians alone, then for non-Jordanians, and then for the group as a whole. The data discussed here, which are summarized in the tables included in this section, provide a basis for comparison throughout the report

JORDANIANS RETURNING HOME

Globally, 4.01 million visitors came to Jordan in 2006-7, of whom 853,000 were Jordanian. Among the Jordanians, 87% were visiting friends and family, and about 4% each were on holiday or on business. They were, of course, frequent visitors, 67% having been back home five or more times in the previous five years, and only 5% being on their first trip home. 52% returned home alone, and 46% with family members. 49% flew home, while 29% came by bus and 21% by car. (The variations in mode of travel are, of course, determined more by distance and geography than by nationality.) They stayed an average of 24 days. 44% stayed with friends while 40% owned their own homes in Jordan; the remainder rented lodgings of some sort.

Contrary to what might be expected, some 68% of Jordanians coming home to visit did get to at least one tourist site while in the country. Aqaba and the Dead Sea were each preferred by almost 13% of visitors, while 8-10% preferred Petra, Jerash, and one other site that was not identified on the questionnaire. Given that most stayed with friends or own their own homes in Jordan, it is not surprising that the average expenditures of those who had come to see their friends and relatives were a relatively low JD 29 per day. Those on vacation or business spent considerably more, at 42 and 70 JD per day, respectively, but they represented a very small share of the total visitor population.

Data on Jordanians returning to visit their country			
Note: "Percent" in the tables below indicates the share of each value in the total database including the observations for which no data was provided on the given question, i.e. those listed as "missing." "Valid Percent" is the share of each value among only the respondents who provided an answer to that question.			
What was the main purpose of your visit to Jordan?	Frequency	Percent	Valid Percent
Vacation or Leisure	37,354	4.38	4.40
Visiting friends or relatives	741,372	86.90	87.29
Business tour	33,996	3.98	4.00
Conference or seminar	2,485	0.29	0.29
Medical treatment	14,925	1.75	1.76
Study	5,360	0.63	0.63
Religious visit	1,073	0.13	0.13
Crew members	1,387	0.16	0.16
Other (specify)	11,402	1.34	1.34
Total	849,355	99.55	100.00
Missing	3,826	0.45	
Total	853,181	100.00	

How many times have you visited Jordan in the past 5 years)?	Frequency	Percent	Valid Percent
First time	40,404	4.74	4.76
Second time	88,297	10.35	10.40
Third time	147,562	17.30	17.37
More than 4 times	573,092	67.17	67.47
Total	849,355	99.55	100.00
Missing	3,826	0.45	
Total	853,181	100.00	
Are you traveling on a package tour?	Frequency	Percent	Valid Percent
No	849,355	99.55	100.00
Missing	3,826	0.45	
Total	853,181	100.00	
Whom are you traveling with?	Frequency	Percent	Valid Percent
Alone	441,799	51.78	52.02
With spouse or partner	131,480	15.41	15.48
With spouse and children	176,466	20.68	20.78
With children	57,321	6.72	6.75
With business colleagues	14,342	1.68	1.69
With other relatives	25,017	2.93	2.95
Others (specify)	2,929	0.34	0.34
Total	849,355	99.55	100.00
Missing	3,826	0.45	
Total	853,181	100.00	
Which type of transport did you travel in? (at departure)	Frequency	Percent	Valid Percent
Air	417,419	48.93	49.15
Sea	2,840	0.33	0.33
Bus	245,277	28.75	28.88
Car	183,143	21.47	21.56
Other(specify)	676	0.08	0.08
Total	849,355	99.55	100.00
Missing	3,826	0.45	
Total	853,181	100.00	
What was your favorite site in Jordan?	Frequency	Percent	Valid Percent
Petra	84,816	9.94	9.99
Aqaba	108,375	12.70	12.76
Jerash	71,466	8.38	8.41
Madaba	15,424	1.81	1.82
Ajlun	33,708	3.95	3.97
Wadi Rum	18,373	2.15	2.16
Al Karak	9,260	1.09	1.09
Mount Nebo	3,303	0.39	0.39
Dead Sea	108,552	12.72	12.78

Bethany Baptism Site	3,278	0.38	0.39
Other (specify)	2,650	0.31	0.31
Have not visited any site	279,605	32.77	32.92
Other sites not identified in the database:	86,515	10.14	10.19
	6,275	0.74	0.74
	7,383	0.87	0.87
	6,172	0.72	0.73
	2,756	0.32	0.32
	400	0.05	0.05
	60	0.01	0.01
	313	0.04	0.04
	116	0.01	0.01
	327	0.04	0.04
	227	0.03	0.03
Total	849,355	99.55	100.00
Missing	3,826	0.45	
Total	853,181	100.00	
How many nights did you spend in Jordan?	Frequency		
Valid	849,087		
Missing	4,094		
Average	23.74		
Which type of accommodation did you mostly stay at when in Jordan?	Frequency	Percent	Valid Percent
Hotel	56,231	6.6	6.6
Suite and apartment hotel	14,916	1.7	1.8
Private apartment	62,375	7.3	7.3
Stayed with friends or relatives	375,898	44.1	44.3
Own house or apartment	337,399	39.5	39.7
Means of transport	327	0.0	0.0
Other (specify)	740	0.1	0.1
Have not stayed for an overnight	268	0.0	0.0
Other values not identified in the database	1,035	0.1	0.1
	166	0.0	0.0
Total	849,355	99.6	100.0
Missing	3,826	0.4	
Total	853,181	100.0	
Who made arrangements for the main trip?	Frequency	Percent	Valid Percent
Own arrangement	820990	96	97
Employer	26593	3	3
Conference organizer	1305	0	0
Association	467	0	0
Total	849355	100	100
Missing	3826	0	
Total	853181	100	

Daily expenditure by purpose of trip and total		
What was the main purpose of your visit to Jordan?	Average	Number of responses
Vacation or Leisure	41.65	37,354
Visiting friends or relatives	28.81	741,372
Business tour	69.17	33,996
Conference or seminar	70.18	2,485
Medical treatment	66.53	14,925
Study	24.30	5,360
Religious visit	31.19	1,073
Crew members	26.30	1,387
Other (specify)	43.09	11,402
Total	31.93	849,355

NON-JORDANIANS

The 3.23 million non-Jordanians who came to the country in 2006-7 showed quite different patterns from Jordanians, as would be expected. They were more broadly divided by purpose of travel, with 31% each on holiday or visiting friends or family, 13% on business, 11% the crew members on international transportation services, and 7% coming for medical treatment. More than half, 51%, had visited Jordan four or more times in the previous five years, while 18% were on their first trip. The patterns of whom they travelled with were similar to Jordanians; 49% came alone, and 42% with family members. A few more come with colleagues, and a few more ticked "other" for this question.

On average just under 6% of non-Jordanians come to Jordan on package tours and depend on travel agents to make their arrangements; this is a figure that varies greatly by country of residence. 45% came on the recommendation of friends or family, and 43% for unspecified other reasons. For some countries travel agents or the internet play a modest role, but on the whole they are not very important in influencing choice of destination. More than half – 52% - came to Jordan by car, while 27% flew in and 13% came by bus. About 25% visited another country on their trip. Syria is the only country that stands out, with 13% of non-Jordanians combining this trip with a visit there. Egypt gets 3.8% of visitors, while Israel gets 2.3%. These figures vary greatly with country of origin. Moreover it is not clear how – or whether – the survey recorded information for people who visited several countries in addition to Jordan. Non-Jordanians stay on average 10.6 days, less than half the stay of Jordanians, which should not surprise us. 34% stay in hotels, and another 17% in other rented accommodations, though even here 29% stay with friends and relatives. 10.5% of non-Jordanians report that they have not stayed overnight.

Only half of non-Jordanians get to at least one tourist site while in the country. 13% liked Petra the best, 9% opted for the Dead Sea, and 8% preferred Aqaba. 7% were most partial to a specific site that was not listed on the questionnaire that we cannot identify, while Jerash came next at just under 5%. Virtually everyone enjoyed their stay, would come again, and would recommend Jordan to others, with little variation across countries of origin on these questions. Average expenditures per day vary considerably by purposes of trip. Those coming to visit friends or relatives, who are likely to stay with them, average JD 27 per day, while those on holiday spend JD 65.4 and those on business spend 64. Visitors coming for conferences or medical care spend considerably more – JD 77 and JD 93, respectively – but there are very few of them. Crew members spend the least, averaging just over JD 13 per day.

Data on Non-Jordanians visiting Jordan

Note: "Percent" in the tables below indicates the share of each value in the total database including the observations for which no data was provided on the given question, i.e. those listed as "missing." "Valid Percent" is the share of each value among only the respondents who provided an answer to that question.

What was the main purpose of your visit to Jordan?	Frequency	Percent	Valid Percent
Vacation or Leisure	986,101	30.51	30.60
Visiting friends or relatives	996,314	30.82	30.92
Business tour	404,705	12.52	12.56
Conference or seminar	40,963	1.27	1.27
Medical treatment	221,437	6.85	6.87
Study	126,692	3.92	3.93
Religious visit	8,128	0.25	0.25
Crew members	354,049	10.95	10.99
Diplomat	6,266	0.19	0.19
Military personnel	1,910	0.06	0.06
Other (specify)	76,101	2.35	2.36
Total	3,222,666	99.70	100.00
Missing	9,605	0.30	
Total	3,232,271	100.00	
How many times have you visited Jordan in the past 5 years)?	Frequency	Percent	Valid Percent
First time	591,579	18.30	18.36
Second time	529,850	16.39	16.44
Third time	450,908	13.95	13.99
More than 4 times	1,650,330	51.06	51.21
Total	3,222,666	99.70	100.00
Missing	9,605	0.30	
Total	3,232,271	100.00	
Are you traveling on a package tour?	Frequency	Percent	Valid Percent
yes	179,790	5.56	5.58
No	3,042,875	94.14	94.42
Total	3,222,666	99.70	100.00
Missing	9,605	0.30	
Total	3,232,271	100.00	
Whom are you traveling with?	Frequency	Percent	Valid Percent
Alone	1,564,234	48.39	48.54
With spouse or partner	494,495	15.30	15.34
With spouse and children	412,824	12.77	12.81
With children	115,548	3.57	3.59
With business colleagues	153,477	4.75	4.76
With other relatives	321,982	9.96	9.99
Others (specify)	160,106	4.95	4.97
Total	3,222,666	99.70	100.00
Missing	9,605	0.30	
Total	3,232,271	100.00	

Which type of transport did you travel in? (at departure)	Frequency	Percent	Valid Percent
Air	886,972	27.44	27.52
Sea	81,443	2.52	2.53
Bus	415,464	12.85	12.89
Car	1,686,098	52.16	52.32
Other (specify)	152,689	4.72	4.74
Total	3,222,666	99.70	100.00
Missing	9,605	0.30	
Total	3,232,271	100.00	
What was your favorite site in Jordan?	Frequency	Percent	Valid Percent
Petra	419,486	12.98	13.02
Aqaba	254,940	7.89	7.91
Jerash	148,862	4.61	4.62
Madaba	30,100	0.93	0.93
Ajlun	51,881	1.61	1.61
Wadi Rum	58,401	1.81	1.81
Al Karak	11,709	0.36	0.36
Mount Nebo	20,063	0.62	0.62
Dead Sea	297,376	9.20	9.23
Bethany Baptism Site	22,420	0.69	0.70
Other (specify)	14,202	0.44	0.44
Have not visited any site	1,600,078	49.50	49.65
	239,157	7.40	7.42
	11,918	0.37	0.37
	24,031	0.74	0.75
	1,221	0.04	0.04
	5,921	0.18	0.18
	1,509	0.05	0.05
	1,268	0.04	0.04
	1,641	0.05	0.05
	1,589	0.05	0.05
	14	0.00	0.00
	1,045	0.03	0.03
	504	0.02	0.02
	1,674	0.05	0.05
	219	0.01	0.01
	1,330	0.04	0.04
	74	0.00	0.00
Other sites not specified in the database	34	0.00	0.00
Total	3,222,666	99.70	100.00
Missing	9,605	0.30	
Total	3,232,271	100.00	

