

**Achievement of Market-Friendly Initiatives and Results Program
(AMIR 2.0 Program)**

Funded by U.S. Agency for International Development

**Survey of U.S. Tour Operators needs
to develop effective marketing.**

Final Report

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Executive Summary

The consultant has just completed a short-term consulting assignment for Chemonics International/ AMIR Program - Jordan providing technical assistance to the Jordan Tourism Board (JTB). The project was to assess the needs of the North American tour operators who include Jordan in their tour programs. The objective was to obtain their recommendations to help JTB develop an effective marketing strategy in the post September 11 climate.

The project began in June by identifying 50 tour operators that feature Jordan as part of their Middle East tour programs, of which 46 were American companies, and 4 were Canadian. The 50 tour operators were selected to provide a sampling of various market segments. It concluded with recommendations from senior executives of 41 companies, 38 of which were American, and 3 were Canadian. The 41 tour operators who replied to the questionnaire and were subsequently interviewed, represent an 82% response rate. All respondent companies were interviewed by telephone.

The project provided JTBNA with specific information about each tour operator, their perception of the market and emerging trends, their perception of Jordan as a destination, their feedback about destinations that were “selling” and “why”, and their recommendations to JTBNA. The project also enabled JTBNA to update their database, re-establish marketing relationships with the current decision makers and inform them about new product potential in Jordan.

The responses to the questionnaire and interviews resulted in a number of findings and recommendations:

- Overall, Jordan was viewed very positively by the respondents, whether they personally had been to Jordan or not. The general perception was that Jordan was in a very difficult geographical position, next to the Israeli-Palestinian conflict, and sharing borders with Iraq. The previously successful joint marketing effort linking Israel and Jordan, is now detrimental to Jordan tourism.
- All respondents were unanimous in complimenting their ground operators in Jordan. This indicates a high degree of professionalism in service and delivery on the part of these Jordanian ground operators, many of whom had become personal friends of the North American tour operators.

No country in the Middle East is doing well at present. Queries for Jordan are still coming so interest is still there although people are cautious and holding off on booking.

- Three of the tour operators interviewed were Canadian. Those that were doing special interest tours were less affected by the events of September 11, than those doing regular escorted tours. In general, according to the respondents, Canadian special interest travelers were less concerned than Americans with the “fear factor”.

- Virtually all tour operators interviewed suggested a strong public relations campaign to inform and educate consumers to dispel the “fear factor” and present Jordan as a sophisticated, modern, and moderate Arab country of great hospitality where Americans are welcome; a land of history and antiquity with great natural beauty. A successful public relations campaign would show the public that the Kingdom is safe, and offers a diverse range of activities for the educated traveler in pursuit of cultural exploration, as well as the active traveler wishing to experience soft adventure in an exciting and different setting evoking romance and adventure.
- Tour operators were mixed in their opinion about selling Jordan as a stand-alone destination. A majority of them felt that the country would be more saleable if marketed as part of a two-country or multi-country itinerary as most Americans want to see more than one destination when they travel. Suggested combinations for the present were Jordan and Egypt, Jordan and Turkey, Jordan and Dubai. If the political tensions in the region subside, a Jordan and Syria combination would also be more attractive.
- Those who felt that Jordan could be marketed as a stand-alone destination for special interest travel, clarified their position by saying that this would be possible only if the traveling public was more educated about what Jordan had to offer as a country, and come to understand that there was more to the Jordan “experience” than Petra and Jerash.
- Some tour operators suggested that Jordan implement pricing and sales perks similar to what airlines, hotels and tourist boards in Turkey and Egypt are offering to tour operators, travel agents, and consumers.
- Respondents believed that Jordan is a unique blend of the modern and the ancient. It is a destination for the seasoned and sophisticated traveler, and more suited to the upscale traveler who is educated and knowledgeable, with a higher degree of discretionary income. It is not a mass-market destination like London, Paris and Rome. For that reason, Jordan needs to create, through public relations, an aura of “glamour, glitz, and star quality”. Several tour operators recommended the Royalty angle and suggested that Their Majesties, King Abdullah, and Queen Rania, be spokespersons for the tourism industry. Queen Rania was specifically mentioned as representing a very powerful, modern, professional and secular image of the Arab woman. Respondents who received the Royal Tour video or saw the airing on the Travel Channel noted its appeal to the sophisticated traveler, and suggested that more such productions be encouraged.
- Tour operators suggested creating a high visibility event to create a buzz about Jordan. Suggestions included having events in major cities like New York and Los Angeles, or in-country in Jordan around an event, which had international appeal.
- Conduct a major consumer “come to Jordan” campaign by giving 1000 promotional airline tickets on Royal Jordanian, with well priced land packages to jump start travel to Jordan, similar to British Airways promotion. Publicize this extensively with all media outlets.
- Tour operators suggested that JTBNA continue with journalist press trips, especially consumer journalists that write for “special interest” consumer publications, such as those targeting hiking, biking, scuba diving, rock climbing, photography, bridal and honeymoon, art and archeology,

food, health and fitness, preservation and conservation (e.g. Outside Magazine, Archeology, Gourmet, Natural Health, Photography, Bon Appetit etc).

- Respondents believed that this lull in the business to the Middle East should be utilized to invest in a strong public relations and image building campaign. Invest in the market for the long haul. They also recommended continuing communicating with tour operators on a regular basis to maintain close relationships and to educate the operators and their key staff about Jordan. They also recommended conducting fam trips for special interest tour operators, select travel agents, tour leaders, and non-profit travel buyers. These investments would allow the Jordan tourism to stay alive in the minds of the American wholesale and retail travel industry, reduce the effects of negative media coverage, and assist in a more rapid recovery of travel to the country once the overall situation in the Middle East improves.
- Biblical sites are particularly attractive to North American travelers. Tour operators surveyed suggested targeting church leaders of all denominations as well as religious tour operators to educate them on the Biblical sites in Jordan in order that the time spent in Jordan can be expanded, and Jordan also can be sold as a stand-alone trip for Church groups. Another suggestion was to continue co-sponsoring tour operator fam trips for church leaders with “proven followings,” who need to be educated on the Biblical sites in order to ‘sell’ stand-alone tours to Jordan to their congregations.
- Target affinity and special interest markets, especially the non-profit segments such as museum and alumni markets, and conduct familiarization trips for museum and alumni buyers by enhancing relationships with special interest tour operators. Focus on niche marketing, said several of the respondents.
- Co-sponsor targeted mailing campaigns of those special interest tour operators who are definitely interested in promoting Jordan. These mailings would be to past travelers and potential travelers. Of those interviewed, a majority of special interest tour operators purchase national lists of potential clients that meet the right demographics, for example American Express mailing to American Express platinum card holders, mailing to past and potential travelers of Geographic Expeditions, Wildland Adventures, Mountain Travel Sobek, Travcoa, and similar companies.
- Conduct familiarization trips for key employees of tour operators to make them goodwill ambassadors upon their return. Keep tour operators informed of all new products in the country, and keep them apprised and supplied with new collateral materials being developed to promote various parts of Jordan.
- Respondents believed that the role of the general travel agents was diminishing as a distribution channel, particularly with the boom since 2000 of online travel and direct bookings. However, travel agents with knowledge and destination expertise were still in demand by their informed but exacting clients, who relied on high service levels. These travel agents should continue to be invited to participate on educational fam trips to Jordan. These agents usually worked with the upper end of the market focusing on quality travel, and need to be educated about Jordan and its potential.

- Target special travel agent seminars/conferences to make presentations and organize events with guest speakers. Also, utilize fam trip participants of specific consortia, or professional organization to give positive testimonials or serve as panelists at industry meetings and seminars, e.g. at ICTA Forum, American Express Representative network meeting, or Educational Travel Conference.
- Tour operators were actively trying to use the internet to market their tours and many were linked to various web sites that offered “deals” to viewers. Distressed inventory and off-season price based packages were easily being sold as a result of these promotions. Several respondents suggested that JTBNA have a special link for “hot deals”, “value” or “price buster” packages of tours being offered by U.S. and Canadian partners. These exceedingly good prices may attract and overcome the “fear factor” for the more intrepid general traveler. Several of the tour operators interviewed offer such packages either to Jordan or other destinations and can be encouraged to offer similar programs to Jordan, marketable through the internet.

Recommended actions and detailed interviews follow which should be of considerable interest to JTB members. Please note that each interview is preceded by a short company profile, which has the latest contact information, and is being provided to JTBNA to update its website and database.

Objectives and Methodology

Objectives

From June – August, 2002, the consultant, interviewed 41 tour operators that feature Jordan as part of their Middle East tour programs and are in JTBNA's database. The 41 tour operators who replied to the questionnaire and were subsequently interviewed, represent an 82% response rate of the 50 operators sent a needs assessment questionnaire. The 50 tour operators were selected to provide a sampling of various market segments.

This project was designed to generate a practitioner's report that will help JTB determine its marketing activities in North America. The questionnaire and the follow-on interviews were geared to elicit candid insights and opinions from seasoned professionals who know the industry inside out, track trends, and manage their own companies or have direct responsibility for business units.

The questionnaire and interviews also enabled JTBNA to update their database, confirm industry trends, re-establish marketing relationships with the current decision makers, and inform tour operators about new product potential in Jordan.

Methodology

The consultant has consulted with Robert E. Whitley, the President of the United States Tour Operators Association (USTOA), who had visited Jordan as part of their "Out of Country Workshop" in February of 2001. He was delightfully surprised by the destination, and has since become an ally of Jordan. He recommended that a statistical survey was not likely to result in success at this juncture in the industry. But he agreed to help design a questionnaire that in his opinion, would generate a response, provided a letter of endorsement, and sent the questionnaire with a copy of the video, *Jordan-The Royal Tour*, from his office. Robert Whitley is considered one of the major industry leaders in the United States.

The questionnaire was not designed to be an academic statistical survey that would generate limited response, according to Robert Whitley, because most operators at this time would consider such a survey of limited utilitarian value both for themselves and to JTBNA. For example, in early 2002, the Dubai Tourism office in the United States sent such a questionnaire to 95 tour operators and only 26 completed the questionnaire after repeated calls to them.

The same model used for USTOA members was also used for the non-USTOA tour operators selling Jordan who were part of this project. They received a letter from Malia Asfour, Director of JTBNA, inviting them to participate, and were subsequently sent a copy of the Royal Tour video. The 41 tour operators who were interviewed were also sent additional promotional brochures and CD roms after they specified what materials they required. The retail travel industry and the Meetings, Incentives, Conferences and Exhibitions (MICE) market were not part of this questionnaire.

Current Tourism Trends According to Respondents

Fifty tour operators were selected to provide a sampling of various market segments (special interest including soft adventure, cultural tours, religious interest, eco-tourism, medical programs, travel programs for museum and alumni markets), both U.S. and Canadian, USTOA members, and those that belong to other professional associations. For list of respondents, please see Appendix A/ List of Respondents.

Travel Trends to the Middle East/North Africa/Mediterranean destinations:

Tourism has dramatically reduced to the Middle East although there are signs of slow recovery. The *Intifada* brought about the reduction in travel to the region but in the aftermath of September 11, tourism numbers have dropped dramatically to all Arab countries, and to Israel. Even Turkey, and Morocco have been impacted due to their being Moslem countries and geographically close to the Middle East. Even travel to Greece dipped after September 11, due to its geographical proximity to the Middle East.

However, in the second quarter of 2002, business is recovering, although slowly, to Greece, Turkey, Egypt and Morocco. This recovery is partially due to the increased public-private partnerships in these countries and a concerted strategy to create demand. Also, these destinations are not being negatively targeted on the nightly news. There are special promotions and cash incentives being offered by the tourist boards to the tour operators and travel agents, and “travel deals” being offered to the travelers. These countries have also focused their tourism budgets on increasing consumer demand by doing an aggressive campaign of print, radio and television ads in various markets, subsidizing tour operators who are offering reduced rate packages, with partner airlines and hotels offering two for one deals, additional commissions, cash bonuses, and other incentives. The campaign is designed to evoke emotional responses about the history and romance of these countries so they are placed high on the consumer list of “must see” places in a lifetime.

Curiosity and interest about the history and geo-political situation of the Middle East is high. More and more people are reading about the Middle East countries such as United Arab Emirates, Iran, Jordan, Lebanon, Oman, Saudi Arabia, Syria, and, Yemen. There is more information, articles and books available about the region throughout the U.S. than ever before. At the point when Americans feel safe traveling to the region, tourism will experience a major renaissance.

Types of products selling at present:

Consumers are attracted toward cruise products, which are more favorably viewed as a safer, more leisurely way of travel, and more ‘value added’ as they are all-inclusive. In popularity, European river cruises have overtaken and substituted for European motor coach tours (The floods in Central and Western Europe temporarily affected this segment). Expedition cruises to places like the Galapagos, Arctic and Antarctica are also doing well. In the Orient, Yangtze River cruises, and river cruises in Vietnam and Indochina are very popular. Russia, Baltic and Scandinavian cruises are also on the upswing. Small ship cruising is growing exponentially for special interest tour operators servicing the non-profit market.

Family travel including re-unions, grandparents traveling with grandchildren, parents and families traveling together is growing according to most respondents. The majority of family travel programs are currently being offered in North America with new 'activity' based family programs being offered in 2003 to Western Europe, Asia and South America. These trips are a way of people feeling emotionally connected, while renewing family ties, especially after the traumatic events of September 11.

Special interest tours and the FIT market are the growing trends, both in land programs and cruises, according to the respondents. Programs are most popular that are 'value added' rather than only 'price based'. People are looking for the unique, the exceptional "experiential" travel that also has a "fulfillment" aspect built into the travel program. They want to return from their trip with new knowledge of an area or people, having had "fun" but feeling 'good' by either understanding a culture, getting closer to the people, having seen or participated in a social, cultural or humanitarian interaction with locals; having traveled to a region or place that few of their friends and neighbors have visited, which has the "glamour and unique appeal" of the traveler being "among the first few to have been there and experienced the country." This especially applies to international trips taken by travelers in the soft adventure and 'non-profit' segments.

Travel programs with included activities are on the rise. These include hiking, biking, diving, sailing, rock climbing tours, educational tours around art, history, archeology, food and wine, religious pilgrimages, health and fitness (viz. women's' fitness and spa programs), continuing Medical education, conservation and preservation programs connected to a site, business development programs (investment and trade missions focusing on various industry sectors), meetings, conferences and corporate incentive travel. However, in the short term, certain types of tourism are more negatively impacted due to the downturn in the economy, corporate scandals in the U.S., liability issues connected with business travel, logistical impediments to travel such as reduced air service, threat of airline bankruptcies, security threats and other challenges.

Pepperdine & Brown (YP&B), 48% of the business travelers surveyed said that they are less likely to take an incentive trip, 34% less likely to attend a corporate meeting, and 34% less likely to attend a professional or trade show association convention.

Consequently, respondents emphasized that market segmentation is more vital than before with targeted marketing and cross selling found to be very effective. For example, tour operators with "themed wine and food tours" are luring leading chefs to lead tours/cruises where they provide "cooking lessons" and wine stores are being solicited to participate in promoting wine tours to France, Australia, South Africa etc, complete with wine testing along the way. Soft adventure tour operators are linking up with leading photographers and organizing tours where amateur photographers can "learn from the masters" while touring the country. In yet another example, a spa and wellness operator is doing 'yoga' and 'spa treatments' in an exotic destination like Morocco, led by a renowned name in the wellness industry. The emphasis on the activity often attracts people who are more intrepid travelers who join the tour because of the activity or the "tour leader" and are less likely to suffer from the "fear factor". Likewise, museum and alumni associations are attracting members or alum who, for the most part, are well educated, seasoned

travelers who feel an affinity to travel with a professor or expert who has an in-depth knowledge of the area or subject matter, and can add to the educational and experiential content of the trip.

International Destinations:

According to the tour operators interviewed, travel is up for destinations such as Central and South America, Central and Eastern Europe including Russia and the Baltic countries, Far East Asia, Australia and New Zealand. This is partially due to the perception on the part of the traveling public that these destinations are “safer in terms of terrorist threats”. Secondly, the cruise lines and special interest tour operators have geared their products to the consumer demand for more active soft adventure trips (for the 45 year+ travelers) or the more leisurely, educational trips (for the 60 year+ travelers) to exotic locales geographically removed from perceived area of international conflict or terrorism. These programs are being customized for groups as well as individuals, capitalizing on both types of travelers.

The Traveler

According to a national survey conducted in late July, 2002, by the Marketing firm of Yesawich, Travel consumers are changing. Among other factors, there are shorter and shorter booking periods, safety concerns, life style changes and interests, uncertainty about the economic climate, the accessibility of information and the availability of new booking mechanisms on the internet. There is a growth in destinations perceived to be safer, more interesting and richer in experience. Programs are being created to places as diverse as Iceland, Greenland, Cuba and Bhutan.

Travel patterns are changing as a result of world events, yet long term trends continue to still hold true, according to the executives of Tauck World Discovery, which has the highest industry percentage of repeat clientele. High quality accommodations, unique inns and lodges, authentic learning and memorable experiences remain a top priority for the 45 year+ travelers. People are no longer interested in a plain vanilla vacation. For the long term, there is a growing interest in exotic destinations. In the short term, the trend is close to home with many passengers choosing Canada, Alaska and Hawaii and other tranquil, scenic locales for personal renewal. Vacations are becoming shorter, such as one-week trips to Europe, and multi-generational family travel is also gaining in popularity for re-unions and other special occasions – by train, riverboat and back roads.

The Role of Travel Agents:

Leisure travel agents are finding their own niche and positioning themselves to be “experts” in a destination or product. They function as travel advisors and consultants giving advice and arranging FIT itineraries for a fee rather than relying on airline commissions or standard commissions from tour operators. They are aligning themselves with specialized travel agency consortia, like Virtuoso, Giants, Vacation.Com, Leisure Travel Group, Carlson, Maritz or American Express to gain buying power, leverage with suppliers, access to technology, and internet and database marketing by being members of a consortia. This association also gives them higher commissions from the “preferred suppliers/tour operators” selected by the consortia. These preferred tour operators, in turn, value the volume supplied by the Consortia agency members for their products. Travel agents join the consortium that best meets their needs. However, in some cases, they are invited to join if they meet the parameters of the consortium. If upscale and high-end, agents tend to seek membership in Virtuoso and Leisure Travel Group. If

more diverse in product and destination, or unable to qualify for membership, they may select an organization such as Giants or Vacation.com. Agencies that are members of Travel Networks like Carlson, Maritz and American Express have a greater financial involvement as these operate as franchises, and are well suited to those agencies that have a wider mix of businesses, for example, those doing leisure travel, corporate travel, meetings and incentive travel. These are a few examples of the types of consortia that exist in the U.S.

With regard to the role of travel agents, Yesawich, Pepperdine & Brown confirm according to a poll taken of business and leisure travelers that travel agents are still important to a significant percentage of travelers, particularly older, and more affluent ones. 33% of all travelers still use travel agents to book trips, especially those of any complexity. The more experienced and wealthy travelers turn to savvy travel agents for advice, counsel and the best degree of service. These findings were published by YPB in April, 2002. The excerpts quoted here were published in the Inside Cultural Travels Industry News of July 11, 2002.

Role of the Internet:

Tour operators are increasingly targeting consumers directly over the internet using select travel websites, their own direct mail and database systems, and in some cases, even their own in-house magazines and newsletters. Special interest tour operators are soliciting consumers and tour leaders with their own “followings”. Concurrently, tour operators are also offering added ‘incentives’ to select travel agent consortia in the form of override commissions, cash booking incentives, fam trips, and merchandise products, to drive loyal travel agents and consumers to book their tours. There is tremendous competition for market share among the large conglomerates. According to the respondents, the impact of the economy on the consumer behavior, and the upheaval of the airline, hotel and travel industry in the wake of 9/11, has led to most of them streamlining their products, downsizing their staff, reducing their inventory of products and destinations, sticking with the tried-and-tested products that have consumer demand in today’s market, and looking at new ways to reduce their distribution costs. Hence the steady increase and recent boom in internet booking engines. Additionally, tour operators are granting override commissions to top selling travel agents, while attracting and rewarding loyalty through database marketing techniques in order to build relationships with past and potential clients. Also, according to respondents they are looking for financial support from tourist boards to promote those regions of the world that require greater investment to generate consumer demand.

Forecast for tourism in general:

According to the research done after September 11 by the World Travel & Tourism Council, a worldwide rebound will occur for global travel in 2003. In the aftermath of September 11, “the industry has reacted swiftly through cutting costs, creative advertising, innovative promotions and seeking new markets” said the WTTC President, Jean-Claude Baumgarten. The year 2002 is dedicated to stabilization and recovery. Baumgarten predicts there will be a strong upward trend for the industry over the next decade with growth at 4.5% in real terms for the global industry.

Recommendations Actions

As a result of the findings from the questionnaire and the interviews the following actions are recommended. These specifically address the tour operators and their retail arm – the ‘leisure travel agent’. The Meeting, Incentive, Conference and Exhibitions (MICE) market is not addressed as part of these recommended actions, though these recommended actions will strengthen the climate for MICE activity.

The major challenge for Jordan is that it is suffering from misperception, and the daily news of the political turmoil in the region does not help build traveler confidence. JTB should focus its efforts on a consumer awareness and image building campaign for the country, de-linking Jordan from the turmoil in neighboring countries. All tour operators recommended a strong public relations campaign for Jordan in North America, including getting the support of Their Majesties to be spokespeople for the tourism industry. Such a campaign will step up efforts to present Jordan as a must visit destination for the educated traveler.

Short Term:

- **Continue to develop special interest tourism products in Jordan** e.g. art, history, culture, photography, cuisine, soft adventure – hiking, biking, rock climbing, scuba diving, camel safaris, ecology and conservation, preservation, medical tourism.
- **Create women only programs for fitness, health, and beauty.** Include interaction with the Jordan River Foundation projects so that North American women can meet Arab women and see how local communities are being empowered. This will do a lot to create dispel preconceived misconceptions about Arab women.
- **Re-kindle interest in small ship cruising programs in the Red Sea,** with Aqaba featured as a port of call or home port. This will allow for shore excursions to Petra and Wadi Rum. The south of Jordan has a special allure because of the Nabatean civilization and Lawrence of Arabia, and generally is viewed as geographically safe, particularly if the access is by ship.
- **Increase communication from Jordanian ground operators directly to their North American tour operator partners.** This needs to be emphasized especially in the lull in travel to the region to ensure tour operators that they (i.e. the Jordanian operators) are financially intact and in business. Jordanian ground operators need to regularly keep in contact in positive and creative ways, for example, send e-mails, greeting cards, small gifts around the holidays, provide new programs with new products even if the business is severely reduced at present. This keeps the connection alive and psychologically reinforces the positive image of the Jordanian people.
- **Conduct a targeted marketing campaign to expand the database of tour operators by contacting and interviewing additional Special Interest Tour operators in the U.S. and Canada.** The questionnaire and subsequent interviews were an effective marketing technique to build and enhance the Jordan product in the North American market. This approach was articulated and recommended by Ibrahim Osta – BMI component leader at AMIR Program-

Jordan. Broadening this approach to include more special interest tour operators will allow for an interactive dialog with tour operators about the wide range of products Jordan offers for the special interest market segment (e.g. members of USTOA, those participating in the ASTA Tour Operator Protection Plan (TOP), boutique special interest tour operators who work exclusively with non-profit affinity travel).

• **Develop the concept of Team Jordan - a public-private partnership of executives who want to position Jordan as a must-see destination for travel.** The concept is to create a consortium of North American tour operators from various market segments (including special interest travel) who are definitely interested in building tourism to Jordan. JTBNA should support these tour operators in their consumer promotion programs targeted towards attracting potential North American clients to Jordan. Team Jordan could also include specialized travel agents who sell high-end travel and boutique destinations. A member of the Royal family should be invited to serve as the Honorary Chairman of Team Jordan. This would attract the right membership and visibility as well as have the glamour appeal. Representatives from organizations such as RSCN, USTOA's Travelers Conservation Fund, and the Ecotourism Society, should be invited to participate along with supporting airlines and other potential organizations.

• **Organize special interest site inspection trips for tour operators** who specialize in Culture and history, Art and architecture, Cuisine, Soft adventure, Eco-tourism and conservation, Photography, Religious tours, and Medical "continuing education" programs. Include women's soft adventure and wellness program operators.

• **Conduct a workshop with special interest tour operators, journalists who write for consumer magazines, and JTB members in Amman** to allow for better understanding between all entities to address tourism potential, challenges, positive solutions, and permit cross-selling and further exposure between the industry and the media. Capitalize on the mystique generated by the Royal Tour video by including journalists that write for women's magazines and soft adventure segments. For example, as a result of the interviews already conducted, four journalists have been identified and are being contacted by JTBNA.

• **Participate in those trade shows that target tour operators/travel agents/consumers of "exotic, culturally sophisticated, unique destinations"**. Some shows suggested by tour operators were the Luxury Travel Expo (high end travel agents), Adventure Travel Show (consumers, soft adventure tour operators, specialized travel agents) in Chicago, and Travel & Leisure Shows in Canada (Canadian consumers and tour operators and travel agents). These would be in addition to the USTOA Annual Conference and Travel Mart (USTOA members), and the Educational Travel Conference (tour operators selling to the non-profit affinity market).

• **Forge linkages with key travel agent consortia.** Seek consortia's support and endorsement to organize travel agent seminars for their membership, and conduct 'educational' trips for select agents within the consortia that sell upscale FITs, Middle East destinations, or special interest programs. At present some of these consortia mentioned by tour operators are ICTA, Virtuoso, and Leisure Travel Group.

- **Advance the site inspection trips of interested tour operators** such as High Country Passage, Park East, Regina Tours, Journeys Unlimited, and American Express initiated as part of this project. No amount of brochures and presentations can substitute for an actual experience from which participants come back enthusiastic, energized, and ready to sell Jordan.
- **Advance and implement the familiarization trip initiated with the Institute of Certified Travel Agents** and endorsed by them for travel agents with CTC designation in March of 2003.
- **Solicit endorsements from consortia leadership in support of educational seminars.** Get recommendations from consortia to market educational seminars and fam trips to Jordan on behalf of the membership. Obtain recommendations from consortia and in coordination with JTB, evaluate the return on investment for supporting specific initiatives like seminars/presentations/fam trips.
- **Update JTBNA's website linkages to the "hot deals" or "special tours"** of those tour operators who sell Jordan, rather than the general home page to help consumers get instant information and booking source.
- **Increase exposure for Jordan on major travel websites** e.g. IExplore, Fodors, Travel Zoo, Cultural Travels, E Turbo News, Talk Radio and many others through interviews, press releases, and selective advertising.
- **Offer recognition programs and financial incentives** to tour operators and travel agents. The range is contingent on the budgets available.
- **Actively market to Canadian operators** via sales calls, in-office seminars, joint trade show participation, familiarization trips for key employees, and specially identified travel agents.
- **Jump start travel from U.S. by having a major consumer travel promotion.** Offer 1000 tickets on Royal Jordanian Airlines for \$200 each, round trip. Combine this with a choice of three very highly discounted land packages of 3, 5 ,and 7 nights to Jordan. Highly publicize the promotion in newspapers and radio talk shows. Create the media "buzz" about the promotion. For example, British Airways made just such a buzz to start traffic to England after the scare of "mad cow disease", according to Susan Nissim, of IST Cultural Tours.