How many nights did you spend in Jordan?	Frequency		
Number valid	2,884,565		
Missing	347,706		
Average	10.60		
	19.22		
Which type of accommodation did you mostly stay at when in Jordan?	Frequency	Percent	Valid Percent
Hotel	1,100,251	34.04	34.14
Suite and apartment hotel	181,987	5.63	5.65
Private apartment	371,901	11.51	11.54
Stayed with friends or relatives	947,112	29.30	29.39
Own house or apartment	104,428	3.23	3.24
Means of transport	148,834	4.60	4.62
Other (specify)	10,371	0.32	0.32
Have not stayed for an overnight	338,100	10.46	10.49
	8,186	0.25	0.25
	2,915	0.09	0.09
	7,124	0.22	0.22
	169	0.01	0.01
	1,229	0.04	0.04
	60	0.00	0.00
Total	3,222,666	99.70	100.00
Missing	9,605	0.30	
Total	3,232,271	100.00	
Who made arrangements for the main trip?	Frequency	Percent	Valid Percent
Travel agency or tour operator (continue)	179,790	5.56	5.58
Own arrangement	2,758,443	85.34	85.60
Employer	256,014	7.92	7.94
Conference organizer	24,477	0.76	0.76
Association	3,883	0.12	0.12
Total	3,222,606	99.70	100.00
Missing	9,665	0.30	
Total	3,232,271	100.00	

Daily expenditure by purpose of trip and total	Average	Number of responses
Vacation or Leisure	57.57	909,830
Visiting friends or relatives	27.76	1,726,287
Business tour	65.20	411,707
Conference or seminar	76.15	43,448
Medical treatment	91.31	230,432
Study	40.00	131,952
Religious visit	71.89	9,119
Crew members	10.93	179,078
Diplomat	38.97	6,208
Military personnel	25.69	1,910
Other (specify)	40.86	83,682
Total	43.68	3,733,652

The questions covered in the tables below were asked of non-Jordanians, but not of Jordanians.

Countries visited on this trip other than Jordan	Frequency	Percent	Valid Percent
United Arab Emirates	22,263	0.69	2.78
Bahrain	2,053	0.06	0.26
Saudia Arabia	18,877	0.58	2.36
Syria	424,371	13.13	53.02
Iraq	6,493	0.20	0.81
Oman	366	0.01	0.05
Palestine	49,357	1.53	6.17
Qatar	1,866	0.06	0.23
Kuwait	6,130	0.19	0.77
Lebanon	34,989	1.08	4.37
Yemen	2,243	0.07	0.28
Israel	75,471	2.33	9.43
Azerbaijan	12	0.00	0.00
Indonesia	54	0.00	0.01
Iran	379	0.01	0.05
Pakistan	166	0.01	0.02
Thailand	140	0.00	0.02
Taiwan	511	0.02	0.06
Turkey	6,358	0.20	0.79
China	144	0.00	0.02
Malaysia	198	0.01	0.02
India	12	0.00	0.00
Japan	34	0.00	0.00
472 (this country not identified in the database)	29	0.00	0.00
Tunisia	829	0.03	0.10
Sudan	254	0.01	0.03
Libya	586	0.02	0.07

Egypt	122,344	3.79	15.29
Morocco	360	0.01	0.04
Spain	1,583	0.05	0.20
Germany	2,319	0.07	0.29
Italy	2,140	0.07	0.27
UK	2,965	0.09	0.37
Belgium	365	0.01	0.05
Sweden	119	0.00	0.01
Switzerland	550	0.02	0.07
France	1,311	0.04	0.16
Cyprus	201	0.01	0.03
Norway	620	0.02	0.08
Austria	1,819	0.06	0.23
Netherlands	674	0.02	0.08
Greece	495	0.02	0.06
Russia	414	0.01	0.05
Romania	230	0.01	0.03
USA	6,972	0.22	0.87
Canada	610	0.02	0.08
Mexico	46	0.00	0.01
Australia	75	0.00	0.01
Total	800,399	24.76	100.00
Missing	2,431,872	75.24	
Total	3,232,271	100.00	
What is the main factor that influenced you to choose Jordan as a destination on this trip?	Frequency	Percent	Valid Percent
Recommendation of travel agent	166,584	5.15	5.17
Promotion by airline	9,181	0.28	0.28
Advertisement on TV	33,929	1.05	1.05
Advertisement by Magazine or news papers	54,432	1.68	1.69
Web sites on Jordan	132,550	4.10	4.11
Recommendation by friends/relatives	1,442,145	44.62	44.75
Other (specify)	1,383,845	42.81	42.94
Total	3,222,666	99.70	100.00
Missing	9,605	0.30	
Total	3,232,271	100.00	
How would you describe your overall reaction to this trip?	Frequency	Percent	Valid Percent
It was thoroughly enjoyable	2,640,625	81.70	81.94
It was enjoyable but not outstanding	489,795	15.15	15.20
It was somewhat disappointing	82,639	2.56	2.56
It was very disappointing	9,607	0.30	0.30
Total	3,222,666	99.70	100.00
Missing	9,605	0.30	
Total	3,232,271	100.00	

Would you like to come again to Jordan?	Frequency	Percent	Valid Percent
Yes	3,029,429	93.72	94.00
no	20,073	0.62	0.62
3 (this value not identified in the database)	173,163	5.36	5.37
Total	3,222,666	99.70	100.00
Missing	9,605	0.30	
Total	3,232,271	100.00	
Would you recommend Jordan as a holiday destination to your friends, relatives or others?	Frequency	Percent	Valid Percent
Yes	3,049,855	94.36	94.64
No	26,771	0.83	0.83
3 (this value not identified in the database)	146,040	4.52	4.53
Total	3,222,666	99.70	100.00
Missing	9,605	0.30	
Total	3,232,271	100.00	

VISITORS OF ALL NATIONALITIES

For most countries analyzed, we did not disaggregate Jordanians from non-Jordanians because the sample size was too small for the Jordanians or they represented an insignificant share of the visitors from that country. For these countries, the overall pool of visitors is the appropriate basis for comparison. Not surprisingly, the motives for travel of the entire population of visitors fell between those of the distinct pools of Jordanians and non-Jordanians. 25% of all visitors came on holiday, while 43% were visiting friends and family. 11% were on business, 9% were international transit crew members, and 6% were coming for medical care. On the whole they were frequent visitors; 54% had visited Jordan at least five times in the previous five years, while only 15% were on their first trip. 49% were traveling alone, while 42% were traveling with family members.

Only 4.4% of visitors worldwide came to Jordan on package tours, and the same percent depended on travel agents to make their travel arrangements. Of those who answered the question (21% of responses were "missing"), 45% chose Jordan based on the recommendations of friends or relatives, while 43% indicated "other reasons" for their choice of destination. 32% came by air and 46% by car, while another 16% came to Jordan by bus. About 20% visited another country on their trip. For 10.4% of visitors the other country was Syria, and for 3% it was Egypt. Israel and Palestine received between 1 and 2% of visitors. The average length of stay in Jordan was 13.6 days. 28.6% stayed in hotels, and another 15% in apartment hotels, suites, or private apartments, while 11% own their own housing in Jordan. 8.3% did not stay overnight in Jordan, while 3.7% stayed in their means of transport.

Fifty four percent of visitors to Jordan go to at least one tourist destination. Petra was the most favored, cited by 12.3% of all visitors as their favorite site. The Dead Sea was second, at 10%, and Aqaba third at 8.9%. In fourth place was a site not identified on the survey, which was preferred by 8% of visitors, while Jerash was fifth with 5.3% preferring it. 82% described their visit as "thoroughly enjoyable," while another 15% described it as "enjoyable but not outstanding." 94% would come again and 95% would recommend Jordan as a destination to friends or family members. The expenditures of all visitors are very close to those of non-Jordanians, varying considerably by purpose of travel. Those on holiday averaged JD 64.5/day, while those visiting friends or family spent about JD 28/day. Those on business, a relatively large group, spend JD 64/day, while crew members, also a large group, spend only JD 13. Those coming for medical treatment spend at lot, at JD 92 per day, as this includes the cost of their treatments.

Data on visitors to Jordan of all nationalities

Note: "Percent" in the tables below indicates the share of each value in the total database including the observations for which no data was provided on the given question, i.e. those listed as "missing." "Valid Percent" is the share of each value among only the respondents who provided an answer to that question.

What was the main purpose of your visit to Jordan?	Frequency	Percent	Valid Percent
Vacation or Leisure	1,023,455	25.05	25.13
Visiting friends or relatives	1,737,686	42.53	42.67
Business tour	438,701	10.74	10.77
Conference or seminar	43,448	1.06	1.07
Medical treatment	236,362	5.79	5.80
Study	132,052	3.23	3.24
Religious visit	9,202	0.23	0.23
Crew members	355,436	8.70	8.73
Diplomat	6,266	0.15	0.15
Military personnel	1,910	0.05	0.05
Other (specify)	87,503	2.14	2.15
Total	4,072,020	99.67	100.00
Missing	13,431	0.33	
Total	4,085,451	100.00	
How many times have you visited Jordan in the past 5 years?	Frequency	Percent	Valid Percent
First time	631,983	15.47	15.52
Second time	618,147	15.13	15.18
Third time	598,469	14.65	14.70
More than 4 times	2,223,422	54.42	54.60
Total	4,072,020	99.67	100.00
Missing	13,431	0.33	
Total	4,085,451	100.00	
Are you traveling on a package tour?	Frequency	Percent	Valid Percent
yes	179,790	4.40	4.42
No	3,892,230	95.27	95.58
Total	4,072,020	99.67	100.00
Missing	13,431	0.33	
Total	4,085,451	100.00	
Whom are you traveling with?	Frequency	Percent	Valid Percent
Alone	2,006,033	49.10	49.26
With spouse or partner	625,975	15.32	15.37
With spouse and children	589,290	14.42	14.47
With children	172,868	4.23	4.25
With business colleagues	167,819	4.11	4.12
With other relatives	346,999	8.49	8.52
Others (specify)	163,035	3.99	4.00
Total	4,072,020	99.67	100.00

Missing	13,431	0.33	
Total	4,085,451	100.00	
Which type of transport did you travel in? (at departure)	Frequency	Percent	Valid Percent
Air	1,304,391	31.93	32.03
Sea	84,282	2.06	2.07
Bus	660,741	16.17	16.23
Car	1,869,241	45.75	45.90
Other(specify)	153,365	3.75	3.77
Total	4,072,020	99.67	100.00
Missing	13,431	0.33	
Total	4,085,451	100.00	
What was your favorite site in Jordan?	Frequency	Percent	Valid Percent
Petra	504,303	12.34	12.38
Aqaba	363,315	8.89	8.92
Jerash	220,328	5.39	5.41
Madaba	45,524	1.11	1.12
Ajlun	85,589	2.09	2.10
Wadi Rum	76,774	1.88	1.89
Al Karak	20,969	0.51	0.51
Mount Nebo	23,366	0.57	0.57
Dead Sea	405,927	9.94	9.97
Bethany Baptism Site	25,698	0.63	0.63
Other (specify)	16,852	0.41	0.41
Have not visited any site	1,879,682	46.01	46.16
	325,672	7.97	8.00
	18,193	0.45	0.45
	31,413	0.77	0.77
	1,221	0.03	0.03
	12,094	0.30	0.30
	4,264	0.10	0.10
	1,668	0.04	0.04
	1,641	0.04	0.04
	1,650	0.04	0.04
	14	0.00	0.00
	1,358	0.03	0.03
	620	0.02	0.02
	2,001	0.05	0.05
	219	0.01	0.01
	1,557	0.04	0.04
	74	0.00	0.00
Other sites not identified in the database:	34	0.00	0.00
Total	4,072,020	99.67	100.00

Missing	13,431	0.33	
Total	4,085,451	100.00	
How many nights did you spend in Jordan?	Frequency		
Missing	351,800		
Average	13.59		
Which type of accommodation did you mostly stay at when in Jordan?	Frequency	Percent	Valid Percent
Hotel	1,156,481	28.31	28.40
Suite and apartment hotel	196,903	4.82	4.84
Private apartment	434,276	10.63	10.66
Stayed with friends or relatives	1,323,009	32.38	32.49
Own house or apartment	441,827	10.81	10.85
Means of transport	149,161	3.65	3.66
Other (specify)	11,111	0.27	0.27
Have not stayed for an overnight	338,368	8.28	8.31
	9,221	0.23	0.23
	3,081	0.08	0.08
	7,124	0.17	0.17
	169	0.00	0.00
	1,229	0.03	0.03
Other lodging arrangements not specified in the database:	60	0.00	0.00
Total	4,072,020	99.67	100.00
Missing	13,431	0.33	
Total	4,085,451	100.00	
Who made arrangements for the main trip?	Frequency	Percent	Valid Percent
Travel agency or tour operator (continue)	179,790	4.40	4.42
Own arrangement	3,579,433	87.61	87.90
Employer	282,606	6.92	6.94
Conference organizer	25,782	0.63	0.63
Association	4,349	0.11	0.11
Total	4,071,961	99.67	100.00
Missing	13,491	0.33	
Total	4,085,451	100.00	
Which other countries did you visit on this trip?	Frequency	Percent	Valid Percent
United Arab Emirates	22,263	0.54	2.78
Bahrain	2,053	0.05	0.26
Saudia Arabia	18,877	0.46	2.36
Syria	424,371	10.39	53.02
Iraq	6,493	0.16	0.81
Oman	366	0.01	0.05
Palestine	49,357	1.21	6.17
Qatar	1,866	0.05	0.23

Kuwait	6,130	0.15	0.77
Lebanon	34,989	0.86	4.37
Yemen	2,243	0.05	0.28
Israel	75,471	1.85	9.43
Azerbaijan	12	0.00	0.00
Indonesia	54	0.00	0.01
Iran	379	0.01	0.05
Pakistan	166	0.00	0.02
Thailand	140	0.00	0.02
Taiwan	511	0.01	0.06
Turkey	6,358	0.16	0.79
China	144	0.00	0.02
Malaysia	198	0.00	0.02
India	12	0.00	0.00
Japan	34	0.00	0.00
472 – this country not identified in the database	29	0.00	0.00
Tunisia	829	0.02	0.10
Sudan	254	0.01	0.03
Libya	586	0.01	0.07
Egypt	122,344	2.99	15.29
Morocco	360	0.01	0.04
Spain	1,583	0.04	0.20
Germany	2,319	0.06	0.29
Italy	2,140	0.05	0.27
UK	2,965	0.07	0.37
Belgium	365	0.01	0.05
Sweden	119	0.00	0.01
Switzerland	550	0.01	0.07
France	1,311	0.03	0.16
Cyprus	201	0.00	0.03
Norway	620	0.02	0.08
Austria	1,819	0.04	0.23
Netherlands	674	0.02	0.08
Greece	495	0.01	0.06
Russia	414	0.01	0.05
Romania	230	0.01	0.03
USA	6,972	0.17	0.87
Canada	610	0.01	0.08
Mexico	46	0.00	0.01
Australia	75	0.00	0.01
Total	800,399	19.59	100.00
Missing	3,285,052	80.41	

Total	4,085,451	100.00	
What is the main factor that influenced you to choose Jordan as a destination on this trip?	Frequency	Percent	Valid Percent
Recommendation of travel agent	166,584	4.08	5.17
Promotion by airline	9,181	0.22	0.28
Advertisement on TV	33,929	0.83	1.05
Advertisement by Magazine or news papers	54,432	1.33	1.69
Web sites on Jordan	132,550	3.24	4.11
Recommendation by friends/relatives	1,442,145	35.30	44.75
Other (specify)	1,383,845	33.87	42.94
Total	3,222,666	78.88	100.00
Missing	862,786	21.12	
Total	4,085,451	100.00	
How would you describe your overall reaction to this trip?	Frequency	Percent	Valid Percent
It was thoroughly enjoyable	2,640,625	64.63	81.94
It was enjoyable but not outstanding	489,795	11.99	15.20
It was somewhat disappointing	82,639	2.02	2.56
It was very disappointing	9,607	0.24	0.30
Total	3,222,666	78.88	100.00
Missing	862,786	21.12	
Total	4,085,451	100.00	
Would you like to come again to Jordan?	Frequency	Percent	Valid Percent
Yes	3,029,429	74.15	94.00
no	20,073	0.49	0.62
3 – this value not identified in the database	173,163	4.24	5.37
Total	3,222,666	78.88	100.00
Missing	862,786	21.12	
Total	4,085,451	100.00	
Would you recommend Jordan as a holiday destination to your friends, relatives or others?	Frequency	Percent	Valid Percent
Yes	3,049,855	75	95
No	26,771	1	1
3 – this value not identified in the database	146,040	4	5
Total	3,222,666	79	100
Missing	862,786	21	
Total	4,085,451	100	

Daily expenditure by purpose of trip and total		
What was the main purpose of your visit to Jordan?	Average	Number of responses
Vacation or Leisure	64.54	1,023,455
Visiting friends or relatives	27.83	1,737,686
Business tour	63.97	438,701

Conference or seminar	76.15	43,448
Medical treatment	91.54	236,362
Study	40.00	132,052
Religious visit	72.27	9,202
Crew members	13.12	355,436
Diplomat	38.62	6,266
Military personnel	25.69	1,910
Other (specify)	41.40	87,503
Total	44.68	4,072,020

OVERVIEW OF THE REPORT

The rest of this report presents the analysis of the travel patterns of visitors from thirty two countries. They are organized by region of the world; Middle East (including Turkey), Europe (including Eastern Europe), North America, and Asia and the Pacific.

COUNTRY PROFILES: MIDDLE EAST (INCLUDING TURKEY)

BAHRAIN

JORDANIANS

About 58,000 people visited Jordan from Bahrain in 2006-7, 26% of them Jordanians. 90% of the Jordanians came to visit friends or family, with 5% coming on vacation and just under 4% for medical treatment. They are regular visitors, 68% having made five or more visits in the past five years, and another 21% have made three trips. 56% travel alone, and virtually all of the remainder with family members. 73% come by plane and 27% by car. They average 30 days per visit, longer than the global average of 24 days for Jordanians returning home.

51% of Jordanians visiting from Bahrain own their own homes in Jordan, and another 43% stayed with friends and relatives. About 5% stayed in private apartments; almost none stayed in hotels. 73% of them visited at least one tourist site, with Aqaba the favorite at 19%. The Dead Sea was second at just under 15%, and Petra third at just over 9%. Daily expenditures were somewhat below average at JD 27, compared with a global average of JD 32 for Jordanians returning home.

NON-JORDANIANS

Visitors to Jordan from Bahrain come for a range of reasons. 40% are visiting friends or relatives and 24% are on holiday. A relatively high 15.5% come for medical treatment, and just over 9% are on business. They are relatively frequent visitors; 55% have made five or more trips in the past five years, and another 17% have come three times. Only 31% are traveling alone, while 62% are traveling with family members. They stay an average of 18 days, considerably longer than the 10-day visits of non-Jordanians globally. 25% report that they own their own housing in Jordan, while 55% stay in hotels, apartment hotels, or apartments. Just under 18% stay with friends and relatives.

Almost no one comes from Bahrain on a package tour. 88% of visitors make their own travel arrangements, while for 10% the arrangements were made by their employers (higher than the share traveling on business because of a small number who are crew members). 59% came on the recommendation of friends or relatives, while 30% cited "other reasons" for choosing Jordan. 52% travel to Jordan by car and 37% by air, with 11% coming by bus. 85% of visitors from Bahrain also visit another country on the trip; 65% report visiting Syria. Interestingly, given that 52% come by car, only 10% report visiting Saudi Arabia on the same trip. Perhaps they do not consider driving straight through to be the same as visiting the country.

73% of visitors from Bahrain visit at least one tourist site. The Dead Sea is the favorite, at 16.4%, while Petra is a close second at 15.4%. Jerash comes third at 9.5%, and Aqaba is fourth at 7%. 82% considered their visit outstanding, while 15% enjoyed it but would not rate it higher than that. On the other hand, 97% would like to come again and 96% would recommend Jordan to a friend. Their daily expenditures are just average at JD 48/day, though those of visitors on vacation are low at 48/day vs. the global average of 65.

EGYPT

More than 53,000 visitors came from Egypt to Jordan in 2006-7. Only 13% were on holiday; 34% were visiting friends or relatives, and 38% were on business trips. Though 32% of visitors from Egypt have come five or more times in the past five years, for some 45% this is their first or second trip. 70% of visitors from Egypt are traveling alone, and another 9% are coming with colleagues; only 19% travelled to Jordan with family members.

Not surprisingly, less than half of one percent of visitors from Egypt is traveling on a package tour. 63% make their own travel arrangements, while for 31% this was handled by their employers. 34% chose Jordan on the recommendation of friends or relatives, while 61% indicated "other reasons" for their choice. 80% arrived in Jordan by air and another 10% by car, while 8% came by sea. About 17% visited other countries

on the same trip, 8% going to Syria and the others stopping in other Middle Eastern countries. The average visit was twelve days, slightly below the global average of 13.6 days. For those on business it was ten, and those on holiday stayed only 5, while those visiting friends or relatives stayed 17. The overall average is skewed higher by a small number of students who stayed almost a full year. More than half of visitors from Egypt stayed in hotels, at 56%, while another 25% stayed with friends or relatives.

Half of visitors from Egypt went to at least one tourist destination. 12.5% liked Aqaba best, while about 8% each preferred Petra and the Dead Sea. 84% gave their trip the highest rating of outstanding, while another 14% enjoyed it but didn't rate it quite as highly. 93% were interested in coming again, while 95% would recommend Jordan to friends or relatives. Egyptians are relatively high spenders, at JD 58/day. Those on vacation spend JD 73, compared with a global average for vacationers in Jordan of JD 65, and those on business or visiting friends and relatives also spend more than average at JD 74 and JD 33, respectively.

ISRAEL

220,000 residents of Israel visited Jordan in 2006-7, less than 4% of them citizens of Jordan. Almost half, some 48%, were visiting friends and relatives, while 36% were on holiday. They are regular visitors; for 64% this was at least their fourth trip in the past five years, and only 9% had never been before. Some 55% are traveling with family members, far more than the global average of 42%. 38% travel alone, which is low compared with the global average of 49%.