Long term:

- **Explore the viability of developing a Jordan Tourism Specialist program on "how to sell Jordan" geared to the North American retail travel industry.** The educational program can be offered via the internet, similar to what the Singapore Tourist Board is doing at present. The agents who complete the course are invited on an educational fam to Jordan, would get an added commission from tour operators, and build up recognition as "experts" in selling the country. The program could also be offered in conjunction with ICTA's Destination Specialist Program.

- On an inter Governmental level, **explore the viability of Royal Jordanian Airlines and other airlines in the neighboring countries offering a regional air pass**, which allows freedom and flexibility to the individual travelers to fly between countries for a nominal airfare, as well as special round trip fares using two carriers. Tour operators see great potential for increasing tourism to the region by offering Regional air pass to expand their multi-country programs in the Middle East, North Africa and Mediterranean e.g. among Egypt Air, Royal Jordanian, Gulf Air, Emirates, and Turkish Airlines. This is similar to the European carriers offering the European air pass, which has spurred travel to Europe and benefited several countries.

Tour Operators Interviews

Company: Abercrombie & Kent, Inc

Contact Name: Ms. Helga Westell – CTC Senior Vice President

Contact Name: Ms. Penny Polson – Product Manager for the Middle East.

Address: 1520 Kensington Road – Oak Brook, IL 60523 USA

Phone: 630 954.2944 / Fax: 630 954.3324

E-mail: info@abercrombiekent.com

Home Page: www.abercrombiekent.com

Consortium Affiliation: USTOA, ASTA-TOP, PATA

Description

Founded in 1962, by Geoffrey and Jorie Kent, Abercrombie & Kent (A&K) is an internationally recognized tour operator offering luxury travel and safari programs. Initially started as a safari company in Kenya, A&K now has programs worldwide. The company claims to do “extraordinary journeys-in extraordinary style-to more than one hundred countries on all seven continents”.

Tour Products

A& K offers cultural tours and safaris, “active” vacations for the independent soft adventure traveler, family travel, and explorer programs to untamed destinations such as Antarctica, Amazon and North Atlantic, and expedition cruises led by naturalists, regional experts, and historians. A&K’s clients are highly educated, have a high degree of disposable income, are younger and often travel with families. The average client age is 40-55 years.

With Jordan

Stand-alone tour to Jordan for 2003. Mid-East brochure will have stand alone tours to Jordan, Syria and Egypt, with extensions possibilities in each destination.

Tour Operator Interviewed: Abercrombie & Kent – 6/12/02 and 7/12/02

Interviewed Penny Polson, Product Manager for the Middle East, whose department is responsible for planning and developing all A&K programs to the Middle East. Business has been dramatically down to the Middle East, especially after September 11, 2001. Bookings are down by 90% to the Middle East. To date 150 passengers have been booked to Egypt, which is the best selling country in the Mid East region for A&K. Previous years, there have been more than 1600 passengers to Egypt.

Jordan bookings are only 9 packs so far, of which 5 have traveled and 4 are booked for November of 2002 on the Escorted tour/FIT arrangements. Syria is totally down with no bookings. Turkey program is doing fine but that is a cruise on the “Sea Cloud”. Morocco is also down compared to previous years with only 27 packs booked this year and Morocco is traditionally sold out for October departures. People are booking late and closely watching world events. India and Nepal have no bookings due to travel advisories for both countries.

Programs that are selling for A&K are river cruises and barging in Europe, South America, Orient, especially Yangtze River cruises. Western Europe tours are more or less o.k. although that business is also down compared to previous years.

The “Active” (soft adventure) product line is not being expanded and no special brochures are being prepared. Only those that actually sold well will be kept are marketed via the website. A&K also participates in the Chicago adventure travel show in February.

Planning and product development cycle for A&K – pre-planning in Fall for the next 18 months, final product decision making in first quarter of the following year, with brochure production by August.

As far as pricing issues are concerned, A&K made a decision not to lower prices on programs to the Mid East because their thinking is that their client base (affluent, 50+) travelers are more concerned with safety and security issues and price is not the motivating factor. At present A&K plans to retain the programs in their brochures with the exception of making Jordan, Syria, Israel stand alone programs and deleting the Jordan/Syria combo as well as the Israel/Jordan combo as the combination tours were not selling. Planning to start using the new Four Seasons in Amman when it opens.

In her opinion, the major problem for Jordan is that it is suffering from misperception, and the daily news of the political turmoil in the region does not help the traveler. She suggested that JTBNA focus efforts its efforts on a consumer awareness and image building campaign for the country, de-linking Jordan from the turmoil in neighboring countries. Keep in routine communication with A&K providing information on any new products or services in the country, showcase destination at trade shows that cater to niche markets, e.g. Educational Travel conference, IT&ME, Adventure Travel Show.

She also mentioned that David Rogers was now responsible for working with A&K’s Destination Management Companies worldwide.

Company: Absolute Asia

Contact Name: Mr. Ken Fish – President

Contact Name: Ms. Natalie Nevares – Director of Sales

Contact Name: Mr. Lane Nevares, Sales Manager

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Home Page: www.absoluteasia.com

Consortium Affiliation: ASTA

Description

Founded in 1989 Absolute Asia, offers itineraries to over 30 destinations. In response to a growing demand for similar services in Australia, Absolute South Pacific, a division devoted exclusively to travel in Australia, New Zealand, and the South Pacific islands, was created in 1997. Most recently, in 2001, they expanded into many countries in Africa - regions with magnificent cultural and natural wonders - with the launch of Absolute Africa. Their Middle East & North Africa packages include: Turkey, Iran, Egypt, Jordan, Israel, Lebanon, Syria, Morocco. The company has won numerous awards and is a preferred supplier to Virtuoso, a consortium of leisure travel agents. It is also marketed by IExplore, an internet marketing site for special interest tour products.

Tour Products

Absolute Asia offers deluxe, custom-designed journeys for individuals and small groups. Journeys are in-depth explorations of the destination. All trips have a strong cultural focus and encompass art, history, architecture, cuisine, and local handicrafts.

With Jordan

6 private tour itineraries including Jordan, of which 2 are stand alone tours in Jordan only
2 multi-country itineraries for small groups

Tour operator interviewed: Absolute Asia – 6/5/02

Interviewed Lane Nevares, Sales Manager, with product development responsibility for Jordan, at Absolute Asia. I also interviewed Natalie Nevares, Director of Sales. Absolute Asia has been in business since 1989 and has a full time staff of 16 employees. The company only does customized deluxe, high-end FITs. Absolute Asia has several itineraries to Jordan and surrounding countries but business has dropped dramatically to the Middle East as of September 2001. No country in the region is doing well per Lane. Queries for Jordan are still coming so interest is still strong although people are cautious and holding off on booking.

South East Asia, South Pacific programs have been doing exceedingly well. “Phones are ringing off the hook starting in January of 2002 and have not stopped”. They are also expanding into South Africa. Approximately 65% of their clients are repeat clientele. Clients are very wealthy, educated, professionals and Absolute Asia’s business has not been affected by the economic downturn or by September 11. In fact, they are planning to hire 3 more employees. The company’s annual turnover is close to \$6 million.

Absolute Asia joined Virtuoso, the high-end travel agency consortium, this year and there has been a substantial increase in sales as a result of this partnership, said Natalie Nevares, Director of Sales. The company has found the relationship with Virtuoso to be the “best marketing strategy”, said Natalie Nevares. Between having an extensive website currently, getting referrals from past clients, and benefiting as a result of the Virtuoso memberships that are now increasingly booking their company’s products, Absolute Asia has stopped “wasting its money on trade shows” and general advertising. Everything is now highly targeted to Virtuoso agents, and the consumer press (press releases, journalists invited on select trips).

Natalie Nevares said that as all destinations are sold as FITs, Jordan will definitely stay in the programs that they offer in their brochures and through their website. She requested more high resolution photos for their website. There is interest for the programs and it will be the among the first to return in terms of bookings, said Natalie.

Lane Nevares also reiterated that Absolute Asia will continue promoting Jordan in 2003 and hopes that there is a political settlement between Israel and the PLO. He and his agents know Jordan and he is very impressed with the country, its attractions, accommodations, and infrastructure. The suggestions he had was for JTBNA do more press trips and consequently have more articles to present Jordan as a safe and hospitable country for American travelers. Aside from image building he also suggested that JTBNA continue to share all new product development concepts with Absolute Asia, and send any press releases about new hotel and spa openings, as well as any high visibility events in Jordan or in the U.S. He also recommended we keep up an on-going communication with Absolute Asia.

He was sent a copy of the “Royal Tour” video. He has all the other materials including the CD rom with photos.

Company: Academic Travel Abroad, Inc.

Contact Name: Mr. David Parry – President

Contact Name: Ms. Kate Simpson – Executive Vice President

Contact Name: Mr. Bryan DeLeo – Director, Tour Development

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Home Page: www.academic-travel.com

Description

Mr. David Parry acquired Academic Travel Abroad (ATA) in 1973. ATA has been in business for 50 years and offers educational tours to the non-profit market. Current destinations are North America, Central & South America, Europe, Africa, Russia & the CIS, Asia and South Pacific.

Tour Products

ATA offers guided cultural tours for the affinity, alumni and association market. Tours are special interest and cover a range of interests: art, architecture, history, cuisine, wine, music, natural history, walking and hiking.

With Jordan

No tours are bringing marketed to any country in the Middle East at present.

Tour operator interviewed: Academic Travel Abroad – 7/8/02

Interviewed Bryan De Leo, Director Tour Development, who is intimately involved in tour development and has a background in the industry with the National Geographic, the Smithsonian Institution, and Lindblad Expeditions, in addition to having an academic background in the Middle East and having lived and traveled in the region. Kate Simpson, Executive Vice President – completed the questionnaire.

Academic Travel Abroad offers custom designed itineraries for the museum and alumni clients. The two main clients are the Smithsonian Associates and the National Geographic Institution for whom Academic Travel Abroad designs and implements the programs. Clients are affluent, seasoned travelers, 60+yrs of age who live in major metropolitan cities like New York, Chicago, Los Angeles, San Francisco, Miami and Houston. Many are members of the Smithsonian and the National Geographic Institutions.

Business in general after 9/11 fell severely. A lot of tours were cancelled in the last quarter of 2001. It gradually recovered this year with some destinations doing better than others. All tours to the Middle East have been cancelled and there is a general “uneasiness” about traveling to the region. Bryan DeLeo was of the opinion that this is partly due to the perception that “conditions are too uncertain and thereby unsafe” and secondly, because these “seasoned” travelers feel that they may be negatively received as a result of the US Government policies even though they may not be in agreement with them. Consequently, even though the Smithsonian Associates operated tours to Jordan and Syria in the past, as well as Jordan and Egypt, and are open to offering tours, there is no demand on the part of their membership at present due to the fears mentioned above. Even though there is no demand in the short term, Bryan De Leo felt that Jordan felt it would be best if Jordan continued to market itself for the long term.

He was also of the opinion that Jordan would sell best with another country that was equally rich in historical and architectural sites that are of importance to his cultural tours. He mentioned Jordan and Turkey may be a good combination as both are perceived by Americans to be “relatively safe, safe and orderly” with an abundance of sites. Jordan and Egypt may also be good to offer. In fact, he believed that if interest in Egypt and Turkey came back, it would be a reliable barometer of tourism picking up to the region. Even tourism to Greece was down due to its geographic proximity to the Middle East. In fact, their ground operator in Egypt, “Wings” had organized an excellent fam trip for key clients of Academic Travel Abroad including the Smithsonian, National Geographic, and other University clients for this fall, but there were no clients willing to travel even on a fam trip. He thought that may change as many more people are exposed to a more active advertising campaign being launched by the Egyptians, as well as the new exhibit at the National Gallery of Art, which is scheduled to travel in major cities in the United States. Abercrombie & Kent does the Egypt program for the National Geographic and they are planning to have a brochure for 2003 for the National Geographic clients. However, Bryan was not sure how it would sell as he has seen the demand drop considerably.

He felt that Petra had a very strong and evocative pull in the minds of Americans and it would be valuable to use it as a magnet to draw attention and interest back to the country through positive press on preservation programs, eco-tourism, soft adventure potential, arts and crafts of the

region, and any other angles that are known to JTBNA. Both the Smithsonian Magazine and National Geographic Magazine, and National Geographic Traveler should be courted and taken again on press trips to Jordan with any new story angles. All these magazines have a strong following and are well read by their membership. These are the people that go on the tours as well.

Bryan De Leo had not seen the Royal Tour video and was looking forward to receiving a copy. He was mailed a copy 6/16/02.

Regarding what was selling he said mainly Italy, China (Yangtze River cruises), and Russia were leading in numbers for travel programs. Italy was doing even better than France or England, which are traditionally big sellers for Academic Travel Abroad. More than 50% of their tours are to Europe, the next biggest is China, followed by the others. Asia was doing well in general, particularly with tours to Mongolia and Thailand, “far away” from any perceived “troubled spots”. Costa Rica is also doing well for them. They have strong bookings for “Themed” tours e.g. World War II battle sites in France and England, as well as WWI battle sites. Although, traditionally, domestic and family programs do well, somehow, they are not drawing too many people this year, and that may have something to do with fear of flying in general, as well as the economic downturn in this country.

Two new tours were added in 2002 that are sold out. One was a deluxe program for the Smithsonian Associates to Romania, and the second was a moderately priced tour of Bruges, Belgium.

Regarding plans for the 2003/4 season, they are planning to add tours to Iceland in 2003, and Burma and Brazil in 2004.

He reiterated that the Jordan Tourism Board should continue its efforts to be proactive, keep in close contact with tour operators “like we were doing”, attend meetings and conferences which were pertinent to market segments that we were pursuing, (for example, the Educational Travel Conference and our sponsorships) and keep press trips going constantly. He also said he would like to stay informed about any new products or sites that were “new” for his type of clients and provide access to any such sites.

Company: Adventures Abroad Worldwide Travel Ltd.

Canada Sales Office

Contact Name: Mr. Chris Boycott – President,

Contact Name: Mr. Jai Mukerji – Operations Director,

Contact Name: Ms. Tordes Schaeffer – Sales and Marketing Manager

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Home Page: www.adventures-abroad.com

Description

Adventures Abroad was established in 1987 in Canada and is headquartered in Richmond, BC. Company offers tours to Australia & South Pacific, Central America & Bahamas, Central & Eastern Europe, Greece & Turkey, Middle East, North America, Central Asia & Indian Subcontinent, South America, Southeast Asia & The Far East, Western Europe, Africa.

Middle East: 27 tour packages (Egypt, Jordan, Israel, Lebanon, Syria, Oman, United Arab Emirates)

Tour Products

The company offers travel programs to individuals and small groups of 4 – 21 people. It specializes in soft adventure tours, family travel, and cultural tours.

With Jordan

11 different tour packages:

Jordan - 8 days, 11 days

Jordan & Syria - 15 days, 21 days

Egypt & Jordan - 15 days, 21 days

Jordan, UAE & Oman - 21 days

Tour Operator interviewed: Adventure Abroad – 6/11/02

Interviewed Tordes Schaeffer, Sales and Marketing Manager. Company is headquartered in Vancouver, Canada, and sells moderately priced escorted tours to American, Canadian and British clients, each tour carrying no more than 21 passengers. Tordes said that tourism to the region has dropped but she and her company love Jordan and will continue to do the Jordan-Syria program that they have been doing for several years. Two departures are scheduled for the fall although she thinks the one in October will most likely go. Normally, they do 4-5 tours each year. They had one this spring but in light of the current political crisis in the region, only one more may go this fall. In their July newsletter the tour is going to be listed again. Of the countries in the region, Lebanon is totally “dead”. There is still interest in Jordan and Syria, but the most interest is in Egypt. This is mainly a perception that Egypt is sufficiently removed in people’s minds to be perceived as “safer”.

She knows Jordan quite well and has visited several times, last in 2000. She requested any latest brochures, a CD rom of photos for their brochure, and a copy of the Royal Tour video when we get it, which she thought would be a good sales tool for some of her agents who have not been to Jordan. I requested brochures from her as well as a company profile.

Interviewed Jai Mukerji, Director of Operations, who completed questionnaire – 7/2/02

He said that until last October they were sending a minimum of 300 passengers a year to Jordan using Dakkak Tours as the ground operator. They have been selling Jordan, Egypt, Syria and Morocco for several years. In fact, there was a lot of interest in Jordan. However, after 9/11 safety concerns and negative press have substantially dropped tourism to the whole region.

What is selling now is South and Central America, South East Asia, especially Yangtze River cruises in China, and South Africa. Tourism has also picked up for them to countries in Central Europe e.g. Czech Republic and Hungary.

All tours are sold directly to the consumers. They have a mailing list of 120,000 travelers and do a lot of advertising in all major newspapers in Canada and the United States. 40% of their clientele is from Canada, 35-40% from the U.S. and the balance from Australia and the U.K. They do not work with travel agents, nor do they do any FITs. Clients are 50-75 year age group. Hotels and facilities used have a lot of local flavor and there are activities built into the program where travelers interact with local people and participate in activities intrinsic to the country.

Adventures Abroad publish a glossy, detailed brochure and have programs all around the world. They pride themselves on offering high value, well priced cultural tours led by well regarded tour leaders such as academics or experts in their field.

Morocco and Tunisia have picked up well in the last 2 weeks, per Jai Mukerji, with Egypt bookings also slowly on the rise. This increase is due to the fact that there is no negative news about those destinations in the press. Also, Morocco and Tunisia have increased their visibility in the North American market by advertising in major magazines, newspapers and doing fam trips

to raise media awareness. His answer to why Egypt was picking up was that the number of antiquities in the country as well as the possibility of a cruise on the Nile, had a definite appeal for potential clients. He agreed that Petra, Jerash, Wadi Rum were equally spectacular but the traveling public was less educated about them than the pyramids and Valley of the Kings.

As Adventures Abroad does not do any selling via travel agents, they had to have their own sales agents handling the phones be enthusiastic and adept at selling their own tour products. In the case of Jordan he felt it would be very worthwhile to invite one or two of their sales staff to Jordan on a fam trip. No amount of brochures and presentations can substitute “an actual experience from which” the sales agent comes back “enthusiastic, energized, and ready to sell Jordan”. As long it was not in one of their peak selling periods like August, Sept, October or March, April, May, he could spare the members of his sales team to go on a fam trip.

In answer to my question regarding pertinent trade shows in Canada that JTBNA could attend, he replied that Adventures Abroad had not had any real success from going to trade shows. The best way for their company had been to do direct marketing via direct mail, advertising in all major newspapers, and marketing over the internet. He felt that JTBNA should instead do some joint advertising with Adventures Abroad in all major newspapers similar to the type of advertising that tourist boards of South Africa, Costa Rica, and other countries were doing.

He said that the interest in Jordan was good and that they would keep the programs going in their brochures. However, he felt that it was essential to keep up communications, do some “on the ground” training by inviting their key sales people to Jordan, and by providing them with any new sales tools and promo materials.

Also, he inquired when we were likely to be in Vancouver. I told him we would be coming enrooted to attend the USTOA Annual Conference in Whistler, BC in mid-December. He said he would be happy to meet with us, arrange a meeting with all key executives and also organize a presentation to be given to his sales team.

He requested 3 copies of Jordan-The Royal Tour for his sales team and executives. He will also keep the videos in their lending library to send to potential clients. He was also interested in receiving a power point presentation on CD rom. All requested materials were sent to him in mid-July.

Company: AER World Tours

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Description

Founded in 1992 by Leslie Senden, President and Daphna Stromberg, Vice President, to create meticulously planned customized tours for individuals and groups to unusual, and not so well-traveled countries. Tours are offered to South East Asia, the Orient, Russia and the Baltic States, Armenia, Central Asia, Middle East and Turkey.

Types of tours

Customized tours for groups and individuals, geared to the traveler's needs, interests, and budgets. Sample itineraries are provided on the website to serve as guidelines to help create independent travel programs.

With Jordan

Currently getting individual travel bookings to Jordan. Hopes JTBNA will help stimulate demand so more past and potential clients will travel to Jordan.

Tour operator interviewed: AER World Tours – 8/29/02

Interviewed Daphna Stromberg, Vice President of AER World Tours. The company specializes in customized individual and group travel for affinity, and alumni groups. Initially, the company founded 10 years ago by Daphna Stromberg and Leslie Senden, did Russia and Eastern Europe programs, then branched out into Vietnam, Laos and Cambodia, building their reputation for doing tours to the more remote parts of South East Asia. About 5 years ago, the company started Middle East programs with tours to Egypt, Jordan, Turkey and Armenia. Most of AER's programs are educational and cultural in nature and are custom designed upon request. Most programs are advertised in modular form over the internet and in their brochures. Potential clients can mix and match programs.

Business dropped immediately after 9/11, but picked up quickly for all regions other than the Middle East. In 2002, bookings are picking back up for Egypt and Turkey, and that is mainly because a lot of tourism dollars are being spent on advertising, public relations and press trips by both governments. In her opinion, Turkey suffers from the same misconceptions as Jordan. Jordan, like Turkey, is safe and fine, with excellent infrastructure, besides being a moderate and modern country. Due to a lack of consumer awareness about the country, it is lumped in with all the "problem areas" in the Middle East. But major articles in the New York Times, the Washington Post and other leading newspapers and magazines, besides all kinds of pricing and sales perks offered by Turkish hotels and airlines to tour operators, travel agents and consumers, have spurred demand for travel. Likewise, Egypt, has boosted its travel budget and is targeting its promotional efforts on enhancing relationships with tour operators, besides doing an effective print and television campaign presenting Egypt with its pyramids, pharonic history, romance, excitement, and a leisurely travel experience cruising down the Nile. Everyone has heard about Egypt and most people want to visit it at least once in their lifetime, especially now, that the prices are so competitive for both land and cruise programs.

She said that AER Tours is well regarded for its South East Asia tours, which primarily focus on Vietnam, Cambodia and Laos. This niche marketing has served them well as have Russian river cruises, and small ship cruise programs in China. Consequently, their business mix has prevented a major downturn for the company. In fact, their business is doing very well and she hopes to expand her products for Armenia, the Baltic countries, Vietnam, Cambodia, Laos and Myanmar for 2003/4. They are also doing "themed" programs in 2003 that are already full. One of them is to Russia to celebrate the 200th anniversary of the city of St. Petersburg, the second is a special theater program in England.

Ninety percent of AER's sales are through travel agents who are paid a 10% commission. 10% of the sales come directly from the consumers via the phone or the internet. Programs are primarily land only, including regional air transportation between countries. The company does not get involved in airline bookings and lets the travel agent partners handle that aspect. However, in some cases, such as with Egypt Air, AER Tours has a net rate and is able to offer a full package including airfare if the travel agent wants it. AER Tours also has its own retail travel agency called Travel About that is used for airline ticketing. Everything is customized and consumers are qualified before any work is done to create itineraries. Either the travel agents have to qualify them and provide deposits or AER charges deposits or partial or full payment

before any work is done on the booking. That is why they prefer to work with agents as they are a small office with 4 employees and do not have the time for “free labor”.

In her opinion, Jordan, would have to be sold as part of a two-country or multi-country itinerary to her clients. She said, for the most part, when Americans travel abroad they want to see more than one place. “It is too far and too expensive to see one country only”, said Daphna about stand-alone tours. She sold Jordan as part of a multi-country itinerary along with Israel and Egypt, or with Lebanon and Syria. The average time spent in Jordan was 3 nights, always including Petra. Prior to September 11, the company was doing approximately 300 passengers to the Middle East. Most of these travelers were selecting Egypt or Israel and adding the Jordan module as an extension. However, she said that although, the demand for travel to Israel, Lebanon and Syria is “dead”, she is still getting bookings for Jordan, although sporadically. She was very complimentary of UTA, her ground operator in Jordan, and wished she could send more clients to Jordan.

She said it was critical for Jordan to step up its efforts to present Jordan as a “must visit destination” on their list of travel destinations. “Keep painting the mystique of Petra and expand it to include all the sites of Jordan, including Wadi Rum, Jerash, the Desert Castles, and the nature reserves”, added Daphna.

She gave the following recommendations for JTBNA:

Step up the public relations campaign to present Jordan as safe, exotic and modern, an “oasis and haven” in the Middle East. Continue with consumer press trips.

Focus on keeping tour operators apprised of all new products in the country, especially those that pertain to special interest activities such as art, history, culture, cuisine, conservation, preservation and the like.

Co-sponsor travel agent fam trips in collaboration with U.S. tour operators, who identify and qualify the agents for the fam trip. She said she would very much like to do a fam to Jordan for select travel agents but at present she has a full roster. She is planning to do two next year – one to Vietnam and one to Armenia. She said they do not like doing FAMs to countries where a lot of tour operators offer FAMs. They want to be different and unique in what they do.

Work on a governmental level to bring about regional collaboration between carriers in the Middle East. She said all destinations would eminently be more saleable if clients could fly into one country, travel to 1-2 countries, and fly out of a third one. If one way, and intra-country fares could be offered, it would make all programs more price competitive and make it easier for Americans to travel.

Sponsor travel agent seminars in key cities. She gave the example of Singapore Tourist Board that did very effective travel agent seminars by involving tour operators and Singapore Airlines.

Create a new destination specialist program for travel agents in collaboration with a tour operators who wish to participate with the Jordan Tourism Board. All travel agents who get

trained in the destination and sell a program of one of the participating tour operators, get an additional commission or a cash incentive. Again, she gave the example of the Singapore Tourist Board that is offering just such a program via their website. The agents are invited on a fam and given a diploma for participating. Once they become vested, they become an effective sales force for the country, said Daphna. She requested Royal Tour video and materials which were mailed 9/4/02.

Company: AIMS

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Consortium Affiliation: USTOA

Description

Founded in 1968, Academy for International Medical Study (AIMS) is part of Isram World as of 1999. The company offers programs to Africa, Asia, Australia and South Pacific, Latin America, Europe, and Cuba

Tour Products

AIMS provides travel programs for doctors to benefit from getting continuing medical education(CME) credits while traveling with family and friends. The medical/health component of each tour is well integrated into the cultural aspects of the travel experience.

With Jordan

Has not featured Jordan in the past but is open to marketing the destination if a medical program can be created for 2004/5.

**Tour Operator interviewed: AIMS (Academy of International Medical Study Inc.) –
7/10/02**

Spoke to Eileen Stolz, managing director, who was formerly with Isram, Naggar Tours, and Rail Europe. When she was 22 yrs old she worked with AIMS, which was founded by a pharmacist, Bob Bryman in 1968. The company has since changed hands, and is now owned by Isram World of Travel as of 1999. Ady Gelber, the President of Isram, approached Eileen Stolz late last year after the tragic events of September 11, and invited her to head up the recently bought company. Although she is the operational head of AIMS, the decisions regarding destinations, advertising and promotion have to be approved by Ady Gelber. Isram's own extremely strong business to Israel has dropped completely and they are emphasizing their efforts on SE Asian programs through their subsidiary companies, *Orient Flexi-Pax Tours*, and South and Central America through *Latour*.