Close to 5% are on package tours, and the same percent report that their travel was organized by travel agents; this is slightly more than the global average but still a very small number. It is worth noting, though, that many people of other nationalities visiting Israel may travel on one-day organized tours from there to Jordan. For example, 9% of US visitors to Jordan come for only one day, 15% of US visitors come by bus, and 15% come on package tours. This probably suggests a goodly number of organized day trips from Israel to Jordan. Almost 70% of Israelis come by bus, and 29% by car. 43% come on the recommendation of friends and relatives, consistent with the number coming to visit people they know, and 49% come for unidentified other reasons. Average stays are short, at just under six days, but only 6% report that they did not stay over night. Nearly half stay with friends and relatives, and 44% stay in hotels or other rented lodgings.

Interestingly, travelers from Israel do not visit Jordan's major tourist destinations; 74% report that they have not visited any sites. 95% enjoyed their trip, almost all of them finding it thoroughly enjoyable, and similar numbers interested in coming again and willing to recommend the destination to their friends. While the expenditures of those visiting friends are typical, at JD 29/day, those on holiday spend somewhat more than average, 75 JD as compared with a global figure of 65.

KUWAIT

JORDANIANS

About 185,000 residents of Kuwait visited Jordan in 2006-7; of these 36% were Jordanian. Of those, 86% indicated that they are returning home to visit friends and relatives, 6% are on business. 69% have made four or more trips in the past five years, and only 3% are on their first visit home. 54% are traveling alone and 43% with family members, which is typical of all Jordanians returning home to visit. 75% arrive by air, and 21% by car. They average 25 days per trip, comparable to the global average of 24. 48% have their own homes in Jordan, somewhat higher than the global figure of 40%. 43% stay with friends or relatives, about the same as the global figure.

67% of Jordanians living in Kuwait visit at least one tourist destination while home on holiday. The favorite site, at 15%, was one not listed on the questionnaire, but Aqaba was a close second at 14%. The Dead Sea, Jerash, and Petra all came in at about 9%. At 30 JD per day for those visiting friends and 74 for those on business, their expenditures are comparable to those of other Jordanians returning to their home country.

NON - JORDANIANS

49% of Kuwaiti residents visiting Jordan come on holiday, somewhat higher than the global average. On the other hand, only 18% are visiting friends and family, considerably lower than the global figure of 31%. Kuwait residents are more likely to go to Jordan for study than the global average, at 12% compared with only 4% of visitors from around the world. Only 11% are on their first trip, somewhat below the global figure of 18%; on the other hand somewhat fewer have made four or more trips, at 46% compared with 51% worldwide. Some 41% are traveling alone, slightly below the global average, while at 44% slightly more than average are traveling with family members.

Less than one percent of Kuwait residents arrive on package tours or depend on travel agents to organize their trip, and fewer than 3% chose Jordan on the advice of a travel agent. 42% chose the country on the recommendation of friends or relatives. 9% got their information from the internet; although the share is modest, it is more than twice the global average. 42% come by air, while 53% come by car. 29% visit another country on the same trip; for 22% that country is Syria. At 12 days per trip, they are just above the global average of 10.6 days. 47% stay in hotels and another 30% in other rented lodgings, while only 15% stayed with friends or relatives, far below the global averages of 52% in rented accommodations and 29% with friends.

69% of Kuwait residents visited at least one tourist site, and 20% said they liked the Dead Sea best. Petra, Aqaba and Jerash were next, at 8-9% each, as was one site not listed on the questionnaire. 98% liked their trip, 79% finding it thoroughly enjoyable and 19% rating it enjoyable but not outstanding. 94% would come again, and 95% would recommend Jordan to their friends and relatives. At 56 JD per day, those on holiday spend less than the global rate of JD 65, but those visiting friends spend 47 JD compared with a global average of JD 27, and those on business spend 114 JD compared with a global figure of JD 64! Students also spend somewhat more than average, 49 JD compared with 41 JD.

LEBANON

Just under 270,000 people visited Jordan from Lebanon in 2006-7, of whom 1.5% are Jordanian citizens. Compared to the global picture, they were less likely to be visiting friends or relatives and more likely to be on business, with 26% on holiday, 28% visiting people they know, and 21% on business trips. 13% of visitors from Lebanon are crew members. Slightly less than average are frequent visitors, a 48% having come four or more times in the past five years; slightly less are also first-time visitors at 13.5%. 43% travel alone, somewhat below the global average of 49%. 42% of Lebanese visitors are traveling with family members, which is just the same as the global average.

Almost no Lebanese residents come on package tours, nor work with travel agents to organize their trips, or sought recommendations from them. Like most visitors to Jordan, 45% chose their destination on the recommendation of family or friends, and the rest chose it for other reasons. 21% came to Jordan by air, while 72% drove. 39% visited Syria on the same trip, and another 9% visited a scattering of other countries, but a majority only visited Jordan. The average stay of 6.7 days is considerably shorter than the global average of 13.6. 40% stayed in hotels and another 15% in other rental lodgings, considerably more than the 44% of global visitors who rented accommodation while in Jordan. 29% stayed with friends or family, slightly below the global average of 32%.

More than half of visitors from Lebanon, 56%, did not visit any tourist sites. 15% liked the Dead Sea best, with Petra, Aqaba, and a third site that was not listed in the questionnaire far behind at 6% each. 94% enjoyed their trips and would come again, though 17% found it satisfactory but not outstanding. 91% would recommend Jordan to their friends or family. Vacationers from Lebanon spend a good bit less than those from other countries, averaging 43 JD per day as compared with a global average of JD 65. Other Lebanese visitors spend at rates very close to those from other countries.

OMAN

JORDANIANS

Just under 27,000 residents of Oman visited Jordan in 2006-7, one third of them were Jordanian citizens. Over 89% of the Jordanians returned home to visit friends and relatives. They are frequent visitors; 57% have made five or more trips back in the past five years, and another 33% have made three trips. 61% are traveling alone and 37% with family members. 82% return home by air and 18% come by car. At 22 days, their visits are just a bit shorter than the global average of 23.7 days. Just half stay with friends or relatives, while 48% own their own homes in Jordan. About 62% visited at least one tourist destination during their trip, with Petra, Jerash, the Dead Sea and Ajlun each preferred by about 8% of visitors. Their expenditures are lower than the global average; those visiting friends or relatives report spending on average JD 25, compared with the global figure of JD 42.

NON-JORDANIANS

Omanis traveling to Jordan show quite distinct patterns from other visitors; 34% of them are there to study. Another 32% are on holiday, and 13% are visiting friends or relatives. 48% have made five or more trips to Jordan in the past five years, while 25% are on their first visit. 40% are traveling alone and 22% with family members; 28% report that they are traveling with "others." No one reports traveling on a package tour. 88% made their own arrangements, while for 9% the arrangements were made by their employer. 42% visit Jordan on the recommendations of friends or relatives and 40% for other reasons; 11% mentioned information obtained on the web as the reason for their choice of Jordan. 40% arrive by air, 51% by car, and 8% by bus. 21% visited another country on the same trip; for 18% that country was Syria. As with the Bahrainis, the fact of driving through Saudi Arabia en route to Jordan apparently is not considered visiting another country.

The average length of stay in Jordan was 25 nights, which is much higher than the global figure of 10. However, when we separate students from other visitors, we see that students stay an average of 58 nights while others stay on average 8. The influence of the students is also seen in lodging choices; 35% of all visitors stay in hotels, 15% in suites or apartment hotels, 37% in private apartments, and 10% with friends or relatives. When we look at the students alone, however, we see that 83% of them are in private apartments and 12% in suites or apartment hotels. Of the other visitors, 53% stay in hotels, 29% in apartment hotels or private apartments, and 14% stay with friends or relatives, patterns that are more consistent with other visitors to the country.

72% of visitors from Oman have gone to at least one tourist destination. 13.5% liked the Dead Sea best and 10% chose Petra, while 8.5% chose Aqaba and 6% each chose Ajlun, Jerash, and Madaba. Visitors from Oman were less happy with Jordan than visitors from other countries; 73% considered their visit outstanding, and 22% found it only enjoyable. Nevertheless, 94% would come again and 97% would recommend the destination to a friend. Visitors from Oman spend more than other visitors to Jordan, with an average of JD 60 per day vs. JD 41. However this figure is skewed by very high expenditures by small groups in Jordan on business or for medical treatment; those on holiday spend well below average at JD 46/day, and the students spend slightly above average for foreign students at JD 45/day.

PALESTINE

JORDANIANS

Over 240,000 Palestinian residents came to Jordan in 2006-7, two third of them (just under 160,000) Jordanian citizens. 80% of the Jordanians came to visit friends and family, while most of the remainder were on holiday, coming for medical treatment, or on business trips. Not surprisingly, they are frequent visitors; more than 65% have come at least five times in the past five years, and another 19% have made at least three trips back home. 46% are traveling alone, and 52% with family members; just a handful travel with colleagues or friends. Virtually all of them – 97% - come by bus, an interesting comparison with residents of Syria and Saudi Arabia, who overwhelmingly come in their own cars. At 17 days, their visits are somewhat shorter than the average for all Jordanians returning home (24 days); given the relative ease of

visiting, this is not surprising. Close to 52% stay with friends and relatives, slightly higher than the global average of 44%. On the other hand, only 9.7% own their own homes in Jordan, as compared with nearly 40% for Jordanians worldwide. A relatively high 16.8% stay in hotels, compared with under 7% for Jordanians from all over the world.

Two third of Jordanians visiting home from Palestine go to at least one tourist site, which is comparable to the global average. Aqaba is the preferred destination, at close to 22%, and the Dead Sea and Petra are second and third, with just under 15% and 12%, respectively. At just under JD 30 per day, the expenditures of those visiting friends and relatives are comparable to those of Jordanians globally. Those on vacation spend somewhat more than average – JD 57 vs. JD 42; this may be because more of them stay in hotels than the typical Jordanian visitor, or because with much lower transportation costs they can afford to spend more while actually in the country.

NON-JORDANIANS

Among non-Jordanians traveling from Palestine, just over 66% are visiting friends and relatives, somewhat less than among the Jordanian citizens. Correspondingly more are on holiday, coming for medical treatment, or on business trips. They don't come to Jordan quite as often as the Jordanians; just over 50% have made more than four trips in the past five years, while it is only the first or second trip for 30% of them. 55% are traveling alone, and 40% with family members.

No one from Palestine reported traveling on a package tour. 92% made their own travel arrangements, with the remainder made by employers or conference organizers. 78% report visiting Jordan on the recommendation of friends and relatives or based on other information, though over 5% were influenced by advertisements or information on the web. 69% report coming by bus, though far more non-Jordanians travel in their own cars, at 15%. 14% report coming by air. 12.5% of non-Jordanians report visiting another country on the same trip, so this may be a possible explanation. Of those visiting other countries, 41% went to Egypt. Just over 12% went to Syria, just under 9% to the Emirates, and 7% to the USA. Visitors from Palestine stay on average 15 nights in Jordan. 56% stay with friends or relatives, and 24% in hotels; under 5% own their own homes in Jordan.

57% of visitors from Palestine have visited any tourist sites, somewhat more than the global average of 50%. At 12% each, Aqaba and the Dead Sea were the favorites; Petra was close at 10%. 91% found their visit thoroughly enjoyable, and another 7.5% liked it but didn't consider it outstanding. 96% would like to come again, and 96% would recommend the destination to a friend. At JD 42/day, their expenditures are slightly below the global average of JD 48 for non-Jordanians. The expenditures of those visiting friends or relatives are slightly higher than average, at JD 29, while those on vacation spend a good bit less than average; JD 48 vs. JD 65 globally. Curiously, those coming for medical treatment spend quite a bit more per day, at JD 111, than the global average of JD 93.

QATAR

JORDANIANS

About 67,000 residents of Qatar went to Jordan in 2006-7, 53% of them were Jordanian nationals. Like Jordanians from around the world, those in Qatar overwhelmingly return home to visit friends and relatives, some 90%. 72% of them are frequent visitors home, with four or more trips in the past five years. Only 3% were on their first visit. More Jordanians living in Qatar travel home alone than from other countries, at 60%, while at 39% somewhat less travel with family members. 83% fly home, while 15% drive. They stay in Jordan an average of 22 days, just below the global average of 23.7. 46% stay with friends or relatives, while 45% own their own homes in Jordan; these rates are typical of Jordanians from all over the world.

Almost 70% of Jordanians from Qatar visit at least one tourist site when they return home. The Dead Sea is the favorite, at just under 15%. Another site not listed on the questionnaire was second, with Aqaba third and Petra fourth at 11% and 10%, respectively. At 36 JD per day, Jordanians returning from Qatar to visit friends and relatives spend more than the global average of 29%.

NON-JORDANIANS

Visitors from Qatar are somewhat more likely to be on holiday than are visitors from other countries, at 44%, but they visit friends and family and come on business trips at the same rates as people from the rest of the world, at 29% and 13%, respectively. At 36% having made four or more trips in the past five years, they visit somewhat less often than average, though their rate of first-time visitors is also quite low, at 10% compared with the global figure of 18%. At 40% and 38%, the shares traveling alone or with family members are both lower than global averages. This is made up for by a higher share, 12%, traveling with colleagues, and a higher share responding "other" on this question.

No one came to Jordan from Qatar on a package tour, or relied on travel agents to make their reservations; 85% reported that they made their own arrangements. They chose Jordan either on the advice of friends and relatives (55%) or for other reasons not specified in the questionnaire. 54% arrived in Jordan by air, while 46% drove. 33% also visited Syria while on this trip, while 10% stopped in a scattering of other countries. Their visits are of average length at 11 days. 53% stayed in hotels and another 18% in other rented accommodations, considerably higher than the global average of 52% who rent lodgings while visiting Jordan. Only 19% stayed with friends or relatives, much below the global average of 29%.

75% of visitors from Qatar visited at least one site while in Jordan. 18% liked Aqaba the best, and 15% the Dead Sea. An unidentified site not listed on the questionnaire came in third at 12%, while Petra and Jerash were each at around 9%. 99.85% said they enjoyed their trips, 96% would come again, and 97% would recommend Jordan to others. Their expenditures are higher than average, particularly those of Qatar residents visiting friends, who spend a daily average of JD 55 as compared with a global average of only JD 27. Those on holiday spend at just the average rate of 65 JD, while those on business spend somewhat more than average at JD 79.

SAUDI ARABIA

JORDANIANS

840,000 residents of Saudi Arabia came to Jordan in 2006-7, of whom 29% were Jordanian citizens. 85% of the Jordanians are returning home to visit friends and relatives, while some 5% report being on holiday. 79% have made four or more visits in the past five years, even more than the global average of 67%; distance may be a factor here. 51% are traveling with family members and 48% are alone, comparable to the global figures for Jordanians returning home. Almost all come by car, some 79%, while just under 10% fly and less than 5% take a bus. At 24 days, their visits are of average length. More Saudi residents own homes in Jordan than average, however, at 58% compared with 40% globally, and only 30% stay with friends and relatives, in comparison with a global figure of 44%.

Almost 70% of Saudi visitors visit at least one site while in Jordan, though the most popular one, preferred by more than 15% of those surveyed, was not on the list of sites identified by the questionnaire. Jerash, the Dead Sea, and Aqaba were the next three on the preference list, with 9% for Aqaba, 11% for the Dead Sea, and 13% for Jerash. At JD 26/day the expenditures of those visiting friends are slightly lower than the global figure of JD 29. Those on holiday also spend less than average, at JD 35/day compared with the global average of JD 42.

NON-JORDANIANS

Non-Jordanian residents of Saudi Arabia come to Jordan on holiday (40%), to visit friends and relatives (22%), and, interestingly, for medical care (14%). Globally, the comparable figures would be 31% for each of the first two and only 7% for the third. 69% are frequent visitors, while less than 7% are on their first trip. 40% are traveling alone and 48% with family, the reverse of the global figures of 49% and 42%, respectively.

Almost no Saudi residents came to Jordan on package tours or with the assistance or advice of travel agents. 58% came on the recommendation of friends or relatives, while 35% came for other reasons. 79% came by car, 10% by air, and 7% by bus. Some 17% also visited Syria on the same trip, and 4% visited other

countries, but most only came to Jordan. At 11 night, their stays are of average length. 38% stay in hotels or apartment hotels, while a surprising 38% report staying in private apartments while in Jordan, and 21% stay with friends or relatives. Globally only 12% stay in private apartments, so this pattern is quite distinct.

67% of Saudi residents have visited at least one tourist site in Jordan. Aqaba was the favorite site, at 17%, while Jerash and one additional site not included in the questionnaire were tied for second at 13%. This is a marked contrast with global figures, which show Petra, the Dead Sea and Aqaba the most popular destinations. 96% of Saudi residents enjoyed their trips, but some 22% found it acceptable but not outstanding, somewhat less than the global averages. Nevertheless they would all come again and recommend the destination to their friends. Those on holiday spend a fair bit less than the global average, at JD 48 per day instead of JD 65. Those visiting friends and relatives spend a bit more than average at JD 32 day.

SYRIA

About 700,000 residents of Syria visit Jordan each year, of whom only 1% are Jordanian citizens. Unlike most visitors, very few are on holiday, just under 8%. 42% are visiting and friends and relatives and 14% on business, but the quite unusual figure is 28% who describe themselves as crew members. 75% of visitors have made more than four trips in the past five years, and only 4% are on their first visit to Jordan. 63% travel alone and 30% with family members; this is balanced more heavily towards solitary travelers than the global average. 90% are traveling by car, not surprisingly.

Almost no visitors from Syria come on package tours, or depend on travel agents for guidance or arrangements. Like many other visitors, 44% came on the recommendation of friends or family, and the remainder chose Jordan for other reasons. Almost none visited any other countries on the same trip. Average stays are short, at 6.6 days, and 24% report that they did not stay overnight. Only 16% stayed in hotels, very low compared to the global average of 28%, and 46% stayed with friends or relatives.

A startling 84% of visitors from Syria did not go to any tourist sites while in Jordan. Of those who did, the Dead Sea and Jerash were preferred. Like visitors from most places, 95% enjoyed their stay, 78% of them deeming it thoroughly enjoyable. 95% would come again, and 93% would recommend the country to their friends. For the most part their expenditures are lower than average. Those on holiday spend 41 JD per day, compared with a global average of 65, those visiting friends spend only JD 15 compared with a global average of 28, and those on business spend JD 40 as compared with a global average of 67. Only the crew members match the global figures at 13 JD per day.

TURKEY

14,000 people came to Jordan from Turkey in 2006-7, of whom 13% were Jordanian citizens. Only 16% were on holiday, with 26% visiting friends or relatives and 41% traveling on business. Turks vary considerably in how often they go to Jordan; 18% had never come before, 51% had come once or twice before, and 31% had made five or more trips in the previous five years. 54% were traveling alone and 19% with colleagues; the remainder were accompanied by family members. Only 4% were on package tours or relied on travel agents to set up their trips. 56% made their own arrangements, while 39% of trips were organized by employers. 25% visited Jordan on the advice of friends or relatives, while 62% gave "other reasons" for their choice of destination. 60% came to Jordan by air and 24% by car. 37% visited other countries on the same trip, with Syria the most important other destination at 22%. Visitors from Turkey didn't stay long, averaging 8.5 days. 51% stayed in hotels and 21% with friends or relatives.

Some 53% of Turks visited at least one tourist site in Jordan. 16% liked the Dead Sea best, while 13% preferred Petra. 83% gave Jordan the highest rating, while 16% considered it enjoyable but not outstanding. 89% would like to come again, and 95% would recommend it to their friends. At JD 43 per day, Turkish spending is just below the global average of JD 45. Those on holiday spend a bit more than average at JD 73, while those on business are below average at JD 50.

UNITED ARAB EMIRATES

JORDANIANS

About 310,000 visit Jordan each year from the UAE, of whom about 55% are Jordanian citizens. Almost 90% of the Jordanians are visiting friends and relatives, which is typical of overseas Jordanians returning home. Their visiting patterns are also typical, 66% having made four or more trips in the past five years, and only 3% making their first visit. 54% are traveling alone, which is also typical. On the other hand only 37% are traveling with family members, notably lower than the 46% global average. 78% of them come by plane, while 18% bring their cars. They visit for an average 27 days, overwhelmingly staying with friends or relatives (45%) or in their own homes (46%).

65% of Jordanians visit major tourist destinations on their trips home. Their four favorite sites are Petra, Aqaba, Jerash, and the Dead Sea, with each getting between 8% and 12% of votes. Their expenditures, at 27 JD per day, are typical of Jordanians returning home from throughout the world.

NON-JORDANIANS

Residents of the Emirates visit Jordan for much the same reason as non-Jordanians from all over the world; 30% are on holiday, while 32% are visiting friends and family, both figures very close to global rates. Close to 21% come on business, higher than the global rate of just under 13%. They make somewhat fewer trips than the global average, with 27% on their first visit and only 28% of them regular visitors who have come four or more times. Just over half come alone, but only 30% travel with family members, well less than the 42% global average. The relatively large share coming on business may explain this pattern.

Travelers from the Emirates do not come on package tours (0.4%), nor do they rely on travel agents to suggest destinations or arrange their travel. 78% make their own travel arrangements, while nearly 20% report that arrangements were made by their employers. These figures differ slightly from the global averages of 84% and 8%, respectively. As elsewhere in the world, visitors chose Jordan either on the recommendation of friends (43%) or for other reasons (50%). 71% come by air, while 23% bring their cars. 27% of non-Jordanians visited other countries on the same trip. Of those, 64% went to Syria, 10% to Lebanon, and just under 6% to Saudi Arabia and Egypt. The popularity of Syria is typical of all non-Jordanian visitors (53%), but the other destinations are not.

Their length of stay is typical of all non-Jordanians visitors, at 11 days. Somewhat more stay in hotels (46%) than the global average (38%), while somewhat fewer stay with friends, 28% compared with 33% globally.

59% of visitors from the Emirates went to at least one tourist site. Like the Jordanians, their preferred destinations were Petra, Aqaba, Jerash, and the Dead Sea, with each getting between 8% and 12% of votes. This is fairly consistent with visitors from all over the world. Visitors from the Emirates overwhelmingly enjoyed their trips; 86% are found their stay in Jordan thoroughly enjoyable, and 13% found it enjoyable but not outstanding. 93% would like to come again and 95% would recommend Jordan to a friend, both typical figures for all tourists. Those on holiday spend somewhat less than visitors from other countries, at JD 58, but other spend more; those visiting friends 42 JD, and those on business 83 JD, compared with global figures of JD 27 and JD 64, respectively.

COUNTRY PROFILES: EUROPE

AUSTRIA

Close to 6,400 residents of Austria visited Jordan in 2006-7, just under 20% of them Jordanian citizens. With only 79 Austrian residents responding to the visitor survey, there is considerable uncertainty in our analysis of their tourism patterns. About one third of them were on holiday, while somewhat over one third were visiting friends or relatives. Most of the remainder were on business trips. For just under 40%, this was the first trip to Jordan; fewer than 20% had visited the country five or more times in the past five years. Just under half were traveling alone, while slightly over 40% were traveling with family members.