AIMS creates interesting itineraries with cultural touring and sightseeing along with a loosely structured medical program which gives continuing medical education (CME) credits to participants. All programs are mainly for physicians and their families. Forty percent of the costs of the tour are tax deductible in the U.S. for physicians as the program is "billed" as pursuing continuing medical education. These are Category II credits, not Category I credits which have a stringent educational content. Some destination programs may be too loosely structured to be accepted by the IRS for any tax deduction. The more "saleable" destinations have less of a CME program as are AIMS programs to Australia, Italy, Yangtze river cruises in China, and safaris in Kenya, as these might sell anyway. New programs to Cuba, on the other hand, have a strong medical program due to licensing requirements imposed by the U.S. Treasury Department. Programs to Egypt and Morocco have a modest CME component. Despite having programs to many destinations including Egypt and Morocco, bookings are only coming in for Asia, Australia and South America, as they are perceived to be "safer" and removed geographically from the troubles of the Middle East.

When Eileen was with Naggar Tours, she did have a chance to travel to Egypt. However, she has never been to Jordan, and is personally interested in traveling there and open to developing a medical program to the country. I inquired about her availability and she said that she would be agreeable to participating in a site inspection trip in November as September and October are very busy months for the company. They have 18 tours departing throughout the year, and at present there are only two people in the office. Two employees had to be laid off after September 11 and business has not recovered enough to re-hire them. At present the company's business is down by 50%.

Eileen believes that Jordan could be marketed to AIMS client base if it was properly packaged with an interesting CME program. This would appeal to those clients who are looking for a more structured and educational program while also having a chance to see the highlights of the country. She feels that more consumers need to be educated about Jordan – its beauty, safety, security, stable government and its warm and hospitable people who like Americans. She suggested getting more positive press in medical publications. She has received the Royal Tour video and is looking forward to watching it. Aside from consumer awareness programs, she suggested that JTBNA consider assisting AIMS with printing and distribution costs if they were

to start a Jordan program.

She is cautiously optimistic about Jordan as a destination for 2003 and is willing to consider including a proposed tour in the January issue of the AIMS newsletter to its client base, as a test of client interest. She agreed with me that if she visits Jordan and meets key representatives of the medical community there prior to January 2003, she will be in a better position to endorse offering a program to Jordan for 2003/4 when the final destination decisions are made with Ady Gelber's (President) concurrence.

I mentioned the endeavors of Tele-Medicine between the Hussein Medical City and the Mayo Clinic, and efforts afoot with the Amman Surgical Hospital. I also mentioned the work of the Zara Medical Center for treatment of medical ailments as well as rehabilitation for patients suffering from various illnesses including skin, heart, respiratory ailments, joint problems and psychological and neurological conditions in the "climate therapy" of the Dead Sea. She was also eager to know about Bedouin home remedies and alternate methods of healing. Her clients have received briefings on natural remedies as part of her tour to Morocco. She requested that we send her any pertinent information and keep in contact with her and Ady Gelber.

We are mailing her information on the Zara Medical Center today. She is also open to receiving a proposed tour with a strong CME component to discuss with Ady Gelber.

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Consortium Affiliation: USTOA

Description

Founded in 1974, Travel Impressions is now a wholly owned subsidiary of American Express and operates the American Express Vacations as well as the Travel Impressions programs. Travel Impressions/American Express Vacations is one of the largest US wholesalers of programs to Mexico, the Caribbean, Florida, Las Vegas, Hawaii, and Costa Rica. .

Tour Products

Also conducts escorted tours to Europe, and cultural tours to Egypt, Jordan and Israel.

With Jordan

Stand-alone tour to Jordan. Also stand alone tours to Egypt and Israel with Jordan extensions possible from the other tours. Two brochures being printed for 2003 – American Express Vacations, and Travel Impressions.

Tour operator interviewed: American Express/Travel Impressions – 7/31/02

Interviewed Mitzi Papazoglu, Director of Product Development for American Express Vacations and Travel Impressions. Travel Impressions, is a subsidiary of American Express and operates the American Express Vacation product line, which is sold through the American Express representative network. As Travel Impressions, the company also sells its tours to travel agents around the country who are not affiliated with American Express. The company does both groups and FITs. Steve Gorga, whose background includes working at American Airlines, UTELL and Kemwell Autos, has been the President as of a year ago, and is taking a hands-on approach with all travel products.

Travel Impressions was owned by Ira Theodore and two other partners but was sold in 1998 to American Express. Ira and his partners who had a marketing agreement with Travel Impressions for 3 years, are no longer involved in the company. Ira Theodore and his wife, Nan, came to Jordan on the USTOA Out of Country Workshop in February, 2001.

Mitzi Papazoglu is the Director of Product Development for Europe, Middle East and all American Express Vacation products. Overall the company is ahead of its production figures and that is mainly because they have really targeted domestic destinations to make up the short fall on the international tours.

Travel Impressions/American Express had several itineraries to Jordan and surrounding countries but business has dropped dramatically as of September 2001. No country in the region is “doing well”. Mitzi said that even Europe was down by 30% and that was because of lack of air capacity and higher airfares. She said that there were excellent “deals on land” but without air capacity it was hard to generate more traffic. She also added that part of the problem of long haul destinations in general was that aside from the “fear factor”, and the “major downturn in the economy”, Americans did not want to be “far from home” in case there was another terrorist attack. There was a feeling of general unease regarding long-haul travel. However, she qualified her statement by saying that there was still interest on the part of seasoned, sophisticated travelers to explore new destinations but it was much reduced when compared to previous years for the reasons given above. She explained that in her opinion Jordan is just such a destination – right for the sophisticated, discriminating traveler. As a company they have decided to retain tours to Jordan, and Travel Impressions will continue to have the Kingdom featured in its Mid East brochure. New brochures are being printed for 2003.

In response to what was selling currently, Mitzi said that their soft adventure programs to Costa Rica doubled in sales. They are planning to add Panama in 2003. Caribbean air and land packages and domestic destinations such as Las Vegas, and Florida are doing exceedingly well as are their Mexico and Hawaii programs. In 2003, they plan to increase their existing domestic products with new products on the West coast and in New York. Among the international destinations, Paris, Spain and Central Europe are faring better than others. She said that her Business Development Managers (Regional Sales Managers) have found that people on the East Coast are still a lot more reluctant to travel than those on the West coast or Florida. This led her to offer some concrete recommendations for JTBNA:

Participate in the American Express Network Convention in early October on the west coast. She will send us further details.

Sponsor a breakfast for the top agents of AMEX that would be the more likely group to target to promote a “sophisticated destination such as Jordan”. Participate and co-sponsor select travel agent breakfast or dinner seminars in “targeted cities”. Travel Impressions would identify 25-30 “top selling agents” in each targeted city.

Along with RJ, Travel Impressions, Travel Impression’s ground operator, International Traders, and select Jordanian hotels, offer a specially priced fam trip, extra commissions and cash bonuses for selling Jordan.

Promote Jordan through the American Express Platinum Card center. Mitzi believes that the Platinum card members may be worth targeting via an inclusion in the American Express statements.

Actively conduct an image building campaign to present Jordan as a “safe and eminently desirable place to visit, an oasis removed from the troubles in the Middle East”. Conduct more press trips to the region, especially with journalists that write for consumer magazines and newspapers.

Keep in regular contact with tour operators to keep attention focused on Jordan and give new ideas and products to tour operators to promote the country.

She promised to speak with Michael Stolowitsky, V.P. of Emerging Markets at American Express, to brainstorm other ideas with him. She promised to send JTBNA a short proposal for implementing some of the co-sponsoring suggestions she gave above.

She said that they received the “Royal Tour” video which she enjoyed watching. She said she would circulate it at the office.

She has also never been to Jordan and was interested in participating on the special interest site inspection trip to Jordan from October 29 – November 5, 2002.

Company: Ancient Adventures Travel
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Home Page: www.ancientadventures.com

Description

Founded in 1989, Ancient Adventures Travel is part of the Egypt Tours & Travel, Inc. The company has three offices in the U.S.A. and Egypt. Ancient Adventures and Egypt Tours specialize in tours to Egypt, Jordan, Israel, Syria, Turkey, Lebanon, Kenya, Greece, and Iran.

Tour Products

Primary business is deluxe FITs, and to a lesser extend small high-end customized groups.

With Jordan

5 different tour packages in 2002. Planning to retain programs for 2003. Tours including Israel will be retained on website only.

The Best of Egypt & Jordan - 19 days

Discovering Syria & Jordan - 17 days

The Best of Israel & Jordan - 14 days

Cruisin' & Diving in Egypt, Israel & Jordan - 15 days

The Crossroads of Civilization in Egypt, Israel & Jordan - 20 days

Tour operator interviewed: Ancient Adventures – 7/2/02

Interviewed Ashraf Michael, Vice President, of Ancient Adventures and President of Egypt Tours & Travel. He has been in the industry for 19 years and in business since 1989. Ancient Adventures also functions as the retail arm of his company. His wholesale operation is under Egypt Tours. In the U.S. they are a tour operator, in Egypt they are a ground operator. In the U.S. the company specializes in high end, luxury, FITs using private chauffeur driven cars and private guides, deluxe suite accommodations, business class airfare etc. Ashraf Michael said that his programs are like mini “incentive” programs for individuals. 85% of his business is deluxe FITs, 15% very small groups. He models his programs after A&K and Travcoa standards and pricing. He co-owns his own ground operations in Egypt, which is his prime destination.

Jordan was doing very well and so was Egypt prior to Sept. 11. Since his area of expertise is the Middle East, he has been deeply impacted after Sept. 11. He has had to lay off 3 employees and is handling the office with only 1 other person. As of the last few months, business to Egypt is picking up very slowly with some bookings also for Jordan. But everything is flat, per Ashraf Michael and the situation in Israel and the West Bank has been detrimental.

Regarding how he markets his tours, Ashraf said that he spend a considerable amount of his budget on various websites where he promotes his products. He gets more than 40% of his bookings from consumers over the internet. He printed 240,000 brochures and did a mass mailing to 38,000 ARC agents. His company attends IT&ME show in Chicago as part of the Egypt booth. He also participates in the Adventure show held in Chicago each February and did get clients from that show. First day is for travel agents and the remaining two days are for consumers. He said his company has built a very good reputation for doing upscale individual travel and he has obtained new business from past clients recommending his company.

His main gripe was that tourist boards in the Middle East do not spend money when business is down due to negative news or economic downturns. “They spend money when business is booming and there are no hotel rooms in the country”. He was doing his best to convince the Egyptian Tourist Board that more money needed to be spent on advertising, fam trips for agents, and press trips. He felt that the JTBNA should do likewise and invest in this market now.

Otherwise, he said that it would take a very long time to return once Americans started traveling in greater numbers again.

His advice to JTBNA:

Co-op advertising funds to jointly promote in major newspapers.

Keep in periodic contact with tour operators like JTBNA was doing now, and supply all new promotional materials to tour operators

Do more press and fam trips.

As he specializes only in travel to the Middle East, with some modified additions into Kenya,

Turkey, and Greece. Usually they stick to the same destinations. Each year they try and market new products to the same countries. However, in light of the current situation in the Middle East, he was not planning to add any new products for 2003/4 since they had published thousands of brochures just prior to September 11. He said he was going to “wait out” the current situation as best as possible.

He has not seen the Royal Tour video and was happy to hear that we would be sending him one.

I requested him to send us at least 5 copies of each brochure (Ancient Adventures, and Egypt Tours).

Company: Best Way Travel

Contact Name: Mr. Mahmood Poonja – Managing Director

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Home Page: www.bestway.com

Description

Founded in 1978 in Canada, **Bestway Tours & Safaris** specializes in travel to exotic and remote lands. Tour programs to East Asia, Indochina, South Asia, Central Asia, Middle East, Africa and South America.

The Middle East & North Africa programs include Bahrain, the Holy Land, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Syria, Turkey, UAE, Yemen.

Tour Products

FITs and small-group "*journeys without frontiers*" are culturally oriented, with a lot of interaction and activities with local people.

With Jordan

Stand-alone 7 day tour from Jerash to Petra.

Tour Operator interviewed: Bestway Tours & Safaris – 7/17/02

Interviewed Mahmood Poonja, Managing Director. Company is headquartered in Vancouver, Canada, and sells moderately priced escorted tours to Americans and Canadians. Bestway Tours is the tour operator company owned and operated by the Sitara Group of Companies out of Pakistan.

Bestway Tours was founded in 1978 and offers cultural and archeological tours. Sitara, the parent company, markets itself as providing destination management services (DMC) in Pakistan and Central Asian republics. In the U.S. and Canada it offers ground operator services to US and Canadian tour operators. As Bestway Tours, the company sells directly to American and Canadian consumers as well as to U.S. and Canadian travel agents. The company also markets its programs to Australians and Europeans and can customize its tours to be conducted in English, French, German or Italian.

Prior to September 11, he was doing many “exotic” destinations such as Libya, Iran, Iraq, Yemen, UAE, Dubai, along with programs to Jordan, Egypt, Tunisia, Lebanon, and Morocco. Mahmood said that tourism figures had dropped by 50% to the region. However, he was still getting bookings for programs to Egypt, Tunisia, Iran, Libya, and Central Asia. However, he has not had any bookings for Israel and Jordan in 2002. He said although he had no demand for Pakistan, there was a demand amongst his client base for Afghanistan and countries such as North Korea and Algeria, which he hoped to introduce for 2003. His responses were in contradiction to what many of the other tour operators reported about having a drop in business to Moslem countries, or those countries that were perceived to be in the Middle East or geographically close to the region. When I asked him the reason for these bookings he said that he had a client list of “intrepid travelers” who were “extremely well traveled, educated, looking for a new country or experience and were comfortable traveling with a Canadian company, rather than an American one”. Many of these travelers were, what he called, “country collectors” who liked to be able to brag about going to countries that were not permissible to Americans or had no diplomatic ties with the U.S. That is why he said he still had 40-50 people booked for tours to Libya and Iran even though these destinations are not selling well in the United States. Also, in his 20 years experience as a Canadian tour operator he said that he had also found that Canadians were either not as informed as Americans, or not as affected by the news. He said it may be this factor that has also contributed in getting Canadian clients to visit places where Americans are too “nervous” to travel. Post 9/11, and due to the conflict between the Israelis and Palestinians, bookings had dropped to Jordan, but he assured me that they would continue to have the program “From Jerash to Petra” which is currently on their website as a stand-alone program. He believes that even though they will retain this program, Jordan should be marketed as part of a two-country or multi-country program. He operated a Jordan-Syria combination tour in the past, as well as a Jordan-Israel combination. But as the problems in Israel are driving down any demand or bookings, he wants to offer a Jordan-Yemen program utilizing Royal Jordanian for 2003. He said that having a “theme” was critical to its marketability and he wants to market it as the “Frankincense Trail”. This is because his client base wants something new and unique and one that conjures up visions of lost cities and historically significant journeys. His clients are intrepid travelers who have been going to non-traditional countries such as Iran, Iraq, Libya, Dubai and UAE for several years.

He personally knows Jordan quite well and has visited several times, the last time in 1999. He did mention that he was interested in sending his tour planning manager to Jordan as she has not been in 5 years and would benefit from seeing and learning about any new developments in the country, especially the Biblical sites being newly promoted.

What is selling well now for his company are programs to Indochina such as Vietnam, Laos, Cambodia as are safaris and unusual tours in Africa, and South America – some programs as they are perceived to be “removed from troubled spots” but, in his opinion, more so because they have a specific theme or exceptional content.

Bestway Tours buys select mailing lists and does targeted mailings to consumers. Mahmood Poonja is of the opinion that Jordan is not for the mass market American or Canadian consumer but for the “special interest” traveler who is interested in exploring Jordan’s archeological sites, learning its history and culture, and experiencing the hospitality of its people. In the past this has been the most successful way of attracting new customers aside from “word of mouth” referrals from past clients. He found trade shows to be generally ineffective in generating new bookings. The only purpose they served, in his opinion, was for networking with supplier companies and for travel agents to recognize that Bestway Tours “was here to stay”. Bestway Tour clients are 50-75 year age group and extremely well traveled. Many have been to an average of 45 countries.

In the Middle East, the tour programs include 4 to 5 star hotel accommodations, two meals a day and extensive sightseeing. Poonja puts his products in the moderately priced category. In Jordan, they use Thistle Tours based in Amman as their in-country ground operator.

The company prides itself on offering high value, well priced cultural tours led by well regarded tour leaders such as academics or experts in their field.

In answer to my question regarding pertinent trade shows in Canada that JTBNA could attend, he replied that Bestway Tours had not had any real success from going to trade shows. The best way for their company had been to do direct marketing via direct mail, referrals, and marketing over the internet. He felt that JTBNA should do targeted mailings jointly with Bestway Tours similar to what he had one with the Tourist boards of Dubai and Tunisia. Although they are members of the Association of Canadian Travel Agents he has not seen any viable results from being part of consortia or trade associations.

He requested the brochures on the Biblical sites, a Biblical map, and a copy of the Royal Tour video. He also wanted representatives of JTBNA to visit their offices and make a sales presentation in December 2002 prior to the USTOA Annual Conference in Whistler, BC.

All requested materials mailed to him 7/17/02.

Company: Bound to Travel

Contact Name: Ms. Pnina Shichor– President

Contact Name: Ms. Janette Shine – Group Travel Manager

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E-mail: info@boundtotravel.com

Home Page: www.boundtotravel.com

Description:

Founded in 1979, by Pnina Schichor, this California based company specializes in operating religious tours to the Holy Land, Egypt, Jordan, Italy, Turkey and Greece.

Tour Products

The company specializes in organizing religious and educational group tours.

With Jordan

They only sell Jordan as extension package (3 days) from Egypt and Israel.

Tour Operator interviewed: Bound to Travel – 7/22/02 and 7/29/02

7/22/02

Interviewed Janette Shine, Group Travel Manager, as Pnina Schichor, President, was in Israel. The company in Fullerton, California, was established in 1979 by Pnina Schichor. The company is both a tour operator as well as a retail travel agency. The tour operator aspect only refers to travel programs in Israel, Jordan, Egypt, Turkey and Greece, although Janette advised me that Bound to Travel would create a program to any country where the tour host wanted a program. Most of the business was Christian tours to the Holyland. In Jordan and Egypt, Bound to Travel uses Five Continents Travel for all ground arrangements. On the retail side, they also book individuals on various cruises and tours of other companies. Janette said they have to do both to “survive”.

I asked her if the company had been affected after 9/11. She said that events certainly made things worse, but the situation was already bad for the region once the *Intifada* started. She said she lost 7 groups in 2000 and that was before things really became bad. Now she has no group bookings for the area. She does have 2 groups for Turkey and Greece, one with 25 passengers and one with 15 passengers. But she said that was a dramatic drop compared to the number of groups they used to handle in the past to the Middle East and Mediterranean area. As regards staff, she said she and Nina are the only permanent staff at the company. They use 11 outside sales agents to promote their tours and services. Individual bookings are up for China, Scandinavia, Russia, Europe and cruises in general.

They promote their travel programs through outside sales agents, through direct mail to tour hosts, presentations to Churches, and direct mail to past clients.

7/29/02

Spoke to Pnina Schichor upon her return. She reiterated what Janette had said and deplored the lack of business to the region. She said she would love to promote Jordan and Egypt but most of her business was tied up with Israel and she does not believe she can do a stand-alone program to Jordan. Her concerns were on the macro level and in her opinion, unless there is a resolution between the Israelis and Palestinians, she is afraid that it will be “quite difficult” to do programs to Jordan. She did not have any concrete advice for JTBNA except to say that Jordan should work closely with countries such as Egypt and Turkey to allay fears of traveling to the region in the American market, and try and get the travel advisory lifted for countries in the area. She suggested that JTBNA do more consumer education by conducting press trips and having articles published in consumer magazines and newspapers.

She had not seen the Royal Tour video and requested a copy along with any new information regarding Biblical sites in Jordan as her main market is religious tours.

She has no specific plans at the moment for 2003/4 except to “maintain” her business and “do group travel to whichever country her clients want”.

Royal Tour video and Biblical sites information sent to her 7/29/02.

Company: Caravan-Serai, Inc.

Contact Name: Ms. Rita Zawaideh – President

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E-mail: info@caravan-serai.com

Home Page: www.caravan-serai.com

Description

Caravan-Serai Tours Inc. specializes in tours to the Middle East and North Africa. Tour operator side of the business was founded in 1995. Tour packages are offered to Dubai, Egypt, Iran, Israel, Jordan, Lebanon, Morocco, Oman, Saudi Arabia, Syria, Tunisia, Turkey and Yemen.

Tour Products

Caravan-Serai offers custom designed all inclusive tours for small and medium sized groups who want to “enjoy themselves, new cultures, and learn about a vast array of countries”.

With Jordan

Historic Jordan - 7 days

Journey Through Jordan I - 2 days

Journey Through Jordan II - 3 days

Journey Through Jordan III - 5 days

Journey Through Jordan IV - 7 days

Journey Through Jordan V - 9 days

Traversing Through Jordan & Syria - 15 days

Lebanon, Syria & Jordan - 15 Days Levantine Adventure

Tour Operator interviewed: Caravan-Serai – 7/1/02

Interviewed Rita Zawaideh, President, who completed the questionnaire. Her company has been in business for 16 years, first as a travel agency and, as of 1992, as a full tour operator. The company specializes in small groups of 20 passengers, or FITs for seasoned travelers looking for more of an in-depth experience in the country. She offers home hospitality in the Middle Eastern and North African destinations she features as well as meetings with Government officials or business leaders if she is taking affinity groups. As an example, she said she took the group, Physicians for Social Responsibility to Jordan and they had meetings with their medical counterparts as well as meeting with key Government officials. She co-owns her own ground operations in Jordan with a travel partner called Wadi Tours.

Business has dropped after 9/11 but despite cancellations in September, October, and November of 2001, things are picking back up. She feels that Morocco and Tunisia are doing well for her in North Africa and so is Turkey in the Mediterranean region. She even had some travelers to Syria and Lebanon. Her feeling is that Jordan tied itself too closely to Israel in promoting itself and that may have hurt it more than any other factor, in her opinion. When I asked her why is it that she is getting business to Morocco and Tunisia, she replied that both Governments had decided to spend a considerable amount of money in the U.S. market to get the word out that Morocco was safe, a close ally of the United States, easy to get to, with a unique land and culture within easy access for American travelers. "It was the first Middle Eastern country to recognize the United States when the America became independent", said Rita. Morocco is investing a lot in public relations, co-op advertising, sponsoring presentations and seminars, especially on the West Coast. She felt that the JTB had not focused sufficiently on the West Coast agents and needed to co-sponsor evening events, trade shows and seminars as well as fam trips.

Tunisia was also getting quite pro-active. As an example, she said the Tunisian Tourist Board invited 100 journalists from all over the world, including several from the United States as soon as the bombing took place in Djerba, Tunisia, so they could have a first hand look. Their positive experience in the country and articles in newspapers and magazines helped prevent a major drop in tourism figures from the United States.

Egypt – she is getting bookings because the Egyptian hotels, Nile cruisers and ground operators have reduced rates. She is currently selling an 8 night land package with 4 and 5 star hotels and a Nile cruise for \$599.

Her advice to JTBNA:

- Co-sponsor presentations to agents on the West Coast.
- .Send brochures and promotional materials to tour operators
- .Keep in periodic contact to assess their needs (She was complimentary to JTBNA for taking a good step in the right direction by sending out a questionnaire and following up with phone calls).
- .Work with RJ to help secure seats for fam trips, press and viable paying groups who wish to spend time in Jordan.
- .Conduct more press trips to get positive articles out about Jordan.

One of her other concerns was that since all air traffic had been reduced by approximately 20% to the Middle East, virtually all remaining flights were constantly booked and it was difficult to get seats for clients willing and able to travel to Jordan. She was also of the opinion that many passengers going on RJ were either ethnic travelers going home for summer holidays or travelers bound for Gulf countries who were merely transiting through Amman due to the good airfares on RJ to Jordan. This “perception of booked flights” was also impacting whatever leisure travel there was to Jordan and other countries in the region. One of the other factors complicating travel, in her opinion, was that Americans were not booking in advance as they were prior to 9/11 and constantly watching the news. “If they decide to travel they call sometimes as late as 3 weeks prior to an international trip and it is a challenge very often to secure airspace for them” complained Rita Zawaideh.

As she specializes only in travel to North Africa and the Middle East, with some modified additions into Kenya and Turkey, her future plans were to stay with these destinations for the 2003/4 time period.

She saw the Royal Tour video when it aired on the Travel Channel and was very grateful we were sending her a copy. She is sending us her company brochures.

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Home Page: www.catholictraveloffice.com

Description

Founded in 1956, Catholic Travel Office specializes in trips to Pilgrimages to Catholic Shrines throughout the World. Catholic Travel is a wholesale/retail tour operator with its own annual pilgrimage program to the Holy Land, Ireland, Italy, France, and Spain..

Tour Products

Primary products are pilgrimages. Also, company designs customized itineraries for parishes, student groups, and interdenominational groups.

With Jordan

2-3 day extensions from Israel and Egypt. Plans to continue offering extensions in 2003.

Tour Operator interviewed: Catholic Travel Office – 8/1/02

Interviewed Sir John Hodgson, President. The company, established in 1956, is headquartered in Kensington, MD. Apparently, Sir John Hodgson, is extremely well traveled in the region having lived and worked in Palestine before the creation of Israel. He said he was “so knowledgeable and loved the Holy Land so much” that he established Catholic Travel Service to operate tours to the region.

The company is a tour operator with its own annual pilgrimage program, consisting of some 30 or more departures to a variety of destinations. Under the name of Religious Travel Service it also designs customized itineraries for parishes, student groups, and interdenominational groups. The company was among the first to take Americans to Fatima in Portugal and that tradition is still continuing twice a year in spring and fall. John Hodgson added that his company has been doing the U.S. National Rosary Pilgrimage to Lourdes for the Sick, Handicapped, Friends, and Families; which is accompanied by an experienced medical staff and volunteers. Extensions and multi-country programs are offered to Greece, Italy, France, Ireland and Spain.

He commented that business to the Holy Land, which are close to 60% of his total business, starting dropping in 2000 and with the *intifada* and the events of September 11, 2001, John remarked that the company lost all its business to Israel and the Middle East. He used to have numerous groups each year with each group varying in size from 50 passengers to 300 passengers. His programs were mainly to Israel with extensions to Jordan, visiting Amman, Petra, in addition to the Biblical sites.

He believes that there is a general “fear of traveling” although he was personally “very comfortable in traveling to Israel and Jordan and was planning a personal trip in late August. He said that, in his opinion, it is all the “negative publicity, on a daily basis” that was totally dampening the market.

This negative news and fears of terrorism were creating a general lack of desire to travel anywhere. Of course, he said, that people were still traveling but business was terribly reduced across the board.

As an example, he remarked that even his tour to Lourdes for the handicapped and their families was down by 35%, and that had been a 100% sell-out in past years.

He said in his estimation business was down by 50% across the board even though they have a national mailing list and have a very active database of church leaders. He commented that they had to cut down their staff and now have only 10 employees.