Only a handful of Austrian residents traveled to Jordan on package tours. More than three fourths of Austrian visitors made their own arrangements, with most of the remaining trips organized by employers. Over one third of visitors chose Jordan on the advice of friends or family members, while one fourth based their choice on information they found on the internet. 85% of visitors from Austria arrived in Jordan by air. Just under one third of visitors from Austria also visited other countries, including Syria, Yemen, and Egypt. The sample is too small for the details to be significant, however. Austrians stay in Jordan on average 13.8 days, very close to the global average of 13.6 days. Just under half stayed in hotels, and over one third stayed with friends or family.

Most visitors from Austria – close to 85% - visited at least one tourist destination while in Jordan. Petra and Aqaba were each preferred by about one fourth of Austrian visitors, with the Dead Sea the favorite of somewhat over 10%. Over 85% of visitors from Austria found their trip to Jordan outstanding, and most of the remainder considered it at least enjoyable. 90% would return to Jordan, and virtually all would recommend it to a friend. At JD 47 per day, Austrian visitors spend at about the global average rate of JD 45/day.

BELGIUM

Just under 10,000 residents of Belgium came to Jordan in 2006-7, about 3% of them Jordanian citizens. 80% were on holiday, while 14% were visiting friends or relatives. Only 27% were traveling alone, while 55% were with their partner or spouse and 13% with other family members. Over 50% were on package tours, a very high share, and the same share indicated that travel agents made the arrangements for their trips. At 43%, travel agents were also quite important in influencing them to choose Jordan for their vacations. 27% came on the advice of friends or relatives, while 15% were influenced by information they found on the internet. 34% arrived by air, while fully 38% came by boat, and 21% by bus. These figures are consistent with the 71% who visited other countries while on this trip, 38% having been in Egypt, 14% in Israel, 7% in Palestine and 6% in Syria. Visitors from the Netherlands stayed on average 10.6 days in Jordan, a bit below the global average. Not surprisingly, those who came by boat stayed for much shorter periods, averaging 2.9 days with 88% reporting that they did not stay overnight at all, while those who came by air averaged 14.1 days. Out of the whole population, 47% stayed in hotels and 9% with friends or relatives; 38% of all visitors from Belgium did not stay overnight.

95% of visitors from Belgium visited at least one tourist site while in Jordan. 68% said that Petra was their favorite destination; however given the large number who did not stay overnight, it was probably also their only destination. Aqaba came in a distant second at 15%. Belgians were happy with their visit; 88% said it was outstanding, and another 10.5% said they enjoyed it. 83% would like to come again, and 97% would recommend Jordan to friends or relatives. Belgians are high spenders, at an average of JD 79 per day. Interestingly, those who did not stay overnight spent even more, averaging JD 122/day. This may reflect the cost of a relatively expensive day trip from their boat to Petra.

FRANCE

46,000 thousand French residents came to Jordan in 2006-7, 8% of them Jordanian citizens. They are overwhelmingly on holiday, at 63%, while another 20% are visiting friends and family. Another 13% are on

business trips. Like most vacationers, this is the first trip to Jordan for most French residents; 62% have never been to Jordan before, and only 10% have made four or more trips in the past five years. 42% are traveling alone and 46% with family members, most of those (35% of all visitors) with a spouse or partner.

Package tours are significant for visitors from France, at 32%, and the same share indicated that travel agents made their arrangements for them. Somewhat less chose Jordan on the recommendation of their travel agent, though, at 27%. 28% came on the recommendation of friends or relatives, while 11% were most influenced in their choice by information they obtained on the internet. Their travel modes are quite mixed, with 56% flying to Jordan, 15% coming by sea, 19% by bus, and 8% driving. Almost half – 48% - visited another country on the same trip, with Egypt attracting 18% of travelers, Israel 16%, and Syria 9%.

Visitors from France stay an average of 12.8 days in Jordan, just under the global average of 13.6. 51% stayed in hotels and another 4% in other rented accommodations, while only 16% stayed with friends or relatives. 23% reported that they did not stay overnight, however. This is consistent both the number traveling by sea, the number traveling by bus, and the number who also visited Israel on the same trip. It would appear that French visitors to Jordan include many taking either excursions from ships docked at Aqaba or overland visits across the border from Israel. That is further supported by 55% who reported that Petra was their favorite site in Jordan. Aqaba, Wadi Rum, and the Dead Sea were very distant second through fourth preferences, with between 6 and 7% of votes each. Only 16% of tourists from France did not visit any sites at all.

99% of visitors from France enjoyed their trip, 87% finding it thoroughly enjoyable and 12% satisfactory but not outstanding. 85% would consider coming again, and 93% would recommend Jordan to friends or family. Visitors from France are relatively high spenders. Those on holiday averaged 93 JD per day, far above the global average of JD 65. Those visiting friends were close to the global average, at 30 JD per day, but those on business were also high, at 86 JD per day compared with JD 65 for visitors worldwide.

GERMANY

About 58,000 residents of Germany visited Jordan in 2006-7, 13% of them Jordanian citizens. 49% were on vacation, while 35% were visiting friends and relatives, as compared with 25% and 43%, respectively, for visitors from all over the world. 10% were on business trips, close to the global average of 11%. Half of them - 50% - are on their first trip, while only 16% are frequent visitors who have visited four or more times in the past five years. 46% are traveling alone and 47% with family members, only slightly different from the global figures of 49% and 42%, respectively.

20% of visitors from Germany are on package tours, depending on travel agents to handle their arrangements, and 19% chose Jordan on the recommendation of a travel agent. 27% mentioned the recommendations of friends or relatives as the primary influence on their choice, while 10% got most of their information from the internet. Exactly one third – 66.66% - came to Jordan by air, while 13% traveled by sea, 12% by bus, and 7% by car. 37% of visitors also stopped in another country; 16% in Egypt, and 5-8% each in Syria, Palestine, and Israel.

At 16.3 days, the average German stay is longer than the global figure of 13.6 days. 43% stay in hotels and another 5% in other rented lodgings, while 26% are with friends and relatives. 15% do not stay overnight, many of them perhaps making day trips from cruise ships. 39% of visitors said Petra was their favorite site. The Dead Sea was a distant second at 10%, and Aqaba third at 8%. Only 18% of visitors from Germany had not visited any sites. A whopping 99.5% enjoyed their stay in Jordan, 12% of them considering it only satisfactory but not outstanding. 86% would consider coming again, and 94% would recommend the country to their friends or family. Germans on holiday or business trips spend a lot, at 91 JD and 84 JD per day, respective; the global averages for those groups are 65 and 64. Those visiting friends, however, spend at the same level as visitors from elsewhere, at JD 29 per day.

ITALY

Just over 30,000 residents of Italy visited Jordan in 2006-7, almost 15% of them Jordanian citizens. 60% of those from Italy come on holiday, while 26% are visiting friends or relatives, as compared with 25% and 43% globally. Not surprisingly 50% of those from Italy have never been to Jordan before, and only 15% are frequent visitors who have been four or more times in the past five years. Only 40% were traveling alone while 53% were with family members, compared with global figures of 49% and 42, respectively.

29% of Italian residents came on package tours arranged by travel agents, and about the same number chose Jordan on the recommendation of a travel agent. Only 23% came on the advice of friends or relatives, while a relatively high 14% chose the country based on information they gathered on the internet. 71% came by air and 19% by bus. Interestingly, the number arriving by sea is lower than for other Europeans at under 3%, compared with 13% for Germans, 15% for French, and 27% for visitors from the United Kingdom. 37% of visitors from Italy visited other countries on the same trip, 10% to Israel, 9% each to Palestine and Syria, and 7% to Syria. Visitors from Italy stay an average of 15.2 days, and 59% stay in hotels. Only 17% stay with friends and family, much lower than the global average of 29%.

89% of visitors from Italy have gone to at least one tourist site in Jordan, and they overwhelmingly like Petra the best, at 52%. The Dead Sea and Aqaba are very distant second and third choices at 8% and 7%, respectively, with Jerash and Wadi Rum preferred by about 5% of visitors. As with visitors from other countries, 99% enjoyed their trip and 85% would come again, while 93% would recommend Jordan to other people. Italians on holiday spend more than people from other countries, at JD 84 per day compared with a global average of 65. Those visiting their friends spend only slightly more than average at 31 JD, while those on business spend somewhat less at 55.

NETHERLANDS

Thirty thousand people visited Jordan from the Netherlands in 2006-7, some 15% of them Jordanian nationals. 46% were on holiday and 40% visiting friends or relatives, while 10% were on business trips. They are not frequent visitors to Jordan; 48% were on their first visit, and another 27% on their second. 35% were traveling alone, while 56% were with family members. 15% came to Jordan on a package tour, and the same percent said that their arrangements were made by travel agents. Just under that chose Jordan on the recommendation of their travel agent, while 32% took the advice of friends or relatives and 13% based their decisions on information they found on the internet. 77% came by air, while 15% arrived in Jordan by bus. 28% visited other countries on the same trip, most often Syria, at 9%, and Israel, at 7%. Visitors from the Netherlands stay an average of 16 days, somewhat above the global average of 13.6 days. 48% stay in hotels, while 28% stay in the homes of friends or relatives while visiting Jordan.

90% of travelers from the Netherlands visit at least one tourist destination while in Jordan. For 40%, Petra was the favorite site, while Aqaba was a distant second at 14%. 84% considered their trip to Jordan to have been outstanding, and another 14% enjoyed it without giving it the highest rating. 82% said they would like to come again, while 88% would recommend Jordan to friends or relatives. The Dutch spend a bit more than other visitors, averaging JD 52/day as compared with the global average of JD 45. Those on holiday similarly spend at just above the average rate; JD 68 vs. JD 65.

POLAND

About six thousand visitors came to Jordan from Poland in 2006-7, none of them Jordanian citizens. 94% were on holiday, and for 80% this was their first trip to Jordan. 25% are traveling alone and 50% with partner or spouse, while 9% are traveling with other family members. 58% are on package tours, with their arrangements made by travel agents; almost everyone else made their own travel arrangements. Half of visitors chose Jordan on the recommendation of their travel agents, while 20% took the advice of friends or relatives and 15% came based on information they found on the internet. 69% of Poles come to Jordan by bus and 13% by sea, while only 7% came by air. This is consistent with the 96% of Poles who went to other countries on the same trip; 49% to Israel, 20% to Egypt, and about 13% each to Syria and Palestine. The

average length of stay was only 5.8 days; however 48% reported that they did not stay overnight, so this is not surprising. All of those who did stay overnight stayed in hotels.

All of the visitors from Poland reported going to at least one tourist destination, and Petra was the favorite for 63% of them. Since 48% of visitors were in the country on day trips, this is not surprising. 15% reported that Aqaba was their favorite site and smaller shares enjoyed each of a number of other destinations. Poles liked Jordan; 94% rated it outstanding and the remaining 6% enjoyed their trips without giving the country the highest possible rating. 87% would like to come again, and everyone would recommend Jordan to friends or relatives. They are relatively high spenders, averaging JD 88 per day; this probably reflects the total cost of day trips to Petra, including transport and admission fees.

RUSSIA

About 26,000 residents of Russia visited Jordan in 2006-7, of whom just over 10% were Jordanian citizens. At 70%, they overwhelmingly came on holiday, though another 19% were visiting friends and relatives and close to 7% were on business trips. For 77% of the visitors, this was the first time they came to the country, although 11% have made the trip at least five times in the past five years. 42% of them came alone, and 49% with family members, primarily – 35% - with a partner or spouse.