He said he mainly does direct mail marketing, and fax broadcasts to promote his programs. His clients know him, have traveled with him and are his best “salesmen” for his products.

With regard to ground operators, John said he works with Shepherds Tours in Jerusalem, which also handles the Jordan extensions for him.

He said he would not consider offering Jordan as a stand-alone destination and re-iterated several times that he knows all the Biblical sites in Jordan and Israel and feels it would be best to have Jordan as part of a multi-country Holy Land tour for his groups. His suggestions to JTBNA were as follows:

Emphasize the Biblical sites in Jordan. Keep tour operators informed of all new sites/products so that the time spent in Jordan can be extended. Increase consumer awareness about Jordan and improve the image of Jordan in the minds of the American public. He remarked several times that he maintained a very active and updated database but did not elaborate further.

He requested a copy of the *Royal Tour video*, as well as the biblical brochures. These were mailed to him 8/1/02.

Sir John called 8/6/02 to thank JTBNA for the video and brochures and assured me that he was adding Jordan on several of his Holy Land tour programs for 2003 and would send us copies of the new brochures when ready. He said a mailing would be done to his active tour host list of 30,000 church leaders. He seemed quite enthusiastic after receiving the materials.

Company: Collette Vacations

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Contact Name: Mr. Manuel Paulo – Director of Product Planning

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E mail: mpaulo@collettevacations.com

Home Page: www.collettevacations.com

Consortium Affiliation: USTOA

Description

Started in 1918, Collette Vacations is one of the oldest vacation tour operators in the United States. Under the leadership of the Sullivan family since 1962, Collette has expanded from a regional motorcoach operator to a global vacation company with programs in all 7 continents, with offices in 4 countries (Australia, United Kingdom, Canada and the U.S.). Company offers tour packages to Africa and Middle East, Asia, Europe, Central America and Caribbean, Latin America and Australasia.

Tour Products

Company offers escorted motorcoach tours, travel programs for custom designed groups, FIT programs. Expanding into educational study tours for the museum and alumni market.

With Jordan

Starting Smithsonian Study tours to Egypt in 2003. Will consider Jordan extensions for 2004.

Tour Operator interviewed: Collette Vacations – 7/10/02

I first with Dan Sullivan Jr, President, who suggested that I could get better feedback about the region and future products by interviewing Manuel Paulo, Director of Product Development.

According to Manuel Paulo business started booming to Israel and Egypt soon after the Peace Agreement between Rabin and Arafat under the auspices of President Clinton and King Hussein of Jordan. They even had some extensions to Jordan from Israel and Egypt but no-stand alone programs. However, from the time the *Intifada* began, and especially after September 11, they had major cancellations of more than 50 groups they had on their books for Israel and Egypt. In fact, business dropped so much to the region that all tours were cancelled for 2002 to the Middle East. They had to lay off 15% of their staff in the last quarter of 2001. However, as of 2002, business has recovered but is still down by 30-40% of what it was prior to September 11. Gradually, they are beginning to re-hire some of their former employees and today Collette has 200 employees at their office in Pawtucket, RI.

Collette does escorted tours throughout the worldwide. Since 1962, when the Sullivan family acquired Collette it expanded its programs from a regional New England motorcoach operator to a global vacation company. It now has programs to all 7 continents, with offices in 4 countries (Australia, United Kingdom, Canada and the U.S.).

Paulo advised me that post September 11, a decision was made to cut back tours and consolidate and revise existing programs to the destinations offered by Collette. So what they are marketing as new is not really new, but “revised and revamped” to make the programs more appealing. More city stays have been added under a new concept called, “super saver” where the appeal is to offer price breaks to stimulate traffic. These super savers are both for domestic and international programs. These tours have been created to attract consumers who are buying travel programs “just for the price”. Paulo said people are generally not buying travel as they did before. This is partly due to the economic downturn as well as the “fear of future terrorist incidents”. Business to Europe is down by 30-40%. Even business within the U.S. is down by 20% compared with pre-September 11 figures. More people are traveling closer to home via their own cars and RVs. Collette Vacations had expected Canada to rebound very strongly. It has rebounded but not to the degree they had anticipated. Business is generally back and the company is financially strong, but they are just holding their own. Paulo said that it would take a good 3 years to truly recoup provided there is no new “war” against Iraq. He is afraid that if there is another Gulf war it will impact tourism worldwide, and Bush and senior government officials’ statements are making it sound like war is imminent which would be very bad for business.

At the moment, programs that have demand in the market are SE Asian countries such as Vietnam, Cambodia, Laos and China, river cruising in Europe, independent tours in Australia, New Zealand and U.S. and Canada.

In 2003, they plan to test the market in the Middle East by launching a series of 10 study tours to Egypt on behalf of the Smithsonian Associates Study Tours program. They anticipate having 20-25 passengers on each tour. The brochures will be out in October and the tour series begin in January 2003. He said that would be a good indication if Jordan can be added as an extension or

even as a stand-alone program for 2003/4 time period. But again, he added, “a lot would depend on US policy in the Middle East”.

With regard to Jordan he suggested we keep up our marketing efforts as Jordan is a “great destination with tremendous potential” and tourism can recover very quickly if there is peace between Israel and the Palestinians. He said he had not personally been to Jordan but had heard so much about it. He hoped he would have a chance to sell it in 2004 if the Egypt program is a success. I asked him if he would consider going on a site inspection tour to Jordan. He said that the timing of my call was right as Collette is currently planning its 2004 destinations and programs. He said he would be available in early November for such a trip, prior to the World Travel Market in London. He was very interested to hear about the soft adventure potential as well as the newly discovered Biblical sites in Jordan. Collette also does soft adventure tours as well as markets to Church leaders, and had a sizeable business to Israel. He said Jordan needed to promote its niche products to those tour operators who do “special interest” tours.

Unlike, Dan Sullivan, he did not think that Jordan and Turkey combination would be a good seller. He felt it should be either a stand-alone program, paired up with Egypt or Israel (as and when that was feasible) and/or part of a multi-country. He hoped in the near future to have a program to

Jordan, Syria and Iran as a combination. In the interim, he recommended that the JTBNA keep up its promotional efforts in the market and do more consumer awareness and education to present Jordan in a positive light, removed from the other “troubled spots” in the region.

Regarding travel shows, he said that in his opinion, USTOA, World Travel Market and Educational Travel Conference would be the most useful for JTBNA to attend. He also requested support for co-op advertising and agent seminars.

Dan Sullivan had received the Royal Tour video from USTOA, but Manuel Paulo requested we send him a separate copy along with our brochures and power point presentation on CD rom.

Materials mailed out 7/11/02.

Company: Friendly Planet

Contact Name: Ms. Peggy Goldman-Fink – Co-Owner

Contact Name: Mr. Ilan Fink – Co-Owner

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Phone: 215 572.9594 / Fax: 215 572.9803

E-mail: pgoldman@friendlyplanet.com

Home Page: www.friendlyplanet.com

Consortium Affiliation: ASTA, IATAN...

Description

Founded in March 1981 and based in Jenkintown, Pennsylvania, a suburb of Philadelphia, Friendly Planet is owned and run by Peggy Goldman-Fink and her husband, Ilan Fink. The company has diversified in the last 3 years under the name Friendly Planet. Tour packages to: Biblical tours to the Holy Land, Jordan, Egypt, Greece, Turkey and Italy. Products have now been expanded to include Australia, New Zealand, Fiji, China, Central Europe, and more exotic places like Vietnam, Borneo, and Tahiti.

Tour Products

The company used to specialize in Biblical travel for groups and individuals of all denominations, is now diversified into soft adventure, cultural travel for small groups and individuals.

With Jordan

No tours at present due to drop in demand to the Middle East. In the past, only extensions from the Holy Land or 2-7 day FITs to Jordan.

Tour Operator interviewed: Friendly Planet – 7/17/02 and 7/22/02

Interviewed Peggy Goldman, Co-President. The company was established in 1981 by Peggy Goldman and was initially known as “Great Touring Adventures”. In 1987, her husband joined the company as a partner. In 1995, the name was changed to “Friendly Planet”. The company is headquartered in Pennsylvania and is a family run business. Over the last several years, the company specialized in escorted tours for the religious market. For the last two years, the product mix has changed and Friendly Travel has started offering a variety of destinations, worldwide, and heavily promoting the tours on all major Internet travel sites.

Peggy said that since the *intifada* began, she had major cancellations to the region. Over 100 groups cancelled in 2001 even prior to the events of September 11. All travel programs to the Middle East have been affected. “People are truly uncomfortable going to any problematic area”. Even Turkey and Greece bookings are down due to the “geographic proximity” to the Middle East, said Peggy Goldman.

After 9/11, Peggy said that they had to make a conscious decision to diversify their products and target markets. They have invested strongly in technology and are now on all search engines to attract individuals on their escorted tour programs. In fact, they are forming groups by having individuals book into their pre-set departures. Their selling point, according to Peggy Goldman, is that they have negotiated extremely competitive rates with airlines and hotels. Many tours are “limited time” offers that offer booking discounts. She said that for the price their tours were “the best value” for the customer. Also, they have branched out into so-called “safer” destinations like Australia, New Zealand, Fiji, China, Central Europe, and more exotic places like Vietnam, Borneo, and Tahiti.

In the past virtually 80% of their business were religious tours, with primary emphasis on Holy land programs. Now she said she does not expect business to pick up in the area unless there is peace between the Israelis and Palestinians. She also believes that stand-alone programs to either Israel or Jordan are not viable because her religious market wants more than one country in the tour. Prior to 9/11, she said she had a both FIT and small group extensions to Jordan utilizing Jordan Circle Tours’ weekly departures. She said Friendly Planet worked with International Traders in

Jordan but she found that the Jordan Circle Tours pre-set departures for 4 and 7day programs were extremely popular with her clients. She was very complimentary of the program and found it very well designed and operated.

In 2003/4, Friendly Planet is planning to continue its Mediterranean cruise program, and tours to Borneo, South Africa, Tahiti and New Zealand.

Her general feeling was that once there was an actual peace process that was beginning to take hold in the region, tourism would definitely return to the region. She was herself very high on Jordan and said she was doing her best to keep the interest alive. As an example, she said she had included Jordan in her Group Travel Planner that goes out to potential tour hosts/group leaders. Jordan tours are also featured in the brochures for Catholic FITs as well as general Christian FIT

brochures. In the past she used to do seminars for pastors and attend church conventions. But after 9/11 the company is investing all its marketing dollars on being present on all major websites and being linked to those leisure travel websites that promote special “deals” to subscribers e.g. www.travelzoo.com, www.travelfleamarket.com

Her counsel to JTBNA was to focus on the special interest market, and spend funds for marketing on the Internet. She said that from the time the *Intifada* began, she and her husband, decided to diversify from religious tours to “special deals” to exotic destinations, which is where she is getting all her bookings now. She also suggested having a place on the JTBNA website where the “best deals” to Jordan are offered. This could be a place where U.S. tour operators could advertise their best deals thereby providing a mechanism for consumers to contact the pertinent tour operator and book directly.

I asked her if she would consider offering a very special tour on the Friendly Planet website, similar to her “Beijing Express” program for which she is getting inundated with phone calls. And that is primarily through marketing the tour on select travel websites. She replied that she was open to doing this but there had to be consumer demand and that went back directly to portraying “Jordan as a peaceful, desirable and fun place to visit full of famous archeological sites and warm, friendly people”. She gave the example of Jamaica, whose government is spending a “ton of money” on television commercials showing Jamaica, as the “most desirable” place to visit which, in her opinion, is “the drug capital of the western world”. She re-emphasized that the Jordan “must spend money on positive public relations and image building for the country”. As far as the JTBNA is concerned, she said that the office should consider working with an “internet” travel specialist who can write press release specifically for the Internet and have all newsworthy items picked up by sites like Frommer.com, Conde Nast.com etc. She promised that she would send the contact information. I told her about the Royal Tour being re-aired on August 13 and she said that without fail JTBNA must advertise this event on all major travel websites so that consumers get this information and watch the program. “You must create a buzz about Jordan as a most desirable place to visit” said Peggy Goldman Fink. These actions were taken by JTBNA.

Another suggestion she had was for JTBNA to offer FAM trips to select travel agents for educational purposes during this “lull” in the business to Jordan. Conducting breakfast seminars would also be valuable with select agents.

Peggy Goldman was sent the *Royal Tour video*, as well as the Jordan power point presentation on CD rom. She was also faxed the press release on “Bethany Beyond the Jordan” and highlights of Biblical sites in Jordan.

Company: Gate 1 Travel

Contact Name: Mr. Dani Pipano – President

Contact Name: Ms. Ilene Braun – Vice President – ibraun@gate1travel.com

Contact Name: Mr. Marty Seslow – Mgr, Group Dept. – msteslow@gate1travel.com

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E-mail: info@gate1travel.com

Home Page: www.gate1travel.com

Consortium Affiliation: USTOA

Description

Founded in 1981 by Dani Pipano. Company offers tour packages to Italy, Spain, Portugal, Morocco, central Europe (Poland, Hungary, Austria, Czech Republic, Russia and the Baltic States), Kenya, Tanzania, South Africa, Egypt, Israel, Jordan, Turkey, Greece, India, Nepal, China, Hong Kong, Singapore, Thailand, Vietnam, Cambodia, Laos, Myanmar, Brazil, Argentina, Chile, Peru, Ecuador and Costa Rica.

Tour Products

Gate 1 Travel offers a full range of escorted motorcoach tours, private car tours, FITs, and affinity group travel.

With Jordan

Upon request only. All Mid East destinations will be listed on the website for 2003.

Tour Operator interviewed: Gate 1 – 8/12/02

Interviewed Ilene Braun, Vice President, Marketing. Questionnaire was completed by Dani Pipano, President. Founded in 1981, Gate 1 Travel offers a full range of escorted motorcoach tours, private car tours, FITs, and affinity group travel.

According to Ilene, Gate 1 has had products to the Middle East for over 20 years and the company was known for its programs to the region. However, tourism has dropped so considerably that this is the first time that the company will not be doing a major Mid-East brochure for 2003. Tours will be offered to Israel, Jordan or Egypt, upon request and programs will be listed on the website. She said that this was a business decision taken by management due to the total drop in bookings to the region. Gate 1's primary destination was Israel, followed by Egypt and Jordan. They used Tyche Tours in Amman for Jordan programs and were very satisfied with the services offered by them. Most of the programs were religious tours offered to the Christian market.

In response to my question regarding what programs were currently selling for the company, Ilene said that programs to Western Europe, South and Central America and trips to Asia, were the most popular and profitable. Most of the programs were FITs and small, customized groups. The regular group travel business was on the decline, and FIT and "active" family vacations were on the rise. To capitalize on customized small groups and affinity travel, their Group and Affinity travel department was doing direct consumer advertising, and placing ads in high-end soft adventure/eco-tourism consumer publications. In 2003/4, the company plans to expand programs to existing destinations.

She reiterated that all destinations were cyclical and political unrest and negative press had affected virtually every destination at one time or another, in her experience. Her advice was not to "dump prices" because price was not the issue at this time for the lack of demand for travel to the Middle East. In her opinion, the *intifada* and the problems between the Israelis and Palestinians were to blame for the total drop in business to the region. The negative news and the U.S. threats regarding an invasion of Iraq was keeping people away. In her view, Jordan is a historically rich and sophisticated destination and well suited to affinity travel, soft adventure and eco-tourism.

Ilene said that "the internet and the changing lifestyles of the aging baby boomers are making agents less and less relevant". Even though, Gate 1 spends part of its sales budget on costs related to staying a preferred supplier for GIANTS, ASTA, and Leisure Travel Group, in Ilene's opinion, they are getting just as many bookings directly from consumers. Gate 1 also advertises heavily in newspapers like the NY Times, the Boston Globe and the Washington Post, to generate clients.

The company also conducts FAM trips for agents, educational study tours for staff, as well as in-house training. Ilene suggested inviting Mr. Marty Seslow, Group Department Manager, on the site inspection site for special interest tour operators October 29 – November 5, 2002. She thinks he would be interested to hear about the soft adventure potential as well as the newly discovered Biblical sites in Jordan. Ilene suggested that Jordan needed to promote its niche products to those

tour operators who do “special interest” tours. She also requested support for co-op advertising and agent seminars.

Dani Pipano, President, was sent the Royal Tour video from USTOA, but Ilene requested we send her a separate copy along with our brochures.

Materials mailed out 8/16/02.

Company: General Tours

Contact Name: Mr. Robert Drumm – President

**Contact Name: Mr. Richard Hefler – Executive Vice President / Special Interest Tours -
rhefler@generaltours.com 314-644-1947**

**Contact Name: Mr. Joe Perez – Product Development Manager/Escorted Tours and
FITs - Joeperez@generaltours.com 603-357-5033 X 102**

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Phone: 603 357.5033 / Fax: 603 357.4548

E-mail: info@generaltours.com

Home Page: www.generaltours.com

Consortium Affiliation: USTOA

Description

Founded in 1947, General Tours prides itself on offering well-priced travel programs to Asia, Russia and the Baltics, Western and Eastern Europe, Latin America, Middle East, Turkey, Morocco, India.

Tour Products

Company does escorted tours, independent travel, cruise-tours, adventure travel, customized groups, motorcoach tours, and special interest travel for the museum and alumni market.

With Jordan

8-day land program in Jordan, offered as either extension from Egypt or stand-alone.

Tour Operator interviewed: General Tours – 6/13/02

Interviewed Richard Hefler, Executive Vice President General Tours – (Alumni and Museum tour division).

Richard Hefler’s background is in special interest markets and he is developing that division for General Tours, with specific focus on the alumni and non-profit segment. His observations were that Americans have reduced their international travel post September 11. The main challenge with any long haul travel is safety and security issues and this issue is especially pertinent with regard to travel to the Middle East.

What has been selling within the alumni market for General Tours are programs to London and Paris, and China, especially Yangtze River cruises. Interest in cruises is generally high across the board.

Prior to joining General Tours, Richard Hefler worked for Intrav. While at Intrav he had a chance to do programs to Egypt, a country he has visited. He is personally interested in selling Jordan and thinks that it could be marketed if it was properly packaged with good “educational content”. This would include meetings and briefings with academics, pertinent government officials, and Jordanian counterparts with whom the traveling group shared an affinity. He also felt entrance into special venues not open to the general public would be an added bonus to making the programs “saleable” to his clients.

He feels that more consumers need to be educated about Jordan – its beauty, safety, security, pro-Western and stable government and its warm and hospitable people who like Americans. He suggested getting more positive press in articles. I told him about our campaign to do press trips and build on the positive publicity generated from the Royal Tour video.

As he has never visited Jordan in the past, he was interested in joining the JTBNA Special Interest site inspection trip from October 29 – November 5, 2002. He is eager to learn about the destination.

He thinks Jordan could be a stand-alone destination for his market segment provided the “image building” and “consumer awareness” campaigns made readers/viewers aware of what Jordan has to offer as a stand-alone destination. At present, he felt that combining it with Syria or Egypt would make it more appealing as Americans traditionally like to see more than one country when they go on an international trip. He commented that the “fears of traveling to the region had to subside” before it could be truly marketed to Americans as either a stand-alone or a multi-country program.

His counsel to JTBNA was as follows:

Provide co-op advertising funds.

Training support – in the U.S. as well as FAM trips to Jordan for select “clients” from museums and universities.

Arrange special visits and excursions to places not on the “beaten path” or those are not accessible to ordinary travelers. His clients want “insider’s view” of the country. Maintain constant communication with tour operators providing staff training and FAM trips. Build a strong and positive image for Jordan as a safe and desirable place to travel.

He was sent a copy of the Royal Tour video, the power point presentation, and added to the newsletter database on 6/18/02.

7/23/02

Interviewed Joe Perez, Product Development Manager for Middle East – Escorted tours and FITs. Bob Drumm, President, who completed the questionnaire, was out of the country until early August. General Tours offers cultural tours, soft adventure programs and cruises to the general public through General Tours brochures. Their special interest division is based in St. Louis, MO, and handled by Richard Hefler, who is also the Executive Vice President and share holder of the company.

Joe’s observations were similar to Richard Hefler’s, namely, that Americans have reduced their international travel in the aftermath of the events of September 11, 2001. The main challenge has been dealing with customer safety and security concerns and this issue is especially pertinent with regard to travel to the Middle East. General Tours Escorted and FIT divisions have been doing programs to the Middle East in the past. In 2002 General Tours did not print the stand-alone Mid-East brochure and offered just one tour to Egypt combined with a Nile cruise. Jordan extensions are still being offered if clients would like to travel there. Egypt, one of their more popular tours on the market prior to September 11, is down by 90%. Morocco, another General Tours destination is down by 50%. All Moslem countries are being lumped together in the public eye as “not too safe to travel”. He said that this was a pity but he hopes that some conciliation and progress in the Mid-East peace process will stimulate traffic in 2003. Travel to Turkey is slowly picking up but that has a lot to do with the special promotion of 2 for 1 ticket that Delta Airlines is offering to stimulate business.

What is selling at present for General Tours is Asia, European river cruises, Latin America, especially, Costa Rica, Panama, Peru and Brazil. Traffic to Europe is back but not doing as well as other destinations. Russia programs have also picked up. The reason these countries are doing well is because they are perceived as “removed from the problem areas”. Also, in his opinion, people feel safer being on cruises rather than land programs. In addition, countries such as China and Russia are also perceived as having more “state control” which gives the travelers a sense of “security from perceived terrorism threats.”

For 2003, General Tours has decided to produce a Mid-East brochure, which will have one stand-alone tour per country in the region, including Jordan, Egypt, Syria and Israel. These products will be escorted group tours. In addition, they will also offer FIT programs for individuals.

His advise to JTBNA:

Place budgetary dollars in promoting the safety and beauty of Jordan to public by conducting

more press trips and advertising in major newspapers. Conduct FAM trips for agents, especially those that work closely with General Tours. The company works very closely with travel agents to distribute their product to the traveling public.

Educate hotels and receptive tour operators in Jordan to offer discounts to stimulate traffic from the United States. He gave the example of Egypt that is offering a 25% discount whereas Jordanian operators and hotels have not reduced prices sufficiently, in his opinion.

Keep in closer and more regular contact with tour operators to insure that their needs are being addressed.

Attend the Adventure Travel Show in Chicago in addition to USTOA. He thinks that AAA shows are too “conservative” and “main stream” and may not be suitable for a Jordan promotion at this time.

General Tours mainly promotes via mailings and sales calls to travel agents, as well as the Internet. They attend USTOA Annual conference and the AAA Travel shows. General Tours is a preferred tour operator for AAA travel offices and operates tours on their behalf. Joe Perez informed me that they stopped attending the ASTA World Congress over 2 years ago.

As Joe Perez has never visited Jordan in the past, he was interested in joining our Special Interest FAM trip from October 29 – November 5, 2002. He is personally interested in the destination and would like to experience the destination first-hand. He is also interested in learning more about soft adventure programs in Jordan. General Tours uses Jordan Circle Tours as its ground operator and is very satisfied with them.

Company: Geographic Expeditions

Contact Name: Ms. Carolyn McIntyre – Regional Director – carolyn@geoex.com

Contact Name: Mr. Jim Sano – President

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Home Page: www.geoex.com

Description

Founded in 1981, Geographic Expeditions is one of the pioneers of adventure travel. It is a member of the Inner Asia Travel Group, which besides tour programs also provides location management services for corporations, individuals and travel agents. The company offers tour programs to Asia, Africa, Europe, Americas, Arctic, and Antarctica. In the Middle East and North Africa, Geographic expeditions offers tours to Turkey, Iran, Egypt, Jordan, Israel, Lebanon, Syria, and Morocco

Tour Products

Company offers a variety of treks, expeditionary voyages, overland tours, and walking trips to many exotic locations, worldwide.

With Jordan

3 different tour packages:

Camping before the world began / Jordan - 12 days

Royal road to Petra / Jordan - 12 days

Ghosts of Empire / Jordan, Syria & Lebanon - 22 days

Tour operator interviewed – Geographic Expeditions – 7/9/02

Interviewed Carolyn McIntyre, Regional Director, who assured me that Geographic Expeditions is well informed about the Middle East and she personally has been going to the Middle East since 1977 and is totally comfortable with selling Jordan.

Geographic Expeditions offers unique soft adventure trips around the world. The company arranges trips for individuals, academic institutions, museums, corporations, and a wide variety of nonprofit groups. They have also served as location consultants and site managers for film, television, and video production companies, publishing houses, and magazines. The company was founded in 1981, and has succeeded in pioneering travel into new territories being the first to operate expeditions in Tibet and Xinjiang Province. The company has a staff of 26 people and handles around 4500 travelers each year. All tours are advertised in a glossy catalog that is mailed to past and potential clients although over 50 percent of business consists of customized trips. Main destinations are Southeast Asia, South America, Africa and the Middle East, Alaska and Antarctica. All regions are divided between the Regional Directors who are responsible for tour development, marketing and sales. Carolyn has recently taken over the responsibility for Central Asia in addition to the Middle East.

Currently three different programs are offered to Jordan – camping in Wadi Rum, touring to Petra, and a multi-country program including Lebanon, Syria and Jordan. Extensions are also offered from Egypt. The problem, according to Carolyn, is that there is no real demand at present. This is due to the problems between the Israelis and Palestinians, and the jitters of the traveling public in the aftermath of 9/11.

After September 11, Geographic Expeditions' business did not suffer as much as other tour operators because their company is well diversified and deals exclusively with special interest tours, a market segment with more savvy and seasoned travelers. Also, the company enjoys a very loyal client base that travels on their programs frequently. Business is doing very well to China, Laos, Cambodia and Vietnam. There was a minor drop after 9/11, but recovery was fast in their case. South American programs are also doing very well, as are themed programs like "gourmet – wine and food tours".

The company advertises regularly in the New York Times travel section, the Sophisticated Traveler, and Travel & Leisure magazine. Other ways of marketing are direct marketing, client referrals and incentives for repeat clientele. She said that the quality and uniqueness of the programs is so good that it generates a strong loyalty factor.

All business to the Middle East is terribly affected including travel to Morocco. But cruising in Turkey is doing very well and they have strong bookings. Not only is the Middle East affected but also tourism to countries in Central Asia is down considerably. Cruising in general is doing well across the board as travelers feel a "sense of safety" on board ship, aside from being closer to nature.

Even though there is a dramatic drop in demand for programs to the Middle East, Carolyn assured me that the programs to Jordan and Egypt will be maintained in their catalog because the

company feels committed to supporting the region that has been a profitable and attractive destination for Geographic Expeditions' clients in the past. They use Tania Tours as the ground operator for Jordan.

New destinations for 2003/4 are Scotland and the Slovenian Alps, two destinations totally removed from any "safety and security issues".

Carolyn said she would talk to Jim Sano, President of Geographic Expeditions, on what concrete steps the company could take to assist JTBNA. I suggested she consider suggesting names of journalists writing for consumer magazines and newspapers that Geographic Expeditions has worked with in the past for other destinations. Also, as the company works as a consultant to the fashion and entertainment industry on locale selections, to consider offering Jordan as a site for both television/fashion shoots/movie sets. Carolyn said she would discuss potential participants with Jim Sano and various members of Geographic Expeditions.