51% of all Russian visitors came on package tours, and 73% of those on vacation were on package tours. These are very high figures compared with a global average of 17% of vacationers in Jordan traveling on package tours. Not surprisingly, 51% of visitors from Russia also reported that their travel arrangements were made by travel agents. Also not surprisingly, 42% said that they chose Jordan on the recommendation of their travel agents, while 22% came on the advice of friends or relatives and 14% for other reasons. 60% of visitors came by plane and 17% by bus; a relatively high 19% came by sea. 35% visited another country on this trip, Israel for 11% and Syria for 7%. The average stay in Jordan was 19.6 nights. For those coming by sea, however, it was only 3 nights and for those by bus 6 nights. 33% of visitors reported staying in hotels and 15% with friends or relatives; however 41% of visitors surveyed did not provide any answers to this question, so these values are suspect.

Visitors from Russia are sight-seers; fully 94% visited at least one important site in Jordan. Fully 68% liked Petra best, with Aqaba and the Dead Sea very distant second and third choices at 6% and 5% each. 90% found their trip outstanding and the remaining 10% described it as enjoyable; 81% would like to come again and 96% would recommend Jordan to a friend. Moreover, their expenditures are quite high. The overall expenditure of visitors from Russia is JD 88/day, and those on vacation spent JD 106.

SPAIN

About 30,000 residents of Spain visited Jordan in 2006-7, some 10% of them Jordanian nationals. 64% came on holiday, while 27% were visiting friends or relatives. They are not regular visitors to Jordan; for 52% it was their first trip, while for 24% it was their second. Only 33% are traveling alone, which is quite low compared to the global average of 49%. 56% are traveling with family members, 41% just with a partner or spouse.

22% of Spanish residents travel to Jordan on package tours, and the same percentage reported that their arrangements were set by travel agents. Only 16% chose Jordan on the recommendation of their travel agent, however. 37% came on the recommendation of friends or relatives, while a quite high 21% chose Jordan based on information they found on the web. 63% of Spanish visitors arrived in Jordan by plane, while 30% arrived by bus. This is consistent with the 43% who visited other countries as well, about 14% each to Syria and Palestine and 9% to Israel. Visitors from Spain averaged 11.5 days in Jordan, somewhat below the global average of 13.6 days. 67% stayed in hotels, while 18% stayed with friends or relatives.

86% of visitors from Spain went to at least one tourist site. At 46%, Petra was the overwhelming favorite, and Aqaba a distant second at 12%. Just under 92% found their trip outstanding, and just under 8% considered it enjoyable. 88% would like to come again, and 95% would recommend Jordan to friends or

relatives. Visitors from Spain are quite high spenders, with an overall average of JD 71. Those on holiday, in particular, spend a lot, averaging JD 91/day as compared with the global average of JD 65.

SWEDEN

About 11,000 residents of Sweden visited Jordan in 2006-7. The sample of Swedish residents is relatively small (108), so there are some limits on the conclusions we can draw about their behavior. Less than 10% of them were citizens of Jordan. About a third of Swedish visitors were on holiday that year, while just under half were visiting friends and family and the remainder were traveling on business. Half had never been to Sweden before, while about one fourth had made at least five trips in the previous five years. Just over half are traveling alone, while about 40% are traveling with family members.

Fewer than 10% of Swedish visitors are on package tours, and more than 80% made their own travel arrangements. More than half came on the recommendation of family or friends. About three fourths traveled to Jordan by plane, with the remainder divided roughly evenly between car and bus. About forty percent visited other countries on this trip, with Israel and Syria being the most common other destinations. Visitors from Sweden averaged 17-day stays, relatively long compared to the global average of 13.6 days. About 40% stayed in hotels and another 40% with friends or family.

About two thirds of Swedish visitors went to at least one tourist destination, and about one third found Petra to be the most interesting. Close to 90% found their visit to be outstanding, and most of the remainder found it enjoyable but not outstanding. The same 90% would be happy to come again and would recommend Jordan to friends and family. At JD 55/day, Swedes spend considerably more than the global average of JD 45/day.

SWITZERLAND

Eight thousand seven hundred residents of Switzerland visited Jordan in 2006-7, 7% of them Jordanian citizens. 70% of them were on holiday and 18% visiting friends or relatives, while 7% were traveling on business. Not surprisingly, they are not frequent visitors; 55% were on their first trip to Jordan, while a predictable 18% had visited Jordan five or more times in the previous five years. 38% were traveling alone, while 52% were with family members. 15% were on package tours organized by travel agents, while 77% made their own travel arrangements. 48% came to Jordan on the advice of friends or relatives, while 16% were influenced by information they sought on the web and 13% by travel agents. 43% arrived in Jordan by airplane and 40% by bus, with 15% coming by car. 60% of travelers also visited another country on this trip; 20% were in Palestine, 18% in Israel, 12% in Syria, and 6% in Egypt. The average stay was 9.4 days, well below the global figure of 13.6 days. This probably reflects the fact that many people were visiting several countries on the same trip. 74% stayed in hotels and 14% with friends or relatives.

86% of visitors from Switzerland visited at least one tourist destination. 51% liked Petra best, with Wadi Rum, Jerash and the Dead Sea very distant runners up at 10%, 8%, and 7% respectively. 87% of visitors considered their trip outstanding, while 6% rated it enjoyable. 86% would like to come back, and 88% would recommend Jordan to a friend or relative. At JD 78 per day, the Swiss spend considerably more in Jordan than the global average of JD 45. Those on holiday spend JD 74, compared with the global figure of JD 65, while those visiting friends and relatives spend more than twice the global figure of JD 28, at JD 57/day.

UKRAINE

Five thousand six hundred people visited Jordan from Ukraine in 2006-7, about 7% of them of Jordanian nationality. The sample size for visitors from Ukraine is fairly small (125), so there are some limits on what we can conclude about these visitors. We can say, however, that about half were on holiday and under 20% each were visiting friends and family or on business trips. Over 60% had never been to Jordan before, while about 20%, perhaps the Jordanian citizens, had visited the country five or more times in the past five years. About half of visitors from the Ukraine were traveling alone, and the other half were traveling with family members.

Just one third of visitors from Ukraine came on package tours organized by travel agents, and chose the country based on their advice. Other visitors were influenced by friends and family or by information about the country that they found on the internet. Two thirds came to Jordan by air, and under a quarter by sea. Half of visitors from Ukraine also went to at least one other country on their trip, about 30% to Egypt. Visitors from Ukraine stayed an average of 17 days, a good bit longer than the global average of 13.6 days. About 40% stayed in hotels and 15% with friends or relatives; one third did not stay overnight in the country.

Virtually all visitors from Ukraine went to at least one tourist site while in the country. About 60% thought Petra was the best place they visited; however since one third did not stay overnight, they probably only visited one site. Just below 15% liked the Dead Sea best. About 85% of visitors found their trip to be outstanding and would like to come back; the rest rated it enjoyable. Virtually everyone said they would recommend Jordan as a destination to friends or relatives. Visitors from Ukraine were fairly high spenders, at an average of JD 77 per day. Those on holiday spend even more, at JD 99/day; in part this probably reflects the high cost of day trips to Petra.

UNITED KINGDOM

About 100,000 residents of the United Kingdom come to Jordan each year, of whom just under 11% are Jordanian citizens. Some 65% of them are on holiday and 23% visiting friends and relatives, quite different from the global averages of 25% and 43%, respectively. Another 8% are on business trips, somewhat below the global average of 11%. British residents are not frequent visitors to Jordan. 58% are on their first trip, while only 17% have been four or more times in the past five years; this compares with global averages almost the opposite, at 15% and 54%, respectively. Relatively few, 39%, are traveling alone, while 53% are traveling with family, almost three fourths of those with a spouse.

Fully 41% of UK residents are on package tours, compared with the global average of 4%. The same number, not surprisingly, said their arrangements were made by travel agents, and 34% chose Jordan on the recommendation of a travel agent. Another 24% came on the recommendation of friends and family, and the remainder for various other reasons. 55% come by air and 27% by sea; another 12% are traveling by bus. More than half – 52% - visited at least one other country, and Egypt was by far the most popular with 32% of travelers combining the two countries on this trip.

At 11.6 days the average stay was a bit shorter than the global average of 13.6. 44% stayed in hotels, but only 13% with friends and relatives. 30% did not stay overnight; many of these may be on cruises that put in at Aqaba for just one day, or on bus trips from Israel.

A full 87% of visitors have gone to at least one site while in Jordan. 56% rated Petra their favorite; this is consistent with a pattern of one-day trips from cruise boats or overland from Israel. The Dead Sea, Aqaba, and Wadi Rum were far behind Petra, each receiving with 6-7% of the votes. 99% found their trip to be enjoyable, and 95% would recommend the country to friends, though slightly fewer, 86%, said they would like to come again. Visitors from the UK are big spenders. Those on holiday averaged 102 JD per day, compared with a global average of 65. Those visiting friends averaged 38 JD per day, and those on business 104 JD per day, compared with global averages of 28 and 64.

COUNTRY PROFILES: NORTH AMERICA

CANADA

JORDANIANS

About 28,500 Canadian residents came to Jordan in 2006-7, 19% of them Jordanian citizens. The sample size for Jordanian citizens resident in Canada was quite small – only 27 – which limits our analysis of their responses to the survey. 71% of them indicated that they were visiting friends and relatives, while the rest cited business or "other reasons" for their trip home. About 60% have visited three or more times in the past five years, the remainder less often. Just under half are traveling alone, and just over half with family members. 96% report flying to Jordan; presumably others came home as part of a trip elsewhere. They stay an average of 29 days, 63% lodging with friends or family and 23% in their own homes. 85% visit at least one tourist destination, with Petra, Aqaba, and Ajlun preferred over other places. Those visiting friends or relatives spend on average JD 38/day, somewhat below the global average of JD 41 for Jordanians returning home to visit people.

NON-JORDANIANS

Canadian residents typically visit Jordan on holiday (45%), to see friends or relatives (36%), or on business (15%). For 42% this is their first visit, and only 20.5% have come five or more times in the past five years. 43% travel alone while 49% are traveling with family members. Just under 12% are on package tours, and the same number report that their arrangements were made by travel agents. 73% make their own arrangements, while for 15% their employers handle the trip. 45% visit Jordan on the recommendation of friends or relatives, while 11.5% relied on travel agents and 10% on information obtained on the web. 65% travel by air, while 27% come by bus; this is consistent with the 16% who have also visited Israel during this trip combined with the 13.5% who have visited Palestine. Another 8.5% visited the Emirates, and 7% visited Egypt. Visitors from Canada stayed an average of 16 nights, higher than the global figure of 10. 46% stayed in hotels and 22% with friends or relatives; 12% own their own homes in Jordan.

81% of visitors went to at least one tourist destination, with Petra by far the favorite at 36%. Aqaba and the Dead Sea were each preferred by 10.5% of visitors from Canada, while Wadi Rum and Jerash were preferred by 6.5% and 5.4%, respectively. 87% found their visit outstanding, while 12% described it as enjoyable. 92% said they would come again, and 94% would recommend Jordan to a friend. The average daily expenditures of Canadians were high, at JD 62 per day. Those on holiday were particularly big spenders, at JD 81 per day, compared to a global average of JD 65.

UNITED STATES

JORDANIANS

About 200,000 US residents visit Jordan each year, of whom 24% are overseas Jordanians. The Jordanians come to visit friends and family – 91% of them, even more than the global average of 87%. They do not come on package tours. Interestingly, they have visited home somewhat less than average overseas Jordanians; 19% have never returned home before, and 33% have only been home on one trip. 30% have been home four times or more, as compared with 68% globally. More than half – 56% - are traveling alone, which is comparable to the world average of 52%. Another 40% are traveling with family members, slightly below the global average of 46%. These figures may suggest that Jordanians in the US may be there as students rather than long-term residents, which would be consistent with fewer visits home.