8/2/02

Carolyn informed me that Geographic Expeditions has responded with names of two contacts. Don George, Travel Editor for the Lonely Planet, and Allison Wright, photo journalist, who will be going to Jordan on a site inspection trip August 30-September 7, 2002 with Carol Abrioux, marketing consultant with JTBNA.

She suggested we do some targeted press releases to journalists who write for special interest magazines – food and wine, archeology, adventure, health and sports, medicine, spas etc. She also recommended we invite them on press trips so that articles can generate consumer interest. Concurrently, she said once Jim Sano, President, visits Jordan, they can consider creating some "themed" tours at Geographic Expeditions. She will discuss with Jim if he can participate on the October 29 – November 5, 2002 Special Interest Site Inspection trip.

Company: Globus and Cosmos

Contact Name: Mr. Paolo Mantegazza – President and CEO

Contact Name: Mr. Phillip Gordon – COO – Pgordon@globusandcosmos.com

**Contact Name: Ms. Lark Katchur – Manager of Marketing Communications –
Lkatchur@globusandcosmos.com Tel: 303-703-7430**

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Home Page: www.globusandcosmos.com

Consortium Affiliation: USTOA

Description

Founded in 1928, the Globus family of companies consists of more than 30 tourism and aviation businesses, worldwide. Company offers tours packages to destinations in North America, South America, Africa, Europe, Asia, Australia and Antarctica. The Eastern Mediterranean packages include Greece, Turkey, Israel and Egypt.

Tour Products

Company offers more comprehensive cultural tours and FITs through the Globus brand, and moderately priced, less structured travel programs through the Cosmos brand.

With Jordan

Not offering Jordan in 2002/3. Will consider for 2004 if consumer demand increases.

Tour operator interviewed: Globus & Cosmos – 7/12/02

Interviewed Lark Katchur, Manager, Marketing Communications. I apprised her of JTBNA's cordial relationship with Paolo Mantegazza, President and CEO and the Globus & Cosmos Executive Team.

Globus & Cosmos was established in 1928 by Antonio Mantegazza specializing in motor coach touring called Globus Viaggi for doing local excursions for European tourists in Switzerland. In the late 1950s, Globus Viaggi started offering European tours to North Americans. By 1961, the company launched its Cosmos arm, which featured affordable, budget-priced European touring for the cost-conscious British traveler.

The company kept expanding under Sergio Mantegazza, Antonio's son. By 1974, the company expanded its tour packages to include Australia, New Zealand, Canada and most recently, Southeast Asia. Today, Paolo Mantegazza, is President of Globus & Cosmos' North American operations.

According to Lark Katchur business was doing relatively well to Israel, Egypt and Jordan prior to September 11. In the aftermath of 9/11, business dropped totally to the region and all travel programs to Israel were cancelled due to the US State Department's travel warnings. Globus' 2002 Europe brochure, in which Jordan was prominently featured as a stand-alone destination was released in November 2001. It was at the printer when the events of September 11 occurred. Needless to say, the timing was most unfortunate and there has been no demand for Jordan.

The 2003 brochure that will be released later this year does not have a Jordan program. Lark said that Globus & Cosmos is a very "market driven" company and products are sold worldwide. But if there is no consumer demand the product is removed from the brochure because of the cost of printing and production. There is a limited demand for Egypt, (approximately 20% of pre-Sep.11 figures), and Turkey (approximately 25% of pre-September 11 figures), but none so far for Jordan which is perceived as too close to the problems in Israel and the West Bank. Turkey and Egypt are also dramatically down because they are perceived to be geographically close to the Middle East besides being Moslem countries. Even educated Globus clients are unsure how they will be received in the Middle East countries, including Jordan. Most of the Globus clients are 62 years and older, educated, more sophisticated, better traveled, who have the time and money to take fully escorted tours with more comprehensive sightseeing, 4 and 5 star hotel accommodations, special meals etc. But these clients also are concerned about safety and security issues, perception of Americans in Arab or Moslem countries and the geographic proximity to the West Bank. Daily reports in newspapers and TV commentaries do not give any sense of comfort about traveling to the region.

People are still traveling to Morocco because it is part of Globus' Iberian Peninsula tour. But there is not an abundance of demand for this tour either.

Business is recovering slowly but more so to destinations such as Europe, South East Asia and South America. But consumers are booking closer to the actual date of travel. In the past clients would book 6-9 months in advance, now it is more like 3-4 months so they can monitor the

situation. The “closer in” buying pattern is also true for North American destinations. In fact, their fall foliage motor coach trips are still not filling up as before.

In 2003, Globus is planning to continue programs to Continental Europe, including more programs to Great Britain, and Asia; even introducing tours to Tibet. Lark advised me that Jordan is more suited to their Globus clientele and is not offered as a program for Cosmos clients. Cosmos is essentially marketed to a younger age group that is more budget conscious. The tours are less structured and provide air, tourist class or 2 and 3 star hotels, one meal a day, limited sightseeing and the services of a tour manager. Their operations office, which is based in Lugano, Switzerland, has not considered Jordan to be a Cosmos destination. Most “exotic” destinations are packaged for Globus clients only.

Globus & Cosmos has sales offices in London, Sydney, Queenstown, and Toronto to sell Globus & Cosmos programs to British, Australian, New Zealander and Canadian travelers. The office in Lugano is the International HQ and is the planning, contracting, and operations office.

With regard to Jordan she suggested we keep up our marketing efforts as Jordan is a “great destination with tremendous potential” and tourism can recover very quickly if there is peace between Israel and the Palestinians. She said she had not personally been to Jordan but had heard good things about it.

I asked her if we could invite Globus & Cosmos to hold its bi-annual North American Sales Meeting to be held in Jordan in May/June 2003. She was open to the idea and said she would discuss it with Phillip Gordon as well as Doug Duncan, Director of Marketing. Globus has 16 sales managers, who as far she knows, have never been to Jordan. In fact, she agreed that it would be a wonderful opportunity to expose the sales people to the destination, similar to what Iceland had done by hosting the meeting there and subsidizing part of the costs. She inquired if Royal Jordanian would be agreeable to offering a special FAM rate. If the idea were acceptable to Doug Duncan and the executives it would be for a total of 25 people – 16 sales managers, Phillip Gordon (COO), Paolo Mantegazza (CEO), Doug Duncan and a few key executives. She said perhaps it would re-ignite interest and if consumer demand increased, she said there was a possibility of reinstating the program in 2004 as an extension to Egypt or even on a stand-alone basis. But a lot would depend on what happened politically in the region between now and next spring.

Further follow up by Malia with Phillip Gordon and Paolo Mantegazza is necessary to verify the feasibility of holding a sales meeting for Globus & Cosmos sales team in Petra in May 2003.

Royal Tour video was sent to Phillip Gordon via the USTOA mailing in early July.

Next steps – sent e-mail to Lark to remind her to follow up with Doug Duncan and Phillip Gordon, as well as obtain the name of their ground operator in Jordan. A formal letter of invitation from Malia to Paolo Mantegazza would be helpful if initial indications are favorable. Awaiting Lark’s response. Re-contacted by phone 8/6/02.

Company: GM Tours

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Home Page: www.gmtours.com

Description

Founded in Canada in 1989, GM Tours specializes in religious tours to Egypt, Israel, Jordan, Turkey, Greece, Dubai & Morocco. The company is also a major consolidator for airline ticketing.

Tour Products

Company operates travel programs for customized groups and FITs besides operating escorted tours.

With Jordan

3, 5 and 7 nights tours of Jordan as stand-alone programs. Jordan is also offered in combination with any of the other destinations served by GM Tours.

Tour operator interviewed: GM Tours – 7/12/02

Interviewed George Makar, President. GM Tours, established in 1989, is headquartered in Toronto, Canada, and specializes in packaged escorted tours as well as customized tours for groups and individuals to Egypt, Israel, Jordan, Turkey, Greece, Dubai and Morocco. George is originally from Egypt and his business partner is from Greece. They currently have 6 employees and 6 outside sales agents who sell for them in Canada and the U.S.

He said that business in Canada did not suffer as dramatically as it did in the U.S. after September 11, 2002. Canadians are still traveling to the Middle East and his business to Egypt has not dropped. Extensions from Egypt to Jordan and independent FITs to Jordan are still in demand although all travel programs to Israel have ceased and Israel/Jordan combinations have lost demand. In 1998 and 1999, George commented that he had a three-week tour of Israel, Egypt and Jordan, which sold very well, but once the problems started in the West Bank and Gaza, these tours had to be cancelled.

There is still some interest in Jordan and Syria programs but he is planning to have stand-alone programs to Jordan in 2003 that are 3 days, 5 days and 7-day programs. GM Tours are airline consolidators and have very competitive fares on LH, BA, AF, KLM, Egypt Air, Emirates and RJ and can mix and match fares to make them attractive depending on the client's preferred itinerary.

Tours are sold to Canadians and Americans through small advertisements in local papers, through mailings to travel agents, and via the Internet. GM Tours has 60% Canadians and 40% American travelers. He found that travel agents are a better source of distribution and sales. Ads in newspapers are only useful to indicate the tour operator's regional travel specialty.

The company also advertises in the travel trade publications - Travel Weekly and Jax Fax on a regular basis. George Makar attends the American Society of Travel Agents (ASTA) World Congress and most Travel & Leisure shows in Canada to promote his programs. At these shows he has displayed his brochures at the booths of the Egyptian Tourist Board, the Greek National Tourist

Office, the Turkish Tourist Board, and tourist board booths of countries where he does business. The company also markets actively to Church groups through its "outside sales agents" and does tours with a strong religious component for these groups. At present he is doing a tour themed "The Holy Family in Egypt". He was very interested to hear about the Biblical sites in Jordan, especially the excavations and discoveries at Bethany Beyond the Jordan, as well as the new visitor center. The religious tours to Israel have dropped and he is trying to divert that business to Egypt, Turkey and Greece. Jordan may also be a potential site for him to market to the religious market segment. He has used "Magic Jordan Tours" as a ground operator for Jordan and is quite satisfied with their services.

As regards his own familiarity with Jordan, he said he had been to Jordan 6 years ago but at that time he did not see all the Biblical sites. He said that he was interested in participating in a special interest tour operator FAM if we had one in November of 2002. I briefed him on both the

soft adventure as well as religious tours product potential.

As far as his suggestions for JTBNA, he suggested the following actions:

Participate in key travel trade shows in Canada. He said he would send us a prioritized list of shows but definitely recommended the Travel & Leisure Show in Toronto in April of 2003. He said that the 4-day show opens with a day exclusively for travel agents. The remaining 3 days are for consumers to visit tourist boards and tour operator booths. All his destinations including Egypt, Turkey, Greece, Morocco, Dubai, and Israel have been regularly participating in this show. He suggested that JTBNA take a booth either by itself or in conjunction with Canadian operators that do Jordan programs and be a one-stop shop for agents and consumers. He remarked that seven years ago, Royal Jordanian Airlines and the Jordanian Embassy in Ottawa had once taken a booth. But he said that JTBNA had never been present. Costs of the booth are around \$1300 CAD.

Assist with FAM trips at least once or twice a year. GM Tours does FAM trips periodically and takes key agents to their destinations.

Assist with brochure printing and distribution costs.

Permit GM Tours to display its brochures at the JTBNA booths at ASTA, and any other pertinent travel trade shows attended by JTBNA.

George Makar wanted to have a full set of brochures as well as the *Sunrise of the New Millennium* and *Royal Tour videos*, as well as the Jordan power point presentation on CD-rom. All materials were sent out to him 7/12/02.

He was also sent an invitation to the October 29 – November 5, 2002 Special Interest Site Inspection trip in early August.

Company: High Country Passage
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Contact Name: Mr. Peter Voll – Senior Vice President – peter.voll@hcptravel.com
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New page under construction for land programs
Consortium Affiliation: USTOA

Description

Part of **FAR&WIDE** family of companies.

Founded in 1980, High Country Passage provides custom-designed educational travel programs and cruises for nonprofit organizations. High Country Passage and Peter Voll Associates merged in 2000 to combine client lists and gain market share. Cruise and tour programs to China and the Orient, Russia and Baltic countries, South Africa, Central Europe, South America and Galapagos Islands, Australia and New Zealand.

Tour Products

Company operates a series of deluxe, small ship adventures called 'Ultimate Passages' with a strong educational focus. HCP also offers land programs in exotic destinations for the museum and alumni market.

With Jordan

Planning to start new cruise program in Red Sea stopping in 6 Mid-East and North African countries, based in and out of Aqaba. Pre and Post land programs in Jordan, starting December 2003.

Tour operator interviewed: High Country Passage (HCP) – 8/9/02

Interviewed Peter Voll, Senior Vice President of High Country Passage. Peter Voll ran his own company, Peter Voll Associates (PVA), a boutique tour operator doing museum and alumni tours. After September 11, his business was affected enough to make him ready to sell his company to the conglomerate, Far & Wide Travel. He sold Peter Voll Associates in November of 2002 and that company and its clients merged with an existing Far & Wide company, High Country Passage, specializing in a similar business. Tom Peirce, who had sold his company to Far & Wide previously, owned High Country Passage. Peter told me that from 1992-2000, he did 6-7 chartered cruise programs in the Red Sea and Arabian Sea from Aqaba to Muscat. In Jordan, he used International Traders as the ground operator for those programs. Peter has been to Emirates, Oman, Saudi Arabia, Egypt, Jordan and other countries in the Middle East, and is very interested in promoting the region.

Business has been severely affected in the aftermath of September 11. According to Peter, there is interest but no real demand at present. This is due to the Israeli-Palestinian conflict, and the threat of U.S. engagement in Iraq. Business to other parts of the world has also been affected because of the downturn in the economy, and general hesitancy of traveling to long haul destinations.

In terms of overall gross volume, the company is way ahead of 2001, but that does not mean that it is ahead in terms of profits. Peter explained that most of their charter programs depend on a critical mass of passengers in order to be profitable. The business is spread out over many products and departures, but the “critical mass” for each program that generates better yield to the bottom line is missing. From a financial standpoint, in his opinion, business is down by 40-50%. Cruise programs, worldwide, as well as domestic programs are doing substantially better. There is a growing demand for China and the Orient, as well as South America, and Baltic cruises, which are all booking quite well.

The project he has in mind for the Middle East for 2003/4 is a week long four country cruise beginning in Aqaba and calling on Sharm El Sheik, Safaga, Wejh to visit Madein Saleh and Eilat before returning to Aqaba. His plan is to include pre and post 3-5 day land programs in Jordan, either before or after the cruise. He has tentatively contracted with Zeus Cruises in Greece to charter the M/S Harmony G, starting cruises from December 2003 onwards. The small ship would accommodate 44 passengers comfortably which, Peter said, translated into one motorcoach for touring. This is contingent on U.S. Government’s policies in the region and the general public’s view of Saudi Arabia. He said he, and Steve Ridgeway, President of HCP, will defer printing any brochures until at least the spring of 2003. If the region looks more stable and peace negotiations are afoot between the Israelis and Palestinians, HCP will actively start promoting their program to the Red Sea. He is also in periodic discussions with JTBNA on bringing key museum and alumni clients on a site inspection trip to Jordan. The dates under tentative consideration are January 14 –21, 2003, so that museum and alumni travel planners will be able to speak of their experiences in Jordan first hand at the Educational Travel Conference (ETC) to be held in Washington, DC from February 5-9, 2003.

Peter said that HCP purchases qualified lists of potential clients with the “right demographics”

and does direct marketing. They also have client referrals and incentives for repeat clientele. Cruises generally have a higher satisfaction rate and the quality and “experience” that the clients enjoy generates a strong loyalty factor. As his own interests lie in the Middle East and Gulf Countries, he would like to start the new four-country cruise, if the region stabilizes. He said that HCP has no major plans for expansion but will add more departures on programs that are generating better bookings, e.g. China, Baltic cruising and North American programs.

He commended JTBNA for doing press trips for journalists, especially those who write for special interest magazines so that articles subsequently written can create consumer demand. He also recommended that JTBNA support site inspection trips and link his program to the JTBNA website when it was ready. He also suggested that JTBNA continue to sponsor one or two events at the Educational Travel Conference. This could be a lunch or dinner event with an educational speaker, or a panel discussion as previously done at ETC. A new website is being created for HCP. At the moment all cruise programs are being sold on the “Ultimate Passage” website, a site that only promotes cruises. Since Peter Voll Associates is now High Country Passage, tours and cruises are also being sold through travel agents. Programs are commissionable to agents. Peter said that the company is spending equal amount of money on direct mail to prospective consumers and placing ads in upscale magazines. He mentioned that a co-sponsored direct mail campaign would also be helpful. As regards trade shows worth attending, Peter said that he attends the IT&ME in Chicago and the Educational Travel Conference, wherever they are held annually.

Company: HLO Tours

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Home Page: www.hlotours.com

Consortium Affiliation: ASTA, IATAN,...

Description

Founded in 1987, HLO Tours is a well-established tour operator in Florida. Company offers tour packages to Egypt, Israel, Kenya, Tanzania, Morocco, Sinai Peninsula, Zimbabwe, Botswana, Syria, South Africa, and Turkey providing customizes FIT's, escorted group tours and FAM's for agents.

Tour Products

The company is not a package tour operator with preset routes and dates. Every trip is customized for the client. Company offers a variety of options, often-home hospitality, not found on standard trip itineraries.

With Jordan

“Jordan’s Ancient Wonders” Itinerary - 6 days.

Tour operator interviewed: HLO Tours – 7/2/02

Interviewed Cindy Collison, Office Manager. HLO Tours has been in business since 1987 and is based in Orlando, FL. The company specializes in customized travel for both FITs and small groups. As the owner of the company is an expert on Egyptian history and is well versed in the Middle East and North Africa the company features tours to Egypt, Jordan, Israel, Morocco, Kenya, Tanzania, Botswana, South Africa, Zimbabwe and Turkey.

HLO Tours offers FAM trips to travel agents on a regular basis as part of their marketing strategy. In fact, their website has a travel agent page where agents can sign up for FAMs. She said that they offered seven FAM trips between fall of 2001 and spring of 2002. Only two of the seven operated and they were to Uganda. “People are just affected by the negative news and safety and security fears” said Cindy Collison.

Business has dropped after 9/11 and they have had to lay off 3 employees. There is interest in the region but bookings are slow. Business is slowly trickling back to Egypt but what is selling now and sustaining the company are programs to Africa, especially Kenya, Tanzania, Zimbabwe and Botswana.

She has been to Jordan, likes the country and is enthusiastic to sell it as a stand-alone destination and also in combination with Egypt. They were selling Jordan and will continue to offer it on their website but people are taking a “wait and see” approach before signing up for tours to the region.

HLO Tours main focus has been to maintain a very active and informative website. They have all their tours in a printable format and agents have immediate access to the brochure. The website is updated monthly and is user friendly. They try and get consumers and travel agents involved by taking an “on-line vote” to pick destinations for the following year.

Cindy Collison said on the basis of the vote so far from travel agents, they are considering offering either Australia/New Zealand or Russia and the Baltics for 2003/4. All Middle Eastern programs will be maintained.

Her advice to JTBNA:

In conjunction with Royal Jordanian airlines conduct more breakfast seminars for travel agents in major cities in Florida including Orlando and Miami.

Send brochures and promotional materials to tour operators. Invest in FAM trips for agents. Keep up the effort on attracting quality agents. She wants JTBNA to help co-sponsor at least 2 FAM trips a year.

Consumer awareness campaign via advertising and press trips.

She wanted a copy of the Royal Tour video as well as the power point presentation. All requested materials were mailed out to her on 7/2/02. She is sending us her company brochures.

Company: I Explore

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Contact Name: Mr. John McKeon – Vice President of Incentives – ext.: 134

Contact Name: Ms. Lorraine Bellas – Travel Operations & Relations – ext.: 280

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Description

IExplore was founded by George Deeb, CEO and President, in 2000. The company is owned by venture capital backers and National Geographic. IExplore was created to be a one-stop shop for off-the-beaten-path travel. IExplore offers more than 3,000 trips, worldwide, selling the products of 130 top tour providers, all over the Internet.

Type of tours

Company sells tours of select special interest tour operators to consumers over the internet, as well as its own “IExplore Exclusives” travel programs for the individual traveler, offering maximum flexibility, and gearing the trip to the needs and interests of the individual traveler. IExplore also offers incentive travel programs and extensions to corporate meetings.

With Jordan

Planning to create IExplore Exclusive program to Jordan for 2003. Also marketing 11 other tours to Jordan for A&K, Ancient Adventures/Egypt Tours, IST Cultural Tours and Absolute Asia.

Tour operator interviewed: I-Explore – 8/19/02

Interviewed George Deeb, CEO and President of IExplore. IExplore is a “hybrid” said George Deeb, which is owned by venture capital backers and National Geographic that owns a 20% share in the company. It was launched in February 2000 as a travel marketing company to sell soft adventure and cultural tours of various quality tour operators to consumers over the Internet. Some of the tour operators whose programs are being sold by IExplore are Lindblad Expeditions, Far & Wide, Abercrombie & Kent, Absolute Asia, and many others depending on the destination. IExplore’s concept is to be a one-stop shop for consumers who wanted to go on a soft adventure or cultural tour to any part of the world. For selling these third party programs on the web, IExplore gets a commission of 15-20%. If travel agents book any of these third party tours, IExplore gives them a commission of 3%.

George Deeb said that since the time the company was launched it has undergone a change. It has now expanded into selling two other types of products, in addition to third party tours. The “new” products are the IExplore Exclusives, which are especially created by IExplore in collaboration with ground operators in foreign countries who provide net rates, and meetings and incentives that are soft adventure, cultural and experiential. The IExplore Exclusives are marked up and sold by IExplore over the internet to travel agents at a 10% basic commission, with override commissions based on volume. When the product was launched, cash bonuses of \$100 per trip were also given to travel agents for selling the programs. The IExplore Exclusives are also sold directly over the Internet to consumers. These FIT programs have pre-set itineraries of 2-10 days, which can be modified to suit client needs. The incentive travel programs are highly customized for individuals or small groups. John McKeon, V.P. of Incentives at IExplore, said that most incentives and meetings these days have been shorter in duration, smaller in budget, and closer to home. However, he commented that as of the last month, he has seen a gradual interest returning towards international travel. For example, he has a group of 19 passengers for East Africa for February 2003, and a proposed incentive for 90 passengers to Egypt in 2004. Incentive requests are “activity driven” more than destination driven”, said John McKeon.

The booking mix of IExplore, according to George Deeb, is 60% consumer bookings of which 75% are package tours of other tour operators, and 25% are consumer FITs, of which 10% are

IExplore Exclusives, and 15% are true FITs from scratch. The rest of the 40% of the business is corporate meetings and incentives, which is primarily North America, but gradually expanding abroad.

FITs, their own, or third party, are the biggest sellers. George said that ever since the company was founded, they have been in a challenging climate. Middle East programs were affected due to the intifada and then terribly after September 11. The company started out with 30 employees, but now they are recovering exceedingly well with 16 employees on their payroll. He anticipates annual revenues around \$8 million, which, in his opinion, is very good, considering the events of 9/11, and the ups and downs of the U.S. economy. As travel is a lifestyle issue and Internet is becoming exceedingly popular, he predicts a bright future for IExplore.

He elaborated further by saying that they have tracked 1.3million impressions every month on

their website, 130,000 visitors, and they have an active e-mail list of 100,000 consumers/agents who receive offers from IExplore. Due to their partnership with National Geographic, they also have access to the 800,000 members who are on National Geographic's database.

In answer to my question about the difference between IExplore and National Geographic's own travel programs, George said that National Geographic's *Expeditions* travel programs are limited in number and are deluxe tours. National Geographic offers no more than 25 very high-end tours that sell between \$5-\$6K per person, utilizing 7-8 tour operators to implement their tours e.g. Abercrombie & Kent, Lindblad, Canadian Mountain Holidays, Academic Travel Abroad etc. IExplore, on the other hand, has 3000 trips, 130 suppliers, and a wide range of prices for their programs. National Geographic Expedition programs are one of the products also marketed by IExplore and there is a 5-year contract with National Geographic to do so. 35% of tours sold by IExplore are cultural tours of all price ranges.

George said that most of the senior staff has expertise in a particular region and is well trained to convert inquiries into bookings by being very knowledgeable about the destination.

In response to his current best selling destinations, in order of importance, he said, China, especially Yangtze River cruises were number one, followed by Peru and Machu Pichu, Australia (especially, after September 11, Costa Rica, South Africa, Egypt. In addition, Alaska and Canada programs were doing exceedingly well, after September 11.

In George's opinion, the single biggest fear of Americans these days is "fear of getting stranded somewhere if war breaks out. That is why destinations close to home are doing so well. People feel, they can drive or take a train back home if there are any problems". He said that India, which was doing very well, is totally flat due to fear of hostilities breaking out between India and Pakistan.

George said "the consumer sets the demand" so for 2003/4, they will do programs that customers are demanding. Countries like Ireland, England and Greece will continue to do well for IExplore, as well as a more expanded product in North America. George's advice to assist Jordan in the short term was to offer Jordan extensions on IExplore's Egypt programs. In Egypt, they use Abercrombie & Kent's own ground operations.

At present, they do not have a ground operator for Jordan and also have not been to the county. He said he would like to personally participate in the October 29 – November 5 special interest site inspection trip, or send Lorraine Bellas, his Director of Consumer Sales who is also responsible for developing IExplore's Exclusive programs for the FIT market.

His recommendations for JTBNA:

Assist with co-op funds to do a direct mail campaign to the National Geographic membership list.

Provide co-op funds for content creation to position Jordan on IExplore's website.

Site inspection to the country and introduction to its highest quality ground operators.

Access to free CD rom images and B-roll video for website and IExplore venture into television.

Positive public relations campaign to educate consumers about the safety and romance of Jordan.

Actively supported a joint press/tour operator FAM trip with an exchange of ideas with JTB members. He is willing to assist JTBNA with securing a National Geographic staff journalist to go on the October 29- November 5, 2002, trip.

Work with IExplore on creating suitable extension programs to Jordan on their Egypt exclusives.

Maintain regular contact with his office to share all new products and materials. He believes that Jordan will be a good seller for IExplore's "experiential" and adventurous clients.

He was sent the Royal Tour video, and a CD-rom with Jordan images 8/30/02.

Next steps:

Invite him on the site inspection trip October 29 – November 5, 2002. Send him the concept for the joint press/tour FAM so he can get the right journalist to participate from National Geographic traveler magazine.

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Consortium Affiliation: USTOA

Description

Founded in 1967, IsramWorld is well-diversified tour operator and is part of the Israeli company, the Koor Corporation. A variety of tour brands are offered under the Isram World banner, all of which are administered from the Isram World corporate headquarters in New York City. These include *Isram World* – Mediterranean, Middle East and Central Europe, *Escapade Vacations* - Spain, Portugal and Morocco, *Orient Flexi Pax-Tours* - Orient, China, India and Nepal, *Latour* - Latin America, *Jewish Heritage Tours* - Worldwide Journeys of Discovery.

Tour Products

Escorted and hosted tours, deluxe private car tours, modular city packages, custom groups and FITs. Also affinity travel including religious tours to the Holy Land and Jewish Heritage Tours, worldwide.