They stay in Jordan longer than average, 34 days instead of only 24. For the most part they stay with friends (55%) or in their own housing (32%). In contrast, 44% of Jordanians worldwide have their own housing and only 40% stay with friends; this would be consistent with Jordanians in the US being students rather than working people.

Most Jordanians returning home – 73%, slightly over the global average of 67% - do visit some of the country's famous sites. The favorites are Petra (18%), Aqaba (14%) and the Dead Sea (13%). While on their visits home they spend a good bit more than Jordanians from other countries, averaging 39 JD per day as compared with a global average of 29.

NON-JORDANIANS

The non-Jordanians who account for 74% of visitors from the US are also visiting friends and family in surprisingly high numbers, 44% as compared with 30% worldwide. More also report being on holiday, 41% as compared with 30% globally. Business travelers are typical, at 11%; the major difference with global patterns is explained by transportation crews, who account for 11% worldwide but none from the US. This is often the first trip for non-Jordanians, at 42%. Another 26% are on their second visit, while the remainder are evenly split between three visits and more. In contrast 51% of global visitors have come four times or more. Close to half of US tourists - 46% - visit Jordan alone. About 43% are traveling with family members, similar to the global patterns for non-Jordanian visitors.

At 15%, package tours represent a high share of US travel compared with 5.6% globally. 15% of visitors also report relying on travel agents to make their arrangements, and 13% chose Jordan on their travel agent's recommendation; both of these are consistent with the rate of package tours. 43% chose Jordan on the recommendation of friends or family, and 34% for other reasons, both slightly lower than global averages. Most visitors fly to Jordan, of course, but a surprising 14% of US residents come to Jordan by bus; they may be on excursions from Israel. One third of them visit other countries on their trip to Jordan, and Israel is by far the most popular at 36%. Egypt is a distant second at 18%, and Syria and Palestine come next at 11%.

Average stays are long, 20 days as compared with a global average of only 11 days; this is the more striking since 9% report that they did not stay overnight. Perhaps the distance contributes to making fewer trips but longer ones, since Jordanians show the same pattern. A surprising 12% of them have their own homes in Jordan, as compared with 3% globally. 40% stay in hotels, slightly above the global average of 34%, and 30% with friends and relatives, the same as the global figure.

84% of visitors from the US see at least one important sight, which is much higher than the global average of 50%. 33% liked Petra best; since the day trips may have been specifically to visit Petra, this is not surprising. Aqaba and the Dead Sea were distant seconds at 12%, with Jerash next at 9%. Visitors from the US overwhelmingly enjoyed their trips, 87% describing it as thoroughly enjoyable and another 12% characterizing it as enjoyable but not outstanding. Over 90% would come again and would recommend Jordan to a friend. Then spend considerably more than average tourists. Those on holiday average 85 JD per day, those visiting friends 38 JD per day, and those on business 87 JD per day; all of these figures are well over the global averages.

COUNTRY PROFILES: ASIA & PACIFIC

AUSTRALIA

JORDANIANS

Just over 20,000 residents of Australia came to Jordan in 2006-7, of whom 14% were Jordanian citizens. The number of Jordanians included in the sample survey is quite small (only 12), so the margin of error is high; however we can make a few observations of interest. About 80% come to visit friends and relatives, the remainder coming simply on vacation. About 85% have made three or more trips to Jordan in the past five years. 59% were traveling alone, and all of the others were with family members. Somewhat improbably, it appears that three quarters of them came to Jordan by bus; with only twelve in the sample, we cannot regard this result as reliable. The surveyors did not ask Jordanian visitors whether they had visited other countries on the same trip, so we cannot determine whether in fact these twelve visitors were on a trip to another country that led them to have arrived in Jordan by bus. They stay in Jordan an average of 19 days, which is a good bit lower than the average of 24 days for Jordanians from around the world. The numbers are too few to answer questions about their lodging preferences. Over 90% of these Jordanians visited tourist sites while in the country; however the numbers are too small for their preferences to be statistically significant. Their average expenditures of JD 58 per day are much higher than the global average of JD 32.

NON-JORDANIANS

Non-Jordanian residents of Australia overwhelmingly visit Jordan on holiday, at 67%. Only 17% are visiting friends and relatives, and 8% are on business trips. Not surprisingly, they also are not frequent visitors; for 52% this was their first trip to Jordan, and another 25% had made just one previous trip. 39% are traveling alone, and 43% with their partner or spouse. 8% are traveling with other family members. 13% of them are on package tours, and the same share report that travel agents made their arrangements. 77% handled their own arrangements, while most of the rest relied on their employers. While 40% report that they visited Jordan on the recommendation of friends or relatives, a relatively high 15% relied on travel agents, and an even higher 19% made their choice based on information they found on the internet. 47% arrived by plane and 38% by bus, with another 10% traveling by car. 70% visited other countries on the same trip, including 20% who went to Israel, 19% visiting Palestine, and 8% each visiting Syria and Egypt, figures that are consistent with the shares traveling by bus or car. Australian residents stay an average of 13 nights in Jordan, slightly above the global average of 10.6. 69% stayed in hotels, and another 9% in apartment hotels or private apartments; only 9% stayed with friends or family.

A full 85% of Australian visitors went to at least one tourist site. 47% reported that Petra was their favorite destination. Aqaba and the Dead Sea were distant second and thirds at 11% and 10%, respectively. Australians were generally quite satisfied with their visits; 88% found the country outstanding and 12% enjoyed their trips. 89% would come again, and 92% would recommend the country to friends or family. At JD 73/day, their average expenditures are far above the global figure of JD 48. Not only do those on holiday spend more than the global figures, at JD 76 vs. JD 65, but those visiting friends and family also spend much more, at JD 45 compared with a global figure of JD 27.

CHINA

Close to 7,000 residents of China visited Jordan in 2006-7, about 5% of them Jordanian citizens. As a rapidly growing country, the behavior of Chinese tourists is of particular interest; unfortunately with only 75 Chinese visitors interviewed in the survey, our analysis of these results is quite uncertain. Slightly over half of the Chinese visitors were on holiday, while just under one third were on business trips. For almost half of them, this was their first trip to Jordan; for another 20% it was their second. Slightly under half traveled alone, while one fourth traveled with family members; most of the rest traveled with colleagues.

About 10% of visitors from China traveled on package tours and depended on travel agents to organize their trips. Close to three fourths organized their own travel, while the rest depended on their employers to do

this. Surprisingly, nearly one third chose Jordan based on information they gathered on the internet; none of the other sources of information was significant enough to be statistically valid. Close to one third of visitors each came by air, by bus, and by car. Three fourths visited other countries as well as Jordan, primarily Syria and Palestine. Chinese visitors averaged 13.7 days in Jordan, comparable to the global figure of 13.6. Most Chinese – 80% - stayed in hotels while in Jordan.

Close to 80% of Chinese visitors got to see at least one tourist destination. 40% liked Petra best; no single other site was preferred by enough visitors to be statistically significant. Just over 80% of Chinese visitors considered their trip outstanding, while the remainder considered it merely enjoyable. Just under 90% would come again and would recommend the country to friends looking for a vacation destination. At JD 60/day, Chinese visitors spend more than visitors from worldwide, though at JD 68/day the spending of those on holiday is about the same as holiday-makers globally.

INDIA

About 5,600 residents of India visited Jordan in 2006-7, of whom less than one percent were Jordanian citizens. With its rapidly growing economy, India is quite interesting as a new source of international tourists; unfortunately, with only 64 surveys completed by Indian visitors, the information about their behavior is subject to a high margin of error. About one third of Indian visitors were on holiday, while somewhat under half were traveling for their work. Half had never been to Jordan before, while one quarter were on their second trip. About two third were traveling alone, and slightly under one third with family members; very few were traveling with colleagues.

Almost no Indian visitors came to Jordan on package tours. Two thirds organized their own trips, while employers handled the travel arrangements of most of the remainder. Slightly over half indicated "other reasons" for their choice of Jordan as a destination, while most of the others were influenced by friends or relatives or by information that they found on the internet. Just over two thirds entered Jordan by air, while almost all of the others came by bus. About 40% visited another country while on this trip, primarily Israel or Palestine. Indians stayed an average of 20 days in Jordan, considerably longer than the global average of 13.6 days. More than three fourths stayed in hotels while in the country.

Close to 80% of Indian visitors went to at least one tourist destination while in Jordan. Nearly one third of visitors found Petra the most interesting, while somewhat fewer than 20% preferred the Dead Sea. 90% of visitors from India considered their trip outstanding; the remainder considered it enjoyable, if not quite outstanding. Over 90% would come again and would recommend Jordan to their friends as a vacation destination. At JD 58/day, Indian visitors spend somewhat more than the global average of JD 45, though at JD 64 those on holiday are very close to the global figure of JD 65.

JAPAN

About 8,200 residents of Japan came to Jordan in 2006-7, none of them citizens of Jordan. The total sample for visitors from Japan is fairly small (95), so there is a significant margin of error in our analysis of subsets of this group. Japanese visitors were overwhelmingly – about 80% - traveling to Jordan on holiday, with most of the remainder on business. Over 60% were on their first trip to Jordan, and more than half of the others had made only one previous trip. About 45% were traveling alone, and another 45% traveling with family members.

About 10% of Japanese visitors are on package tours and relied on travel agents to set them up. Three fourths made their own travel arrangements, the rest depending on their employers to handle the logistics. Over one third of Japanese visitors chose Jordan on the advice of friends or relatives, while over 20% based their decision on information they found on the web and about 15% depended on the guidance of travel agents. Just over a third traveled by air and one third by bus; just under a quarter arrived in the country by car. Close to three quarters of visitors from Japan also visited another country, half of them combining Jordan with a trip to Syria. On average Japanese visitors stay 9.2 days, well below the global average of 13.6 days. Close to 90% of them stay in hotels while in Jordan.

Over 90% of Japanese visitors went to at least one tourist destination. Half of them liked Petra best, while over one fourth of them preferred the Dead Sea. 83% rated their trip to Jordan as outstanding, and most of the remainder considered it enjoyable without being outstanding. Over 95% would come again, though, and would recommend Jordan as a destination to their friends. The Japanese spend a good deal on their trips to Jordan, at JD 88/day as compared with a global average of JD 45. Those on holiday are also big spenders, JD 97/day compared with a global average of JD 65.

SOUTH KOREA

About 7,000 residents of South Korea visited Jordan in 2006-7, none of them Jordanian citizens. The sample of Koreans surveyed was quite small (81), so our observations about their travel patterns have a fairly high margin of error. Just over 60% of visitors from Korea were on holiday, while about one third were traveling on business. Over 60% had never been to Jordan before, and only 13% had visited Jordan five or more times in the past five years. Somewhat under half were traveling alone, while slightly under one fourth were traveling with family members. One fourth reported that they were traveling with "others."

About 17% of Koreans came to Jordan on package tours organized by travel agents, while about 66% made their own arrangements. About a quarter chose Jordan on the recommendation of friends or relatives, while 17% made their choice based on information they found on the internet. Just over one third arrived in Jordan by air, while about a quarter each arrived by bus or by car. Over 80% visited other countries on this trip, about 45% having visited Syria. No other destination had enough visitors to be statistically significant. Koreans stayed in Jordan an average of 12.2 days, just below the global average of 13.6 days. 85% stayed in hotels.

Nearly 80% of Koreans visited at least one tourist destination while in Jordan. 45% indicated that Petra was their favorite site; no other site had enough "votes" to be statistically significant. About three fourths considered their trip to Jordan outstanding, while most of the rest considered it enjoyable but not outstanding. Close to 95% would come again, and virtually everyone would recommend Jordan to their friends looking for a vacation destination. At JD 71/day, Koreans spend somewhat more than the average visitor to Jordan.