With Jordan

8 different tour packages:

Jordan in Depth - 10 days

The Best of Jordan - 3 days

Eilat and Petra - 5 days

Exploring Jordan – Tour A/B/C/D/E – 3/4/5 days

Tour operator interviewed: IsramWorld – 8/8/02

Interviewed Eileen Lowe Hart, Vice President of Marketing for Isram World. The company was founded in 1967 by Ady Gelber, who is also its President and CEO. Koor Corporation of Israel owns the company. The company was created initially to sell programs to Israel but over the years, Isram has expanded to have several destinations all served by various subsidiaries of the company. Its various companies are Orient Flexi-Pax Tours (Asia, Australia and South Pacific), Latour (South America), Escapade Vacations (Spain, Portugal and Morocco), Jewish Heritage Tours, and Holy Lands Sun Tours. In 1999, Isram bought AIMS, which solely creates and conducts “continuing medical education” tours for physicians.

Isram is synonymous with tours to Israel and was thereby deeply affected by the intifada and the aftermath of the events of September 11, 2001. Business to the Middle East dropped 70% both due to the problems between the Israelis and Palestinians as well as the threat of terrorism against Americans. 50% of the staff was laid off and the company had to emphasize its other destinations and products to make a recovery. Eileen said that the business was recovering quite well to other than Mid-East destinations. Many of the employees that were laid off in the fourth quarter of 2001, are being re-hired gradually. There have been some “solidarity tours” to Israel and a few FIT clients to Jordan and Egypt. Prior to the intifada, Eileen said that Isram had a healthy business to Jordan, although its most popular tour was the multi-country itinerary, “Historic Journey”, which included Israel, Jordan and Egypt. Isram, said Eileen, was the first tour company to have stand-alone programs to Jordan. She said she had been to Jordan several times and would very much like to see tourism rebound to the country. She added that the front pages of the New York Times and the nightly news on CNN determine where people travel. Even though there is very little demand for the region, Isram has made a decision to have three stand alone programs to each of the three countries –Israel, Jordan and Egypt and will sell one, two or three country combinations depending on the client’s interest and “comfort” factor. She deplored that there is a general feeling of “anxiety” and “reticence” about travel. Even countries such as Morocco, Greece and Turkey have been affected because they are perceived to be “close” to troubled areas, even though they have well-priced, attractive tours and cruises in the area.

In response to my question of what was selling for Isram this year, Eileen mentioned that the most popular programs were China and South America, especially cruises down the Yangtze River and around the Galapagos islands. Central and Eastern Europe programs, especially those to Russia, were also picking up well, and Western Europe was holding its own, but not increasing as much as was anticipated. For 2003, Eileen said that the company was going to expand its tour programs to Australia and New Zealand, and add a “China by car” program.

She also said that Isram works closely with travel agents and the company attends ASTA, USTOA, and the trade shows of Carlson Travel Network and Vacation.com. These are the professional associations to which Isram belongs and Eileen said they target the agents of these groups for FAM trips and incentive and override commissions. She also mentioned that the company is offering programs at deep discounts on specific departures to further stimulate traffic. Her recommendations to JTBNA were as follows:

Stay as active and visible in the market as possible. “Destinations are all cyclical and it is easy to disappear and lose market share if you are not visible”. Keep the interest and attention of tour operators, travel agents and clients focused on your destination.

Support Isram’s efforts to promote Jordan by co-op advertising, subsidizing FAM trips for Isram’s agents, co-sponsoring travel agent presentations and seminars. Participate in brochure printing. Also, provide shells for overprinting.

Develop more special interest products and keep tour operators informed of any new products.

She suggested taking journalists from consumer food and wine magazines to Jordan. Select a few “specialty” products in Jordan and target publications and consumers with those affinities. Run destination ads in magazines, and budget permitting, television.

Eileen said that Isram was committed to the region and intended to keep tour products to the Middle East so that current and prospective clients would continue to view them as regional experts. She said they had an excellent track record and they would reap the benefits once tourism returned.

Company: IST Cultural Tours

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Contact Name: Ms. Susan Nissim – Senior Vice President

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Home Page: www.ist-tour.com

Consortium Affiliation: USTOA

Description

Founded in 1981, the company is now part of the Far & Wide family of companies. IST offers tour programs on behalf of Elderhostel to Austria, Brazil, Egypt, France, Germany, Great Britain, Greece, Israel, Italy, New York City, Turkey, and China.

Tour Products

Company offers educational trips providing cultural enrichment, customizing trips with an international network of specialists in fields ranging from art history to theater to winemaking.

With Jordan

In 2004 as demand increases and Elderhostel prepares to offer programs to the Middle East.

Tour operator interviewed: IST Cultural Tours – 8/19/02

Spoke to Susan Nissim, Senior Vice President of IST Cultural Tours, who manages all the day-to-day operations of the company, and is the main contact for the key client, Elderhostel. Elderhostel is the largest not-for-profit educational and travel organization for adults 55 and over. Elderhostel handles 250,000 people each year on their 10,000 travel programs, both domestic and international. Elderhostel programs are all inclusive. In addition to accommodations, all meals, lectures, field trips, cultural excursions, gratuities, and medical or insurance coverage are built into the price of the tour. IST handles 25% of their international tour programs primarily to Central Europe, Western Europe (Austria, France, Germany) and the Middle East.

Susan has been to Jordan, and personally feels that the destination is very suited to a 10-day special interest program. However, Elderhostel, her main client, was always interested in having more than country on a program. In the past, IST operated two-country itineraries – Israel and Jordan, and Syria and Jordan, both of which were successful, with a high degree of client satisfaction. Depending on the program content, IST has used both Dakkak and International Traders as the in-country ground operators in Jordan and is very satisfied with the services of both companies.

With regard to the current situation, Susan said that the deterioration of the peace process and the events of September 11, have led to Elderhostel canceling all Middle East programs for 2002 and 2003. Also, the current U.S. policy and the possible invasion of Iraq, has led to a total drop in demand. In the past, IST 's business mix of destinations was 30% Middle East programs, 70% other parts of the world. So it was quite sizeable regionally. But now "if they aren't journalists, they are not going" to the Middle East, said Susan Nissim. Elderhostel has decided to hold off on re-launching any programs until there are more positive developments in the Middle East. Aside from the fear factor, many of these Elderhostel travelers are seniors and on fixed incomes, which were invested in the stock market. The economic downturn has also had a dampening effect on travel in general.

What is selling currently, is Central and Eastern Europe. Austria, France, Germany, Elbe and Danube Cruises were also selling well. Susan has concerns that that part of the business will now be impacted to some extent by the recent floods in Germany and Central Europe. Their Czech program, which was doing extremely well, is sure to be affected, said Susan. Land programs to Greece are also popular.

She said that there were a couple of Egypt tours, which have a small trickle of bookings. But these will not be repeated until the demand increases to the region. Egypt was spending a sizeable budget in television and print advertising, especially in Europe. She said that Europeans travel to Egypt has picked up and hopes that Americans will also start traveling. She also commented that Turkey had increased its promotional campaign in the U.S. and she was sure that it would stimulate traffic back to the country. However, Elderhostel decides on the destinations where it wants its educational tours. Susan felt that when the time was right, Elderhostel would definitely be interested in Jordan because the institution does strong academic programs and Jordan's history, culture and archeology, lends itself to an excellent program to the

country. Although IST Cultural Tours does some business with other non-profits and is marketing to museums and alumni groups, its main “bread and butter client” is Elderhostel.

In the past the company used to do a small ship program, called “Beyond Cruising” and had a glossy brochure on the programs. Since the owner, Michael Goren sold IST Cultural Tours 5 years ago to the major conglomerate, Far & Wide, that program has gradually been phased out.

Elderhostel has a very strong repeat clientele. Most of the trips, being “all- inclusive”, with no hidden fees, are very attractive to the seniors. Also, the high educational content, complete with lectures by academics, field trips, cultural explorations, interaction with local populations, and more in-depth understanding of the region, make the trips more rewarding and fulfilling, said Susan.

She felt strongly that JTBNA should not diminish its activities in the U.S. just because the demand was down at present. It was very important to expand the budget and invest in the market to prevent losing market share to countries like Egypt, and Turkey, both of which were spending increased funds to stimulate consumer demand, and educate both tour operators and travel agents.

As regards advice for JTBNA she made the following observations:

Do more advertising on radio and in consumer magazines. Continue with press trips for consumer journalists.

Market Jordan as a site to the film and fashion industry. Whenever movies are made in a location and the country’s sites are in the film, it increases consumer demand to travel there, for example, when Indiana Jones and the Last Crusade did for Jordan, Braveheart for Scotland etc.

Do a media/tour operator event in New York and Los Angeles to attract attention and “buzz” about Jordan. Try and get the King Abdullah or Queen Rania to attend. Do a special, black tie, gala event that can get television and media coverage. This would have to around a special event, award ceremony, U.S-Jordan agreement etc.

Along with Royal Jordanian Airlines do a special promotion to Jordan for consumers at extremely low prices, similar to what British Airways did for England to stimulate traffic after the mad cow disease scare dropped tourism to England, e.g. she suggested RJ \$200 round trip airfare to Jordan. Tie this in with 3,5, 7-day hotel packages. This consumer promotion can give a jump-start to travel in the region. But this should be offered once the Bush administration’s policy on Iraq becomes a little clearer. Highly publicize the event in all newspapers and radio talk shows.

Invite an excellent academic from Jordan to speak about the art/history/culture of the country and combine it with an upscale high visibility event in New York, similar to the event the Egyptian Tourist Board did at the Temple of Dandera in the Metropolitan Museum of Art in New York where they brought the chief excavator of the “Golden Mummies” to give a lecture about the find. I gave the example of Rami Houry as an excellent speaker on Jordanian antiquities. The

event should have “style, glamour, glitz and high visibility” otherwise it should not be done.

Focus on special interest travel. Conduct a direct mail campaign aimed at prospective clients to educate, inform and create demand.

Concurrently, educated tour operators about the potentially new products in Jordan so they are better equipped to package new “themed tours” to Jordan.

Involve members of Jordan’s Royal family to feature as spokespeople for Jordan’s tourism industry.

Susan requested a copy of the Royal Tour video , which was sent to her 8/20/02. She also expressed an interest in participating in the U.S. Tour Operator Site Inspection trip to Jordan October 29 – November 5, 2002. She said she would certainly like to learn about the new “soft adventure”, ecotourism, beauty and wellness programs, as well as the work of the Jordan River Foundation. This would be meaningful for her to try and expand Elderhostel’s travel programs when they were ready to offer Mid-East programs.

Next step:

Send her official invitation and itinerary.

Company: Journeys Unlimited

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Phone: 201 228.5210 / Fax: 201 228.5211

E-mail: holytours@farandwide.com

Home Page: www.farandwide.com

Consortium Affiliation: USTOA

Description:

Part of **FAR&WIDE** Family.

Founded in 1969 by Nick Mancino, Journeys Unlimited became part of Far & Wide in 1990 specializing in the Christian travel and tour market. The company offers travel programs to the Holy Land, Spain, Portugal and Greece, England, Egypt, Ghana, Ivory Coast, Senegal, Gambia and Oberammergau.

Tour Products

Journeys Unlimited specializes in multi-denominational religious pilgrimages working with ministers, lay people and church organizers, Journeys Unlimited arranges pilgrimages for small groups of four to 450 travelers to various destinations.

With Jordan

2-4 day extensions to Jordan in the past. At present only FITs upon request. Considering stand-alone religious tours to Jordan for 2004.

Tour Operator interviewed: Journeys Unlimited – 7/30/02

Interviewed Nick Mancino, President. Initially founded in 1969 by Nick Mancino, Journeys Unlimited was sold in 1990 to Far & Wide conglomerate, and along with Regina Tours, offers religious pilgrimages to the Holy Land. The focus is on Protestant groups, whereas, Regina Tours does Catholic pilgrimages. The tours are designed to “give each tour member both comfort for recreation and spiritual guidance for renewal.”

Primary focus of the company is the Holy Land although it also sends Church leaders and their followers to Greece following Paul's footsteps, to Turkey to trace the history of the early church, to Europe to study the Reformation and to Italy, Lourdes, Fatima and other pilgrimage sites. Journeys Unlimited also offers tours to England, Egypt, Turkey and Africa.

Mancino concurred with Jim Adair of Regina Tours, that since Journeys Unlimited became a member of the Far & Wide group of companies, it had acquired economies of scale, better technology, multi-line reps, and greater buying power as a result of volume buying.

Business to the Holy Land, one of his biggest sellers, and the Middle East in general, is totally “flat”. It had started dropping with the Israeli-Palestinian conflict but after September 11, 2001, Mancino said that his company lost all its business to Israel and the Middle East. His programs used to have extensions in Jordan visiting Amman, Madaba, Mt. Nebo and Petra. He said the fear factor and the economy were to blame.

At present, business is down 50% down for Journeys Unlimited across the board, due to the strong focus of the tours to the Holy Land. At the moment they have some business on Caribbean cruises, and group tours to Italy, England, Greece, and Turkey. No specific plans to expand products in 2003.

Mancino said he mainly does direct mail marketing, fax and e-mail broadcasts and FAM trips with Church leaders to get his tour hosts. He said the most successful sales tools were direct mail marketing and FAM trips.

They are also benefiting from the Safe & Sound insurance policy offered exclusively by Far & Wide to all its clients at a nominal premium. This allows clients to change or cancel their plans any time, or switch to other programs, if they feel “fearful” for any reason.

Mancino has personally been to Jordan, and would consider offering a fam trip for the clergy in early 2003.” His counsel to JTBNA was to continue with press trips and work towards getting more positive articles in the magazines and newspapers. He said that Jordan needs to be separated from the “troubles in the Middle East” for business to pick back up.

He requested any new information on Biblical sites in Jordan. Complete package sent to him 7/30/02. I have requested him to link us with the Journeys Unlimited website just as Egypt and Israel are linked and to keep us posted on any assistance he may need to further the fam trip for Baptist and Pentecostal Church leaders next spring.

Company: Key Tours, Inc.

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Phone: 703 591.3550 / Fax: 703 591.3553

E-mail: info@keytours.com

Home Page: www.keytours.com

Description

Founded in 1992, Key Tours is a wholesale tour operator for the Mediterranean region with tour programs to Italy, Greece, Turkey, Israel, Jordan, Spain, Portugal and Morocco.

Tour Products

Key Tours operates a variety of well-priced itineraries. Travel programs include escorted tours, customized group tours, individual travel arrangements, cruise and yachting arrangements, meeting planning, hotel and rental car reservations, pre and post tour cruises, and shore excursions and private tours.

With Jordan

Jordan - 4 days

Jordan – 3 days

Tour operator interviewed: Key Tours – 08/16/02

Spoke to Cynthia Karnik, Director of Sales and Marketing for Key Tours, as Koray Edemen, President, was out of the country until August 26. Koray had previously completed the questionnaire and sent it to JTBNA.

Key Tours specializes in group and FITs tour and cruise programs to the Mediterranean countries. 90% of the tours are sold through travel agents, 10% direct bookings on-line. Key Tours International Inc. was established in 1992 in Fairfax, VA by Koray Edemen, who has been in the travel industry for the last 19 years. The company does over \$5million in annual sales and has 9 full time employees and 9 multi-line reps.

Cynthia commented that travel to the Mediterranean did drop dramatically in the aftermath of the events of September 11, 2001. Between 1999 and 2001, Key Tours sent 724 passengers to the Middle East, out of which 8% went to Jordan. For 2002, only 41 passengers have traveled to the Middle East, 3 of them to Jordan.

The main challenge has been safety and security concerns and this issue is especially pertinent with regard to travel to the Middle East. However, business is slowly recovering, and programs to Italy and Spain are doing very well. Turkey and Greece are also picking up. Egypt and Jordan are in the 2002 program and Key Tours is planning to continue their Jordan extensions in 2003. The Jordan programs are 3 and 4 night extensions from Egypt, and Turkey, and, in Cynthia's opinion, more attractive as they are easy to sell to clients going to Turkey or Egypt.

What is selling at present for Key Tours are air/land programs to Spain and Italy and cruises in the Eastern Mediterranean. She said that the single biggest challenge for their company, as it specializes in the Mediterranean destinations, is to educate the traveling public that the countries they were selling were safe and fun. Special effort is being focused on educating travel agents as well as offering special discounted trips to clients through travel agents, offering cash incentives and override commissions to travel agents, and using multi-line reps, nationwide, to make sales calls to agents.

In 2003, Key Tours is adding France (Paris and the Riviera) and adding stopovers in London, besides the tours they offered in 2002.

Her recommendations to the Jordan Tourism Board:

Conduct travel agent seminars utilizing evening events where tour operators servicing the country are allowed to exhibit. The format would be a table top exhibition, followed by a dinner or reception, and evening presentation where the tourist board and exhibitors would all have a chance to make 5 minute presentations to travel agents. This would be followed by having door prizes and give aways. Key Tours participated in such "road shows" in major cities along with the Turkish Tourist Board, which has increased its tourism budget after 9/11 to keep the interest alive in Turkey. The areas from where they have generated most bookings to the Mediterranean are Florida, Eastern U.S. e.g. DC, VA, MD, NY, NJ, CA, Chicago, Milwaukee, Seattle and Portland.

Conduct fully hosted or subsidized fam trips for select agents. Travel agencies that sell Jordan and the Middle East should be targeted for such trips.

Provide travel agent leads to U.S. tour operators serving Jordan so that companies, such as Key Tours can keep up the interest by offering “special tours” or cash incentives to stimulate traffic on specific tours.

If Key Tours creates a special tour to Jordan, link that page to JTBNA’s website. This would allow a consumer or travel agent to book directly with the tour operators offering special tours.

Keep in close contact with Key Tours so that the company is aware of new tourism products. Cynthia was very interested to learn about the spa treatments at the Zara Spa and thought a one-week tour with the health, beauty and spa programs would be of interest to Key Tour’s clients.

Attend ASTA and AAA and allow tour operators selling Jordan to participate in the trade show with JTBNA.

Koray had also made the following suggestions in his questionnaire:

1. JTBNA should consider co-op advertising and share in the cost of brochure production.
2. Do more advertising and run a consumer awareness campaign.

Key Tours mainly promotes via mailings and sales calls to travel agents, as well as the internet. As she has never visited Jordan in the past, and has newly joined the company to help sell and market Key Tour programs, she was very interested in either herself or Koray Edemen joining the JTBNA Special Interest fam trip from October 29 – November 5, 2002. Key Tours uses Petra Tours as its ground operator and is very satisfied with them.

She also said she and Koray will come to the JTBNA office to meet us, collect the latest materials and discuss ways in which the program to Jordan can be expanded. She will call JTBNA week of Aug.26 and set up a meeting with Malia and Nazli.

Company: Mountain Travel Sobek

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**Contact Name: Mr. Paolo Balduzzi – Manager Europe, Pacific, and Middle East –
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Description

Mountain Travel, established in 1969, and Sobek established in 1973, merged in 1991 to offer soft adventure explorations, worldwide. The company offers tour packages to Africa, Antarctica and the Arctic, Asia, Australia and the Pacific, Europe, Latin America, Middle East and North America. In the Middle East they have offered programs to Egypt, Iran, Jordan and Turkey.

Tour Products

Soft adventure travel for individuals, small groups, and the non-profit market.

With Jordan

Photo tour to Jordan with Nevada Weir, photographer in spring of 2003. Other travel programs to be added as demand increases.

Tour operator interviewed: Mountain Travel Sobek – 7/9/02

Interviewed Paolo Balduzzi, Manager, Europe, Pacific and Mid-East, for Mountain Travel Sobek. Paolo was in Jordan in 2000 on a site inspection trip for tour operators and is very much impressed by the country and its people. Mountain Travel Sobek is a competitor of Geographic Expeditions and also publishes a glossy catalog of soft adventure trips all over the world. The company, based in San Francisco, was affected like most of the other companies and suffered a downturn after September 11. But business is recovering quite well according to Paolo. Cruising the turquoise coast of Turkey is picking up, and “yoga” and wellness program in Morocco is attracting positive media attention, and was recently written up in the New York Times. Best bookings are on Mountain Travel’s signature tours to Kilimanjaro (Africa) Patagonia, Galapagos, the Inca Trail (South America) and Mont Blanc (Europe) and North American tours to Alaska and the Canadian Rockies. The events of September 11 are not the only factor affecting the company. In Paolo’s opinion, business has been re-shaping itself as of 2000. “Clients are becoming more demanding, finicky, more price conscious, and less loyal. More people are taking soft adventure trips and the market is growing with a little less intrepid, and a little less traveled clients, remarked Paolo Balduzzi. Some of the factors contributing to this development are the volatility of the financial markets, the “graying” of America, the desire to have more experiential, activity oriented vacations, the negative impact of print and television news programs, and the plethora of information on the internet, and various travel sites and booking engines available to technology savvy consumers.

He said that the events of September 11 have added another factor into the mix as people are now more nervous about travel and especially to countries that are negatively portrayed on the nightly news. Jordan, fortunately, has had some good press. He commented on Katie Couric’s program segment on Jordan on NBC’s Today Show, as well as NBC’s Dateline. He also watched the Royal Tour and thought that the video was excellent to educate the mass market about Jordan and its tourism potential. He was very complementary about Their Majesties, King Abdullah and Queen Rania, who are universally viewed as “moderate, modern rulers of a beautiful country surrounded by unstable, and in some cases, unsuitable, neighbors”. If he had his say in the selection of products, he commented, he would have liked to have Mountain Travel expand its products in the Middle East to include Iran, Saudi Arabia and Egypt, in addition to Jordan. However, he said in light of the current fears of traveling to the region and the prospect of military action against Iraq, the focus has to be on some very specific “special interest” tour to Jordan. As an example, he said that the photography tour to Jordan led by renowned photographer, Nevada Weir, was very successful in March, 2002. He has spoken to Nevada, as has Malia Asfour of JTBNA, and Nevada will be leading a similar photography tour to Jordan in March – April, 2003. This tour will attract amateur photographers or even professional photographers who wish to improve their photography techniques while working in a unique and exotic destination with an expert in the field. The tour usually has 10-12 participants and involves a lot of touring and photo taking, usually in the early hours of the morning. Even though that is the only program at present that they have on their books for Jordan for 2003, the situation could change if there was a real “buzz” or demand to travel to the region. This would depend on two factors – progress towards peace in the Middle East and secondly, presenting Jordan in a very positive light by a consistent public relations campaign. Also, some highly specialized “special interest” tours would work, just as the photography tour that operated successfully. At

present, there is only one more departure to Jordan in November. “The minimum number of bookings needed to operate the tour is 8 and there are 3 bookings as of today”, said Paolo. However, he hopes that more people will book between now and November. He asked if a JTBNA representative could come out to El Cerrito, CA and would be agreeable to making a presentation with slide show for consumers. Mountain Travel Sobek has monthly presentations at their headquarters but they need at least a month or two to promote the event in the newspaper and direct mail to past and prospective clients. He thought that October would be the earliest that he could organize an event and it may be too late to generate more passengers for the November trip to Jordan. The booking cycle for Europe seems to be 90 days and Africa and South America begin to book 4 months in advance. In Paolo’s opinion, Jordan will be governed by the same sort of booking cycle as programs to Africa.

However, he said that it was overall a good idea for JTBNA to consider doing a presentation in El Cerrito (near San Francisco) in December 2002 (just prior to USTOA in Whistler, BC) or in January, 2003 to generate demand.

In 2003, Mountain Travel Sobek is not planning to have any Mid-East programs in the catalog. This is for logistical reasons as the catalog is divided into regional sections that have to pay for themselves. Jordan cannot fit under the Europe section and there are not sufficient Mid-East country programs that are currently selling to warrant an investment in the Mid-East section of the catalog. He said that the Photo tour to Jordan, and any other “special” tours would be listed on the

Mountain Travel Sobek website. He said that Mountain Travel Sobek had a very good working relationship with Eco-Discovery, the Jordanian ground operator.

He had the following recommendations for JTBNA:

Focus on creating more special interest products to Jordan that would enable companies such as Mountain Travel Sobek to market the destination. He said that he looked forward to working with Eco-Discovery on new products as soon as the demand increased from the U.S. He also added that in his opinion, Jordan would pick up very quickly if there was some resolution towards peace and the “sabre rattling” about Iraq would cease as that was impacting all international travel.

Plan to present Jordan at special evening event with a slide show presentation at Mountain Travel’s headquarters to educate the company staff and prospective clients. Invite key executives of Mountain Travel, especially women executives to Jordan so that they can experience the country for themselves and meet modern, professional, Jordanian women. Also, introducing them to the work of the Jordan River Foundation and empowerment programs for women would “win them over” to the destination. He said that all decisions at Mountain Travel Sobek were made by group consensus and women executives at the company needed to be “sold” on Jordan. Other than himself, no other executives had been to Jordan. The company has several experts who know Asia, South America and Africa, but not the Middle East. In response to my inquiry about the best executive to invite, he suggested that Robyn Gorman, Director of Marketing, should be invited on the Special Interest Tour Operator Site Inspection trip to Jordan from

October 29 – November 5, 2002. Also, suggested inviting Chris Bettinger, photographer, to participate in lieu of supplying JTBNA and Mountain Travel with excellent photographs of Jordan, which could be on the Mountain Travel Sobek site viewed by a million viewers who visit the site annually.

Organize an educational trip for Virtuoso agents to Jordan. He commented that Mountain Travel Sobek is a marketing partner of the Virtuoso consortium and that the company markets through these agents, in addition to an extensive direct mail marketing program. Continue with image building campaign and more press trips for journalists who write for “soft adventure” and “eco-tourism/conservation” publications.

Company: Park East

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Contact Name: Ms. Marcia Gordon – Vice President – marciag@parkeast.com

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Consortium Affiliation: USTOA

Description

Founded in 1965, the company is now part of the **Grand Expedition** family. Park East specializes in nature travel and safaris in Africa, and is gradually expanding to the Middle East. Park East also offers nature travel to the Galapagos, Australia, Manitoba, and Peru, with some of the leading wildlife and conservation organizations

Tour Products

Custom designed itineraries for individuals and small groups. Programs are affinity based, and cater to the special interest market.

With Jordan

Planning to offer Jordan programs for the museum and alumni market for 2004/5

Tour operator interviewed: Park East – 7/09/02

Interviewed Marcia Gordon, Executive Vice President. Eric Gordon, President, completed questionnaire. The company offers diverse programs throughout Africa, offering custom designed itineraries for both groups and FITs. Clients are affluent, seasoned travelers, 50+ yrs of age who live in major metropolitan cities like New York, Chicago, Los Angeles, San Francisco, Miami and Houston.

About what was selling she said mainly South Africa, South America and Australia/New Zealand programs were doing well. Even tourism to Kenya and Tanzania had dropped due to their association with the bombing of the American Embassies. She said there was a general malaise about traveling and people wanted to be close to families and stay close to home. Those who were more adventurous were traveling to the destinations mentioned above. She felt that there was a lot of “anxiety” regarding the economy and safety and security.

Demand is still terribly down to the Middle East and aside from one tour for the University of California at Berkeley to Egypt for 2003, there is nothing new on the books. The main concern of educated American travelers is how they will be perceived by people from Arab countries in light of US policy in the region. This is separate and apart from the perceived “safety” factor.

Regarding further training, she said that Malia had done an excellent job of presenting Jordan at their office in New York. However, they also have an operations office in Alabama and wanted us to provide the power point presentation, the Royal Tour video and the full kit of brochures for the Alabama staff for training purposes. She also suggested that we invite two of her sales people from Alabama on a JTB fam trip – Diane Jepko and Albert Anson, who both deal with travel agents, group leaders and individuals and often end up selling a destination or suggesting destinations to clients over the phone.

She told me that the Jordan Tourism Board should continue its efforts to be proactive, keep in close contact with tour operators “like we were doing”, attend meetings and conferences which were pertinent to market segments that we were pursuing, (for example, the Educational Travel Conference and our sponsorships) and keep press and fam trips going constantly. “You have to be present and engaged in the market if you want your destination to be successful” – what we “are doing is commendable and must be maintained”, per Marcia.

Park East is part of the conglomerate Grand Expedition. Other Grand Expedition member companies who also do Jordan are Travcoa, and TCS Expeditions. Country Walkers, another company, is also interested in Jordan. Heather Killingbeck, Managing Director, had gone on the USTOA Out of Country Workshop and was planning to start hiking trips to Jordan. That plan is on hold following the events of September 11, 2001. However, she would be willing if her clients expressed a desire to travel there. She encouraged more articles in consumer magazines and Sunday travel sections to quell misconceptions and create interest.

Marcia also thought it may be a good idea to participate in the newly founded, New York city based, Association for the Promotion of Tourism to Africa (APTA). She said that they have monthly meetings where they invite 40-50 key travel agents and “educate” them about selling

Africa, in which she also includes Egypt and Morocco. As Park East is an Africa specialist and is beginning to promote Jordan as a destination, she was going to explore with the leadership if Jordan could give a presentation to this group (6/26). I followed up with her on this subject 7/9/02 and she said that the group wanted to stay with African countries only.

Site Inspection Trip for Park East clients

Interviewed Ray Brush at Park East 6/11/02 regarding proposed fam trip under consideration from October 4-13, 2002 as Marcia Gordon, Executive Vice President was on vacation until June 17. Marcia has been to Jordan and is very keen on the destination. She had spoken to Malia about doing a fam trip for her top special interest clients to get them interested in offering a Jordan program in 2004. They would have to be sold on the destination by early 2003 to organize affinity trips for 2004. Ray and I talked about the trip and he advised me that they anticipate getting 10-12 passengers for this site inspection trip. When I asked about the general feeling about the region he said the interest was high but bookings were dramatically down to the Middle East. Park East's museum and **alumni clients were quite concerned about liability issues** traveling to that part of the world. Products that were selling now were safaris in Africa to places like Botswana and South Africa. He asked me to follow up with Marcia upon her return.

Spoke to Marcia on 6/26 and she was very enthusiastic about Jordan and wanted to get her clients on the site inspection trip this fall in order that there could be some viable programs to Jordan in 2004. She was keen to emphasize the natural history, nature and soft adventure aspects of the country on the site inspection trip and had several questions regarding the Dana reserve. She felt she could prepare her clients to anticipate the facilities – clean but modest, with no private baths attached as this would be for one night only. She was concerned that there was enough to see and do in Dana and wanted us to make sure that we gave an excellent local guide in Dana. She is also planning to have a one-night stay at the Captains Desert Camp in Wadi Rum. For an evening program she wanted to have a “storyteller” recount the tales of Lawrence and other historical figures at the campfire.

7/9/02.

Discussed the potential site inspection trip again with Marcia Gordon.

The company is going to assess the situation carefully and decide by late August if they will offer a site inspection trip to Jordan this fall. In Marcia's opinion, the clients, who are mainly travel program directors at museums and universities, might feel comfortable traveling to Jordan but she said she was not sure they could sell the program before 2004. This would involve an upfront investment from Park East to underwrite the airfare. She would then be relying on JTB and Jordan Tours, their ground operator in Jordan, to subsidize the land costs. The internal debate at Park East was if this investment would bring a return within two years, which Marcia believes it will. However, the executives have to agree to go forward after their internal meetings in August. Once the company makes a decision to invest in the site inspection, she will then re-contact all her clients who had expressed an interest in Jordan in the past.

Company: Regina Tours

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Phone: 440-735-6081 Jim Adair (in Bedford Heights, OH. Office)

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Home Page: www.reginatour.com

Consortium Affiliation: USTOA

Description

Part of **FAR&WIDE** Family.

Founded in 1985 by Jim Adair, it is now part of the Far & Wide family, and headquartered in New Jersey. Regina Tours specializes in Catholic Pilgrimages to various religious shrines throughout the world, including Europe, Mexico and the Holy Land.

Tour Products

Catholic pilgrimages for groups.

With Jordan

Extensions to Jordan from Israel in the past. Company is considering Jordan program for 2004 for Church groups.

Tour Operator interviewed: Regina Tours – 7/22/02 and 7/23/02

Interviewed Jim Adair, President. The company, established in 1985, has been headquartered in Bedford Heights, Ohio, and is part of the Far & Wide conglomerate, which is also a USTOA member. The company was established and built by Jim Adair who sold it to Central Holiday Tours in January of 1997. In yet another merger and acquisition, Far & Wide purchased Central Holiday Tours in March of 1999. Regina Tours has retained its name and continues in its core business of offering moderately priced escorted tours for the Roman Catholic market in addition to offering customized tours for the alumni market.

Far & Wide is consolidating its religious tours at its offices in Englewood Cliffs, New Jersey, where Regina Tours is going to be housed as of August 1, 2002 along with another Far & Wide company, Journeys Unlimited. Jim Adair said he would continue to live and work in Ohio, retaining his title of President and being its “chief salesman”. He said that since Regina had become a member of the Far & Wide group of companies, they had acquired economies of scale, better technology, multi-line reps, and greater buying power as a result of volume buying. Instead of his company having the volume purchasing power based on 6000-7000 passengers per year, he now utilizes Far & Wide’s purchasing leverage based on a total of 50,000 passengers a year among all its companies.

Business to the Holy Land, one of his biggest sellers, started dropping in 2000 and with the *intifada* and the events of September 11, 2001, Jim said that his company lost all its business to Israel and the Middle East. His programs used to spend 6 nights in Israel and 3 nights in Jordan visiting Amman and Petra. He said that there was general “fear in the marketplace” and he was personally fearful of sending groups to Israel. But that he did not have the same feeling regarding Jordan.

At present, the destinations that are selling are travel programs to Catholic shrines in Western Europe e.g. France (Lourdes) and Italy (Rome), Portugal (Fatima) as well as Mexico City (Our Lady of Guadalupe). He added Poland in 2002 and hopes to expand on that program in 2003. He is also planning to expand tours to Canada and offer one or two domestic programs.

He said he mainly does direct mail marketing, fax and e-mail broadcasts and fam trips with Church leaders to get his tour hosts. He said the most successful sales tools were direct mail marketing and fam trips.

One of his big selling points is the Safe & Sound insurance policy offered exclusively by Far & Wide to all its clients at a nominal premium. This allows clients to change or cancel their plans any time, or switch to other programs, if they feel “fearful” for any reason. Jim Adair said that at “uncertain times such as these, the policy was to give peace of mind to his travelers”.

With regard to ground operators, Jim Adair said he has worked with an Israeli ground operator, Regina Tours of Israel that also handled the Jordan extensions for him. Jim Adair does not own Regina Tours of Israel. The name was picked by Benjamin Shavit, his ground operator, as he was the sole ground operator for the U.S. based Regina Tours.

Jim Adair said that he is the largest producer of Catholic pilgrimage tours and has an active database of 30,000 priests. In the past he had 6000-7000 travelers on an annual basis. He said he has not personally been to Jordan, and would consider offering a stand-alone program to Jordan for his April – October, 2003 brochure. I invited him to participate in the October 29 – November 5, 2002 “special interest” familiarization trip and experience Jordan for himself.

He said he would also like JTBNA’s support in taking 30 potential tour hosts to Jordan on a fam trip next January. These are Church leaders who have a strong following. He said he has not worked with Royal Jordanian in the past and wanted JTBNA’s assistance in obtaining reduced rate airline tickets for a site inspection in January, 2003. He said he would be willing work with a Jordanian ground operator who was a JTB member, and looks forward to meeting several operators when he visits Jordan on the fam trip. His main concern was that he gets the best possible rates for air and land arrangements so that he can offer the fam trip.

He also wanted to know if JTB would host a lunch or dinner and arrange for a special visit to Bethany beyond the Jordan where his group could be addressed by the head of the archeological excavations.

His counsel to JTBNA was to continue with press trips and work towards getting more positive articles in the magazines and newspapers. He was not too eager to advertise in newspapers and magazines. He said he had advertised in various Catholic newspapers in the past including the Catholic Courier but did not receive any new business as a result. It was mainly good for “recognition” purposes among the clergy. His clients, he said, came directly as a result of receiving direct mail solicitations and going on fam trips. He remarked that he maintained a very active and updated database.

He requested a copy of the *Royal Tour video*, as well as the biblical brochures, which were mailed to him 7/23/02. I e-mailed him the press release on “Bethany Beyond the Jordan” and highlights of Biblical sites in Jordan.

He was also sent a formal invitation for the special interest site inspection trip from October 29-Nov.5, 2003

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Description

Founded in 1971, Spiekermann Travel, Inc. specializes in educational and cultural tours for universities, museums, professional associations and travel agents. The company offers in-depth tours to Egypt, Jordan, Syria, Lebanon, Israel and Iran.

Tour Products

Customized small groups and FITs with high educational content. Also, offers “medical travel” programs for nurses to Africa, Europe and Southeast Asia.

With Jordan

3 different tour packages:
Basic Jordan – 4 days
Highlights of Jordan-3 days
Jewels of Jordan – 8 days

Tour Operator interviewed: Spiekermann Travel – 07/03/02

Interviewed Ihab Zaki, President. The company specializes in customized group travel for affinity, alumni and museum groups. They specialize in the Middle East. In addition, Ihab Zaki, has a separate division that handles continuing medical education programs for “Certified Registered Nurse Anestheticians” (CNRA). These tours have a medical component with meetings and seminars with their medical counterparts in the destination country. He operated a successful program to Jordan 2 years ago and will have wait at least for another 2-3 years before repeating the destination for this group.

Business has dropped by at least 55-60% since 9/11 although it is slowly picking back up. He has one educational trip scheduled this year to Jordan, Syria and Lebanon, being led by Barbara Kathman of the Cleveland Museum of Art. Despite mailings to her qualified 2000+ client list of past and potential travelers, she has only 5 people booked on the trip to date. According to Zaki, the negative news about Israel, the West Bank and the fact that 65% of the Jordanian population are Palestinians, has raised safety and security issues in the minds of the traveling public. His tours to Turkey and Tunisia are also not doing well and have no more than 3-4 passengers on each tour this year. Although, his tours to Iran were departing with 20 passengers on each tour a couple of years ago, now there are no passengers.

His counsel to JTBNA was to invest in press trips to generate positive articles in consumer magazines and travel sections of major newspapers. He also felt that doing seminars to targeted audiences, especially in the Midwest would be very helpful. He especially mentioned doing evening academic program at the Detroit Art Museum, and art museums in Milwaukee, Grand Rapids and Ann Arbor. He said that he would look into this on our behalf and let us know in a couple of weeks on the feasibility and cost of such an event. He had attended similar functions with guest speakers and was very positively impressed. He felt that this would be a relatively inexpensive way of presenting Jordan in a positive, academic format that would generate consumer awareness among seasoned, affluent, educated individuals. Also, when I mentioned the new site at “Bethany beyond the Jordan” he said that it could be of interest not only to the art and archeological museums in the Midwest but also to the religious community in the area. As an example, he said that a couple of years ago, the Israel Government Tourist Office had done a mass mailing to 5000 Church leaders, rented a church in Detroit, brought a dynamic speaker, generated a lot of positive press which resulted in several new tour groups to Israel.

He was also glad to see that JTBNA was instrumental in getting the Royal Tour video produced. He said that these sorts of efforts should be pursued further and JTBNA should try and get as many film projects done in Jordan as possible. That is the best way to get to a vast amount of viewers and educate them on the country and its attractions. As an example, he said he was just organizing the travel arrangements for a US producer who was in the process of making a 10 part TV series, with each segment devoted to one major Biblical personage e.g. Abraham, Moses, David etc. He was going to Jordan with his crew in October to film the segment on Moses.

He was also of the opinion that fam trips should be offered at very special rates to tour leaders and academics with their own “following” instead of travel agents who do not end up generating substantial business. He said that especially after September 11, and the commission cuts, a lot of

travel agents have either gone out of business or severely curtailed their operations. In light of these events, as well as a general reticence about traveling to the Middle East or Moslem countries, any attempts to do fam trips for agents will not bear much fruit. Instead, he believed that getting “proven and tested” tour leaders to visit Jordan would be more meaningful as these educated and informed people and people who have traveled with them have faith in their “leaders”.

He also felt that special interest segments of the market was the way to go, especially religious tours and soft adventure, in addition to the art-history, archeology and cultural tours.

In response to my question regarding viable trade shows, he said that for the most part, trade shows were on the decline. Attendance at even good shows such as IT&ME targeting the meeting and incentive market, was severely reduced. Most attendee companies are now short-staffed, are more targeted in “what they sell or rather, what their clients will buy”, and have an abundance of information on the internet. Hence they are not spending the time or money to come to the show. If they come at all, it is to see a few company representatives or tourist boards of countries in which they have immediate interest. They make appointments in advance, meet the people, and leave after meeting them. He believed that the Adventure Travel Show may be a good one for JTBNA to attend especially if Jordan was promoting soft adventure and eco-tourism. He said that the show was more meaningful for tourist boards as they had a chance to showcase their destinations and inform and educate the traveling public. The show is one day for travel agents and two days for the general public.

He was very complimentary of International Traders, his ground operator in Jordan, and quite critical of Royal Jordanian Airlines that he felt was strictly catering to the ethnic market. He said he preferred working with Air France that had excellent schedules to the Middle East and was eager and professional in working with US tour operators to generate new business and support existing business.

His advice to JTBNA:

Sponsor lectures and seminars at art museums to emphasize the art, history, architecture and archeology of Jordan to educate consumers with time and money

Co-sponsor familiarization trips to Jordan for tour leaders and academics with followings, not travel agents. In his opinion, travel agents do not generate bookings as tour leaders do. His own experience of operating travel agent FAMs did not generate any serious new bookings and were essentially “vacations” for travel agents.

Provide funds for co-op advertising in major magazines and/or brochure production

Market Jordan as a site to the entertainment industry so that more movies and magazines would use it as a backdrop for film and fashion. He gave the example of Egypt that was heavily marketing this aspect.

Continue marketing Jordan to TV networks similar to the effort made with the production and

airing of the Royal Tour video. He mentioned that Egypt is on virtually every other night on Discovery, History, Travel Channel, or other educational/entertainment channel, regular network or cable. This raises the awareness level of what the country has to offer and reaches millions of viewers.

Keep in periodic contact to assess tour operator needs. (He was complimentary to JTBNA for taking a good step in the right direction by sending out a questionnaire and following up with phone calls).

As Spiekerman Travel specializes in travel to the Middle East and has minor programs to Turkey, he plans to stay with the region, and with their medical programs for CNRA to Africa, Europe and Southeast Asia.

He requested, and was sent two copies of the Royal Tour video and the power point presentation and is sending us his company brochures.

Sunny Land Tours, Inc.

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Consortium Affiliation: USTOA

Description

Founded in 1964, Sunny Land Tours has been a pioneer in tourism to Latin America, the Mediterranean, the Middle East, Africa, and Russia. Sunnyland Tours offers a one-stop -shop for travel to Europe, Belize, Brazil, Jordan, Egypt, Turkey, and Costa Rica and markets the tours on its “Hot Deals” web site.

Tour Products

Individual and group tours, river cruises, religious tours, soft adventure trips.

With Jordan

Hot deals program:

2 types of 8-day air and land packages to Jordan – Silver (moderate hotel), Gold (superior hotel) including guided tours to most of the major sites in Jordan.

Tour operator interviewed: Sunny Land Tours – 7/29/02

Interviewed Elie Sidawi, President. Sunny Land Tours was founded in 1964 by Elie Sidawi, an American of Lebanese descent, and is headquartered in New Jersey. The company offers group and FIT programs throughout the world. Programs are both deluxe and moderately priced and most recently, Sunny Land Tours has been very successful in offering soft adventure tours to Central and South America, receiving a prestigious tourism award from the Government of Costa Rica for being the largest producer of American travelers to the country. In these times of mergers and acquisitions, Sunny Land Tours has retained its identity as a fast-paced family runs business.

Elie Sidawi, who loves the Middle East and has done a lot to stimulate traffic to the region, is an active member of USTOA and participated in the Out of Country meeting to Jordan in February, 2001. After his trip, he started special air/land tours to Jordan starting at \$599 per person to jump-start the market. Elie said that he had 18-20 passengers each week on the program, but after September 11, he has 2-3 persons a week. He told me that business was down by 80-90% to the Middle East. However, since they are adept at diversifying and selling what customers want to buy, they did not suffer as much as other tour operators who are part of major conglomerates and slower to move. In fact, he said that their overall travel business was up compared to the same time last year.

About what was selling he commented half facetiously that “Americans want to travel to regions where there are no people”, like the Galapagos, Machu Pichu, remote areas of Brazil and the Amazon. He said river cruising was also doing extremely well in Europe, Russia, Australia and China. He also added that travel was also doing well within North America and although they do not offer North American programs, they are considering some programs for 2003/4.

He said that that the “fear factor” of traveling to the Middle East, the conflict between Israelis and the Palestinians and general instability is pushing down demand to the region. He informed me that he hopes to continue with his “Jordan Hotdeals” which offer very specially priced tours starting at \$599 per person. In addition to two stand-alone tours to Jordan, he is also planning to add Jordan into a multi-country itinerary in the Middle East, which also includes Egypt and Syria for 2003. He said that Sunny Land Tours was going to stay in the market with Jordan for the long haul because he believes that as soon as there is a cessation of hostilities in the region, he anticipates tourism returning rather rapidly to Jordan, much before Israel, in his opinion. Even now, he has Americans who have Middle Eastern roots, who are traveling to the region and doing extensive FITs.

He advised me that the Jordan Tourism Board should continue its efforts to be proactive, keep in close contact with tour operators “like we were doing”, attend meetings like USTOA and the Educational Travel Conference and conduct press and fam trips. He emphasized that it was crucial to stay in the U.S. market and be as active as possible. He also suggested that we co-sponsor internet and print advertising. That is where Sunny Land Tours is spending its promotional dollars, with greater emphasis on internet advertising. He said that “targeted” internet promotion was the most effective medium for Sunny Land Tours. He also applauded JTBNA’s efforts in having “Jordan-The Royal Tour” included in the entertainment program of

Lufthansa, which he had a chance to see again when he flew from Frankfurt to New York. Travel Channel also has it airing on the in-flight programs of British Airways. Elie said that this was “great for consumer awareness” as more than 3 million passengers a month would get to see the program. He also requested a special link from the JTBNA website to the Jordan Hotdeals web page as well as possible mention with the web address in the next SeeJordan newsletter.

Company: Tauck World Discovery

Contact Name: Ms. Robin Tauck – President

Contact Name: Mr. Scott Supernaw – Managing Director International

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E-mail: info@tauck.com

Home Page: www.tauck.com

Consortium Affiliation: USTOA

Description

Founded in 1925, Tauck World Discovery has won numerous accolades in the industry for providing some of the best tour programs, worldwide. Tauck is a pioneer of “heli-skiing” in the Canadian Rockies. The company has a diverse range of products, including land and cruise programs to Western Mediterranean, Greece & Turkey, Costa Rica and the Panama Canal and Peru & the Galapagos Islands; "A Week in..." programs in France, Great Britain, Italy, Holland, Eastern Europe, Ireland and Spain. Company also does expeditions to Antarctica, deluxe safaris in Africa, and many special interest tours around the world, including North America..

Tour Products

FITs, group tours, and “discovery theme” trips, such as small-ship cruising, private rail touring, autumn foliage and exploration of national parks. Also customized tours for the museum and alumni market

With Jordan

Not at present due to the downturn in tourism to the Middle East. Will consider for 2005 as part of a two or three country program that includes Egypt.

Tour operator contacted: Tauck World Discovery – 8/12/02

Spoke to Scott Supernaw, Managing Director – International, and Kendra St. John, Manager Corporate Communications, who has worked closely with the Tauck family for 17 years. Scott is very familiar with Jordan, and personally very positively inclined towards Jordan, which he would like to see as part of a Tauck program in the next 3-4 years. Robin Tauck, President of Tauck World Discovery had participated on the USTOA Out of Country Workshop in February, 2001. Robin herself was very high on Jordan and wanted to incorporate and expand the Egypt product, which was going to be launched in 1999 but due to the terrorist incidents in Egypt, had been put on hold. After Robin's visit, the question of re-launching was addressed but due to the intifada and the Israeli-Palestinian conflict, was put on hold awaiting more positive developments in the Middle East. With the increase in instability, the fear factor, and the economic downturn, in the aftermath of September 11 events, Scott told me that it will be at least 3-4 years before the program can be re-started. They are usually not among the first to launch a new destination before testing the waters, and that they meant to do with the Egypt launch.

The company is family owned and very conservative in marketing "new" destinations. They have a very high repeat and referral factor. According to Kendra St. John, 55 % of the passengers are repeat clients, 30% are referrals from those clients. 85% of their business is client driven, and their main focus is on meeting client demand, repeated Kendra. That is also why, according to Scott, once a popular destination or product has been in the market for a few years, and demand begins to reduce as most of their clients have taken the trip, it is taken out of their brochures for a few years to generate demand by "new" clients.

Tauck World Discovery offers a wide range of products, worldwide. The company specializes in deluxe FITs, customized groups, affinity travel, small ship cruising. Over the last three to five years, it has been targeting alumni and museums travel planners and is an active participant at the Educational Travel Conference that is focused on this aspect of the market.

The company was founded in 1925 by Arthur Tauck Sr. to conduct motorcoach and rail tours, primarily in the New England area, later expanding to other parts of the United States and Canada. In the 1960s, Arthur Tauck, expanded the products and added air travel. He was the pioneer of

In the 1960s, Arthur Tauck, expanded the products and added air travel. He was the pioneer of "heli-skiing" programs in Canada and the company has received many accolades. The company expanded tremendously and gained a very strong reputation for offering high quality tours and focusing on customer satisfaction. That mission is still the guiding principle, and Tauck's foremost loyalty is to its clients. In 1997, Arthur Tauck turned the company over to his son, Peter, who is now President of Tauck Holdings Inc., and daughter, Robin, who is the President of the actual working division of Tauck's tour and cruise products. The name of the company was changed to Tauck World Discovery in 2000, to disassociate it from the prospective "clients' perception of tours, where passengers are herded on- and-off motor coaches, and there is little or no concern about the client's own interests," said Kendra St. John.

After September 11, Tauck's business did not suffer as much as other tour operators because

their company is well diversified and offers a wide range of cruise and travel options, finely tuned to consumer demand. Also, Scott said that the customers “trust Tauck”. For the long term, there is growing interest in exotic destinations; while in the short term, the trend is “close to home”, shorter trips and multi-generational family travel.

Tauck spends a sizeable budget on maintaining a very interactive database of past and prospective clients. They also spend their marketing budget on incentives for high-end travel agent consortia like Virtuoso, and Leisure Travel Group. Scott said they get a lot of business from AAA agencies as well, with whom they are a preferred supplier. That is because AAA conservative philosophy matches Taucks’. AAA agents sell a lot of North American products where Tauck has the leading market share. Taucks’ "A Week in..." programs in France, Great Britain, Italy, Holland, Eastern Europe, Ireland and Spain are also appealing to a younger audience who are still working and cannot take two weeks at a stretch for vacation.

Scott said that the new area of expansion is “Family Travel” and highly specialized affinity travel. Factors affecting them more are the economic downturn and the drop in portfolio values. Tauck’s clientele are wealthy retirees of 55+ years. The overall drop in business is, in Scott’s opinion, 90% due to the economy and 10% due to security concerns. But then they do not have any tours to the Middle East and have also put a hold on their programs to Morocco and Northern Portugal for a couple of years. Europe bookings are down 25-30%, Africa down by 50%, and North America

programs are gradually declining.

In response to my question as regards what was selling and popular at present, Scott said that China, especially Yangtze river cruises, Italy and France, among European programs and river cruises in general were selling very well, as were programs in Indochina (Vietnam and Cambodia). The product mix is 25% small ship cruising, and 75% land programs. Tauck is fast becoming a very strong small ship operator and the river cruising market has grown by 29% this year, which is a very promising development, according to Scott. He said that traditional soft adventure and cruising programs to Antarctica, Panama Canal, Alaska, and the Galapagos do very well on a cyclical basis. Now that demand for Antarctica and the Panama Canal is dropping on the part of Tauck’s clients, they are going to expand to Seychelles and Japan. He said that river cruises and the Mediterranean product (land and cruise) has an inbuilt sustainability and can be retained year after year. In 2003, they are adding cruising around Japan and repeating the river cruising all over. In 2004, this will be expanded to operate year round.

He said that Jordan programs would only be considered when the company re-launched its Egypt program, which was contingent on stability in the region. The current administration’s pending threats about Iraq and the negative news in the media was keeping travel programs away from the region. He said people were interested in traveling but the drop in demand was due to the above factors. He repeated that even though Tauck would not be the first tour operator to return to the region, Jordan should keep the “flag flying” and focus its attention on those operators who had more intrepid travelers and those that did affinity travel to more exotic destinations.

As regards advice for JTBNA he make the following observations:

De-link Jordan from Israel, offer direct access to places like Petra and Aqaba by air or cruise ships. He commented that they had a very popular and successful series of small ship cruising from 1994 – 1996, calling on Aqaba, and having tours throughout Jordan as part of the shore excursion program.

Consider partnering up with another country that is relatively popular, for example, Turkey, and have special interest program components in both countries, making it a two – country program. Such a program, said Scott, should be “high value” and well priced.

Organize a “themed” event in Jordan or promote tours around a special interest activity or cause. He gave the example of Turkey targeting the wellness expert, Dr. Deepak Chopra, who brought hundreds of people to Turkey for health and wellness programs. Focus on “healthy organic, macro-biotic or indigenous foods” that have a history of natural healing.

Focus on special interest travel. Conduct a direct mail campaign aimed at prospective clients to educate, inform and create demand. From his experience in the industry, doing country supplements in newspapers like the New York Times, the Washington Post and other major newspapers, is a “complete waste of money by countries wanting to improve their image in the United States”. “Targeted mailings and development of special interest markets is the way to go”, said Scott Supernaw.

Involve members of Jordan’s Royal family and feature them as spokespeople for Jordan’s many tourism products. Get positive press and exposure for Jordan in the United States and Canada.

Target key special interest tour operators and select high-end leisure travel agents. Involve them by financially co-sponsoring them to become your “ambassadors” in promoting Jordan.

Kendra St. John also recommended inviting Rusty Krause, Publisher and Editor of Travel Today, a travel supplement that appears in 60 newspapers. The supplement is inserted in the newspapers of the higher income (150,000+ income) neighborhoods in New York, Chicago, San Francisco and Los Angeles. The supplement is going to expand to newspapers in Atlanta, Dallas, Houston, and Boston. Contacted Rusty Krause on 8/15/02 and put her in contact with Priscilla Philippi, media and information manager for JTBNA.

Company: TCS Expeditions

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Consortium Affiliation: USTOA

Description

Founded in 1989 by T.C. Schwartz, TCS Expeditions is now part of the Grand Expeditions conglomerate. The company offers deluxe private jet, train trips and cruises. All trips are led by leading experts in various fields including history, art, archeology, and anthropology. All journeys are exclusive, unique, and very high-end. Destinations include U.S., Europe, South America, South Pacific and the Middle East.

Tour Products:

Individuals are booked into special “themed” tours. Company is known for its around the world by private jet ranging from 20-27 days.

With Jordan

“Lost Cities”, program - two-night stay in Petra as part of the Around the World tour on behalf of National Geographic Institution.

Tour operator interviewed: TCS Expeditions – 7/15/02

Interviewed “Stevie” - Stephanie Wooten (Director, Passenger Services) who went on a site inspection trip to Jordan in April, 2002. TCS Expeditions is part of the Grand Expeditions group of companies and is a member of USTOA. She is full of enthusiasm and praise for the country and is looking forward to bringing a private jet with approximately 88 passengers to Petra, Jordan on an around the world tour in April, 2003. She was excited about the program and the fact that she had 67 passengers booked on the trip.

TCS Expeditions specializes in very high-end private jet tours. The founder of TCS Expeditions is the travel pioneer, T.C. Swartz, who began his career in the mailroom of Travcoa in Chicago decades ago. He started Society Expeditions, made it a financial success, sold the company, and took a sabbatical. He subsequently created TCS Expeditions in 1989 and began upscale private train travel through Russia and China. In 1995, he offered his first private jet tour for the American Museum of Natural History for its 125th anniversary celebration. The tour sold out and a second jet had to be added. In 1996, the company offered 4 private jet trips. Since then, TCS Expeditions has been offering at least 20 trips a year, each trip with about 80 people. Today the company is now almost all private jet, multi-country tour provider. They have done diverse destinations such as Yemen, Mongolia and the North Pole. TCS Expeditions is now owned by Grand Expeditions, although, according to Stevie Wooten, all product, marketing and operations decisions are still made by T.C. Swartz and his team. She has personally been with them for 8 years.

The tour that will be visiting Petra is a part of an around the world tour for the members of the National Geographic Society. The company markets to museums as well as to wealthy alumni of Ivy League schools and colleges, besides other well-known universities. Some of their clients are the Harvard and Stamford Universities, as well as the Universities of Iowa, Nebraska, Tulane and Duke. The company also distributes its products through travel agents and attracts well-heeled consumers who have the time and money to travel and the educational interest in remote and “less traveled” places in the world. Very often, TCS Expeditions will recruit world known experts to lead the private jet tours in order to provide a meaningful educational content and a real insight into the culture of a country or a thematic subject. For example, Stevie mentioned that their tour like “Heaven and Earth” visiting “remote and rarely visited lands” has been an exceptionally good seller even at a tour rate of \$38,950 a person. And that is because the tour visits unique and exceptional sites on Easter Island, and in Peru, Polynesia, Cambodia, Ethiopia, India, Australia, Malta and Norway. All TCS trips are in especially configured 757 Boeing aircrafts that they lease from the British based charter company, Air 2000.

After September 11, the company did suffer cancellations especially programs such as “Lost Cities” which included Egypt and Jordan, and “Ancient Crossroads” which included Iran and Syria. However, business is recovering quite well with the bigger impact on their business being from the downturn in the economy rather than the “fear” factor. In 2002, the company will operate 13 trips rather than 20 as it did in previous years. Stevie said that she expects the company to be back to pre-September 11 levels by 2004. In 2003, they are re-instating their program, “Lost Cities” which includes Jordan. In 2001, they had 3 sold out tours for “Lost Cities” and it was always a popular program. She was also planning to include Wadi Rum in

subsequent programs.

She said that there was a demand for Jordan and she hoped that she could also include “Bethany beyond the Jordan” and “the Dead Sea” in a new program that the company is considering for 2003/4 to various “new sites” in previously visited countries.

Regarding what is selling now, she said tours that included South America and South Pacific were doing very well. She reiterated that the domestic program, “National Parks of the West” also has been a big seller after September 11.

For 2003/4 TCS Expeditions is also planning to add three other new programs – Lands of the Midnight Sun (Arctic circle countries such as Greenland, Iceland, Lapland, Russia), Cuba, and Bhutan. She said they have a large number of repeat clients and she claims it is because the company offers exceptional “new experiences” to people who have “seen and done it all”, and their customer service standards which are above and beyond the call of duty. That is why they have such a market for “luxury” travel. In 2002 alone, they had 160 repeat clients who were willing to spend \$27,000 - \$39,000 per person to go on one of their trips.

In Jordan they use Sun Tours’ Aqaba office which is headed up by Omar Al Metwaly and his American wife, Jennifer Howes, and are extremely pleased with their services.

Her counsel to JTBNA was that to keep up all positive press and keep TCS Expeditions informed of any new products that were being developed in Jordan in case they would be suitable for their clients. Also, to keep up the regular contact with her office as she feels that Jordan will always have a special allure for clients interested in special interest tours.

She has received the Royal Tour video and is sending us brochures of the new National Geographic Society program that visits Jordan in 2003.

Company: Trans World Travel

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Consortium Affiliation: ASTA

Description

Trans World Travel, Inc., founded in 1947, is a unique, worldwide Christian Travel organization bringing educational, enriching travel experiences to its tour members. Company offers tour packages to Greece, The Holyland, Ireland, Italy, Scandinavia, Spain, England – Scotland – Wales, China, Egypt, Eastern Europe, and Lutheran Heritage tours.

Tour Products

Customized group tours for the religious market. Also offer a limited number of educational tours for small colleges in the Midwest.

With Jordan

In the past as part of the Holyland Tour. Also offered separate extensions from Israel and Egypt for independent travelers. Will continue to offer programs upon request.

Tour Operator interviewed: Trans World Travel – 7/16/02

Interviewed John Gibbs, President. The company, established in 1947, is headquartered in Highland Park, IL and is a family run business. The company was established by John's father and is now owned by John and his twin brother, James. It specializes in escorted tours for the religious market, especially, Lutheran and Roman Catholic denominations. Trans World Travel also offers customized tours for the alumni and student market. Alumni groups are mainly from smaller universities and student groups are primarily language training programs in Germany and France. They have a total of 11 employees most of whom have been with the company an average of 8 years.

John said that his company faced cancellations from 152 groups after the September 11, 2002. All travel programs to the Middle East have been affected. Even Turkey has lost 55% of bookings; Greece is also down by 40% and those programs are cruises that are doing exceptionally well in other regions. The reasons for this drop to Turkey and Greece are due to the geographic proximity to the Middle East, said John Gibbs.

Most of Trans World Travel's business is religious programs, worldwide. The Holy land programs, primarily Israel, have traditionally been the best sellers for the company. There is a lot of demand for this region but people are waiting for some resolution in the Middle East before they feel comfortable traveling to the region. The tours that were stand-alone Egypt with a Nile cruise did not attract the numbers that John felt made it financially viable for his company to produce brochures and do extensive marketing. Prior to 9/11, he got 2-3 groups to Egypt on an annual basis whereas he had 80-100 groups to Israel, with 40% of those groups visiting Jordan and Egypt on extensions. Most of the company's clients are 60-65 years of age and 70% of them are women travelers who travel with their Church groups for "safety and security" reasons.

At present, the destinations that are selling are programs to Ireland, Scandinavia, British Isles, and France. He has also had good success doing alumni groups to the Baltic countries.

His general feeling was that once there was an actual peace process that was beginning to take hold in the region, tourism would bounce back after 6-12 months. In his opinion, the religious market would be back sooner than other market segments. He has an active client base of over 400 churches with church leaders who have led groups extensively to all parts of the world. When the timing is better, he would like JTBNA's support to take potential Church leaders on fam trips to Jordan. He has an excellent working relationship with Royal Jordanian Airlines in Chicago and has obtained \$200 round trip tickets for any site inspection trips in the past. He said that RJ was doing very well from the Chicago area, primarily with ethnic traffic. He works with Lawrence Travel, which has offices in Amman and Jerusalem, and is very satisfied with their services.

His counsel to JTBNA was to continue with press trips and work towards getting more positive articles in the magazines and newspapers. Also, he suggested doing a fam trip for Church leaders in January, 2003, provided there was "some hope for peace in the region".

John Gibbs was sent the *Royal Tour video*, as well as the Jordan power point presentation on CD

rom. He was also faxed the press release on “Bethany Beyond the Jordan” and highlights of Biblical sites in Jordan. He is high on the destination and is just waiting for an opportune time to start selling the region to his groups again.

Company: TRAVCOA

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Consortium Affiliation: USTOA

Description

Founded in 1954, Travcoa is now part of the Grand Expeditions conglomerate. The company offers deluxe escorted tours and FITs to Africa, Europe, Asia, Australia, and the Middle East.

Tour Products

Travcoa provides luxury travel for groups and individuals, special “themed” cruises, deluxe train trips, and customized special interest tours for affinity groups.

With Jordan

Two escorted tours – one with Jordan and Syria combination, the second tour is to Egypt with an extension to Jordan, in 2003.

Tour operator interviewed: Travcoa – 6/11/02, 6/13/02, 7/19/02

Interviewed Dawn Suart, Manager FIT and Customized Group department, who went on the USTOA out of country workshop to Jordan in February, 2001. Business is severely impacted to the Mid East, overall down by 85%. Last year she had 321 customized FIT bookings to the Middle East, this year she has had a total of 60, of which, most of them are for Egypt. In her opinion, Egypt is considered “safer” than Israel or Jordan, and its age old attractions have been the main reason for even getting 60 bookings.

She suggested I speak with Linda Sevier, Manager, Reservations Dept. to get further information on the escorted tour bookings.

6/13/02

Interviewed Linda Sevier, Manager, Reservations Department. According to Linda, Europe, South Pacific, and South America programs are doing well. Travcoa is starting to develop North American programs for the first time in its history due to a greater demand of its repeat clientele as well as a general skittishness of traveling abroad. The negative press regarding regional conflicts and safety concerns has dampened enthusiasm of the traveling public. In 2003, Jordan will be retained even though they have had no bookings this year for their escorted tours. The tours offered will be a Jordan/Syria combination and Egypt with an extension to Jordan. Travcoa is very flexible in offering a shorter or longer extension to Jordan based on the client’s interest.

Linda suggested we send a questionnaire to Jana Arquell, Operations Manager for Mid-East and Africa programs. Jana Arquell responded to JTBNA on 7/19/02.

7/19/02

Second interview with Dawn Suart for further information as the response from Jana Arkell was very sketchy. Responding verbally to some of the questions raised in the questionnaire, Dawn said that Travcoa had been operating programs to all the countries mentioned in our questionnaire for the past several years. After the peace agreement between Israel and the PLO, and prior to the Intifada, the highest demand in the Middle East and North Africa was, in order of priority, Egypt,

Jordan, Israel, Syria, Tunisia, Morocco, Lebanon, and Iran. She considers Jordan to “definitely” be a stand-alone destination and having been there herself, considers it “underrated”. However, she said, very often, Americans want to see more than one country when they go on an extended trip, especially Travcoa clients. That is why she thinks Jordan would be better served being part of a two-country program – Jordan/Egypt, Jordan/Syria or part of a multi-country itinerary. She said that initially linking Jordan and Israel together was very attractive. Unfortunately, this very linkage has now created perception problems for Jordan because people view it as being too close to Israel and the problematic areas. She said that the Jordan Tourism Board will have to invest in public relations to de-link Jordan from Israel.

I asked her how Travcoa sold their tour programs to consumers. She told me that since the company is now part of Grand Expeditions, Travcoa’s tours and tours of other Grand Expedition companies, are sold by multi-line representatives nationwide. Also, they have recently started an

aggressive direct mail campaign to consumers, as well as selling through travel agents who are looking for incentive commissions from tour operators, in the post-airline-commission cut environment. Dawn also informed me that 35-40% of their travelers are repeat clients. Travcoa has incentives for past travelers and continues to offer good service. She said not only did the events of 9/11 bring about a dramatic drop in travel but also the downturn in the economy is affecting travel. Dawn also said that if there were to be any U.S. action against Iraq this fall, it would totally negate any recovery as September and October are major travel months.

In terms of which destinations are Travcoa's best sellers, she said in order of revenues, the list was as follows: Europe, Orient including Indo-China, Travcoa's Anniversary Programs (worldwide), South America, Africa, South Pacific, and Middle East (down 85%)

Regarding marketing and promotion questions, she deferred me to Angela Miller, Director of Marketing and Sales for Travcoa.

8/1/02

Interviewed Angela Miller who began by saying that she had been to Jordan and "absolutely loved it". For 2003, they will have their program, "Ancient roads of Jordan and Syria", an 11 day program, which starts in Amman, spends 5 nights in Jordan and 4 nights in Syria. She is sending us

3 copies of the newly published brochure.

Regarding what was selling specifically in the Middle East she said that Egypt still had demand, although on a much reduced level. She attributed this demand to advertising, and publicity by the Egyptian Tourist Board, their active support of tour operators and travel agents though co-op advertising, sales incentives and fam trips, and the "mystique and allure" of the destination. She added that museum block-busters like the "Treasures of Tutankhamun" and the current show at the Smithsonian's National Gallery of Art, did a lot to raise consumer awareness and desire to travel to Egypt.

She requested I use the following quotes as her response to the questionnaire.

She said that JTBNA can help in the following ways:

Increase consumer awareness of the archeological and cultural sites in Jordan, the safety of the country, its modern infrastructure, stable government, and the warmth and hospitality of the Jordanian people.

Continue with press trips, especially journalists who wrote for consumer publications and emphasized special interest products – e.g. food, handicrafts, soft adventure etc.

Promote Jordan as a stand-alone destination and de-link it from Israel.

Conduct staff training for Travcoa sales team once demand picks up for the region.

Continue with fam trips for key travel agents as Travcoa works closely with the travel agent community and the more they are educated, the better they will be able to guide the consumer.

Keep them apprised of new products and services.

Link pages on the Jordan/Syria tour and Mid-East programs of Travcoa to open from JTBNA website instead of the main Travcoa home page.

Advise journalists that Travcoa has Jordan programs so that Travcoa can be mentioned in articles in consumer magazines/newspapers.

Attend Luxury Travel Showcase trade show in Las Vegas that focuses on the upscale leisure travel market.

She requested and was sent a copy of the Royal Tour video for herself and her sales team.

Other key contacts: Jim Holden, new President (formerly ran the A&K office in Kenya) and Erika Napier, V.P. Planning and Operations for Travcoa.

Company: Travel in Style, Inc.

Contact Name: Mr. Omar Zaher – President

Address: 1255 Post Street, Suite 506 – San Francisco, CA 94109 USA

Phone: 415 440.1124 / Fax: 415 440.1124

Home Page: www.travelinstyle.com

Description

Established in 1974, Travel in Style, Inc and Nubian Nile Cruises are a group of small, specialized family-owned companies working under the Masters of the Mediterranean® brand. The company specializes in tour and cruise packages to Africa, Egypt, Greece, Japan, Jordan, Morocco, Syria, Tunisia and Turkey

Tour Products

Customized groups and FITs, emphasizing “flexibility, value and service”.

With Jordan

3 tour packages:

Discovery of Arabia/Jordan - 8 days

From Petra to Palmyra/Jordan and Syria - 12 days

Egypt & Jordan a la Indiana Jones/Egypt and Jordan - 12 days

4 tour packages as extension:

Kingdom of Jordan – 3 days

The Desert Castles – 4 days

Lawrence of Arabia’s Jordan – 4 days

The Best of Jordan – 5 days

Tour operator interviewed: Travel in Style – 8/23 /02

Interviewed Omar Zaher, President. Travel in Style has been in business since 1996. Omar Zaher used to Senior Vice President for Naggar Tours and Nabila Nile Cruises. While at Nabila, he was responsible for expanding the market for Naggar and Nabila products in Japan, Australia, Hong Kong and Singapore. He was also responsible for placing the Egypt and Nile cruise programs as part of the tours offered by JAL PAK, the in-house outbound tour operator for Japan Airlines.

Travel in Style specializes in FIT land and cruise programs, as well as customized small groups who want to travel to Egypt, Jordan, Syria, Turkey, Greece and Morocco. In Jordan Omar works with Jordan Circle Tours and books into some of Jordan Circle's pre-set tour departures from Amman, adding his own pre-and post tour arrangements. In some cases, he upgrades hotels or adds home hospitality, additional sightseeing, or tours to places not on the regular programs. Omar said that his two most popular tours have been "Egypt and Jordan a la Indiana Jones", and "Discovery of Arabia".

According to Omar, business was exceptionally good in 1996 when annual revenues were around \$11-12 million, and he had 15 employees working for the company. From 1997, the business has faced a downturn due to the massacre of tourists in Egypt. This not only impacted U.S. travelers but also his Japanese tour business as some of the tourists killed in Egypt were Japanese. Due to his business contacts with Japan, he was also selling his tours to Japanese tour operators. In 1998 and 1999, there was a slow recovery of travel to Egypt. From 1999, he diversified his destinations, and began to sell Morocco, Turkey and Greece. This helped bring an upsurge in bookings and by 2000 he had recovered and was well positioned to exceed his goals. However, the *intifada* began and numbers on his three country trips including Israel, Jordan and Egypt began to drop. There was a dramatic drop in business after 9/11.

However, business is slowly recovering. At present, he said the company has 4 full time employees, the ones that were laid off after September 11, are working as sub-contractors on a part time basis. What are selling now for Travel in Style are Desert camps in Morocco. This is being promoted by Travel in Style to honeymooners, and independent clients who want an active, soft adventure trip. Travel programs to Turkey and Greece are also doing well as are Nile cruises on his "ultra deluxe" ships, the M/S Liberty and the M/S Diamond. The ships are operated under a separately owned company called Nubian Cruises. He is now getting small but consistent traffic to all his destinations, including Jordan. He said that he has 7-8 couples a month to Jordan, even in these challenging times. Many of these clients are also visiting Syria. He said, "if you have the right product and deliver it well, exceeding the client's expectations, people will come to you." He claims he has the product knowledge, expertise and the relationships with clients and travel agents as being a specialist to the region. He commented that interest in these destinations is high, although demand is low. People are "waiting to see what happens with Iraq. That is more of a concern right now in the region, even more than the Israeli-Palestinian conflict".

He said that Egypt, Turkey, Greece and Morocco Tourist Board were spending their budget to target travel agents through seminars, especially on the West Coast, as well as doing press trips, ads in consumer magazines and presenting their destinations as "romantic and fun" places to

visit. He said that 90% of his bookings come from travel agents and 10% on-line, although he anticipates seeing the percentages change within the next two years to be 50-50. Travel in Style is listed on all search engines, although he has received the most traffic and bookings through “Google”.

He said that, in his opinion, JTBNA needs to do what the tourist boards of Egypt, Turkey and Greece have done to various degrees. They have organized travel agent seminars in major cities up and down the West coast, inviting tour operators selling the region to participate for a fee. He gave the example of the Egyptian Tourist Board that recently organized a series of seminar/presentations from Seattle to San Diego. Several tour operators participated and all paid a fee to have table-top exhibits, followed by a presentation by the Egyptian Tourist Board where all exhibitors were given a short time on the program. This was followed by a reception. The participation of tour operators reduced the overall costs for the seminars and they were very effective. Omar said that, in his opinion, there should be more regional collaboration and he suggested that Egypt, Jordan, and Dubai should do joint presentations to promote regional tourism. He believes that Americans want to see more than one country when they visit the Middle East. Jordan, as a stand-alone destination might work in a few years when there is more knowledge and education about the country, and there are more products to sell to the special interest market. In the near term, he feels that it has to be combined with a second country such as Dubai, or Egypt. He is going to put a new tour on his website by next week – Jordan and Dubai, which will include regional airfare between the two countries. He said that he would also like to offer multi-country itineraries such as Jordan, Egypt and Dubai, or Jordan, Syria, Egypt and Dubai. These would certainly be unique and separate Jordan from being closely linked to Israel, which helped Jordan in the past, but is now a detriment from a perception stand point.

He had the following recommendations for JTBNA:

Focus on increasing collaboration with the tourist boards of Egypt and Dubai to do a concerted public relations campaign to sell the region. Also, work on getting Royal Jordanian airlines to work with Egypt Air, Gulf Air and Emirates Airlines, to issue Regional air passes which reduce the cost of traveling from one country to another, similar to what the European airlines have done by having a European air pass which allows travelers to fly to various cities in Europe for one inexpensive ticket as opposed to buying one way cost prohibitive airline tickets. This has stimulated traffic to Europe, and within European countries.

Create new products in Jordan that tour operators can sell. As an example he suggested doing desert camping for individuals with interaction with Bedouins, as well as other soft adventure options of hiking, camel safaris, scuba diving etc. Also, Omar was very interested in travel programs for women only travelers, especially those that include visits to Jordan River Foundation projects that empower women in rural communities. Women’s travel programs like hiking and fitness programs, spa, wellness, and beauty programs would do a lot to create consumer awareness about the role of women in Jordan, and dispel preconceived misconceptions about Arab women.

Have a new public relations and ad campaign that promotes Jordan as a “Fun” destination, full of adventure and excitement of the Arabian Nights.

Conduct press trips with more consumer journalists, especially those that write for women's magazines and soft adventures segments. He recommended the public relations firm of Griffith & Steadman in Chicago, which he said, was excellent and had a means of conducting press trips with quality journalists. Travel in Style works with this PR firm and was very effusive about its performance and effectiveness.

Target the Japanese market in addition to the North American market. In Omar's view, the Japanese are looking for new itineraries in the Middle East since tourism to Israel is totally dead. He has found Japanese tour operators and Japanese media easy to work with and he is personally willing to make the introductions if JTBNA is interested.

Maintain an active database of select travel agents who sell upscale FIT programs. These agents are members of Virtuoso, American Express and Leisure Travel Group. Build relationships and encourage loyalty for your destination by inviting them to special events, fam trips, recognition plaques and token gifts for the holidays. Travel in Style does not belong to consortia but has retained past client agents and actively builds relationships with new ones.

As he specializes only in travel to North Africa, Middle East, and the Mediterranean, his future plans are to stay with these destinations for 2003/4, expanding the product lines in these countries.

He was very interested in participating in the Special Interest Site Inspection trip as he has not been to Jordan in 10 years and is not familiar with many products. He is sending his company brochures. He has not seen Jordan-The Royal Tour, which was mailed to him 8/29/02 along with the CD rom power point presentation.

Next step: Invite him to participate in the site inspection trip.

Company: Travel Plans International

Contact Name: Mr. Marie Griffin – President

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Phone: 630 573.1400 / Fax: 630 573.0077

E-mail: mpg@travelplansintl.com

Home Page: www.travelplansintl.com

Description

Founded in 1970 by Marie Pierre Griffin, the company specializes in special interest tours for the museum and alumni market. All tours have a high educational content and include academics and guest lecturers. Travel Plans International does travel programs to Europe, Southeast Asia and South America. Also, had programs to Israel, Jordan, Egypt, Syria, Yemen and Saudi Arabia.

Tour Products

Customized group travel for the museum and alumni market. Company is expanding into medical tourism on behalf of a client.

With Jordan

Considering cultural, ecological, and medical travel programs in Jordan for 2004.

Tour operator contacted: Travel Plans International – 8/16/02

Spoke to Marie Pierre Griffin, President of Travel Plans International. The company was started 32 years ago by Marie Pierre to do cultural tours to Europe. Travel Plans International specializes in travel programs for the non-profit segment of the market i.e. academic institutions and museums. Tours are highly individualized for the client and are mainly art and architectural, cultural, and anthropological. The company had a full roster of tours to Egypt, Iran, Yemen, Oman, Syria, and India. After September 11, all programs were cancelled and the company had to refund passengers all the passengers and re-book those that still wanted to travel to “safer” destinations. The company now has a staff of 6 full time employees, down from 20 prior to September 11, 2001. She said that even though they had to “retrench their staff” and “revamp their tour programs” they have kept their very desirable premises in the suburbs of Chicago, and managed to retain their clients and temporarily move them to other destinations. She said that she is re-entering the Middle East market with two programs to Egypt including Nile cruises in January and February of 2003. Those programs are fully booked and that is a good sign that tourism will recover to the region she finds most interesting, ripe for historical and cultural explorations. However, she added that in the wake of 9/11, even the non-profit market has become ultra-conservative in its choice of destinations and is reluctant to promote tours to the Middle East, often for financial liability reasons. She said she finds this “very painful for academics she uses as lecturers and ground operators in those destinations as they depend on tourism for their livelihood.” She reiterated that she was going to keep trying and think of new angles to sell the region.

She said in her mission to revamp her products, she had focused heavily on what made her successful in the first place – cultural, archeological tours. She said she recently sent a letter out to all her non-profit clients that Travel Plans was going to offer a smaller number of countries but do more in depth and more academically oriented cultural tours.

In 2002, she said her France, Spain and Tuscany programs are selling very well. In 2003, she plans to expand her in-depth cultural tours in Germany, Portugal, Iceland, Brittany and Alsace in France, as well as add a special tour to Paraguay with a small ship river cruising, as well as an anthropological tour of Papua New Guinea. A new product that she has added is medical tourism, where she has a physician with a strong following for whom she is doing a medical tour to Scandinavia. The main emphasis of this type of tourism is to have an “educational component”, including lectures and briefings with medical counterparts in the country besides sightseeing of cultural and historical sites. She was very interested to hear that Jordan was also developing this type of tourism and was offering a similar medical program. She wanted more details and also expressed an interest in adding this to her mix of products for Jordan. She said her clientele is 60+ years old and not suited for “active soft adventure” like hiking or scuba diving. However, she thought health, wellness, beauty programs would also be of interest to her, and wanted to learn more about the treatments offered at the Zara Spa in the Movenpick Resort on the Dead Sea. Other products of interest to her were conservation, preservation and the local crafts being done as part of the Jordan River Foundation.

The company mainly does direct marketing, and sells programs through client referrals and repeat business. She said she had a loyal following of museum, alumni and other non-profit groups, who knew the quality of a program operated by Travel Plans International.

Even though there is a dramatic drop in demand for programs to the Middle East, Marie Pierre assured me that the programs to Jordan will be offered as extensions to her Egypt program as that is a very attractive combination for the present. Jordan and Syria was also a good combination in the past but now demand for Syria is totally down, so it would be best to market Jordan with Egypt.

She had the following recommendations for JTBNA:

- Continue with targeted press releases and press trips for journalists who write for special interest magazines – food and wine, archeology, adventure, health and sports, medicine, spas etc. Conduct fam trips for special interest operators and their key clients so they can experience the country first hand. She also expressed an interest in the October 29 – November 5, 2002 Special Interest Site Inspection trip to learn about the Jordan's new products. Invitation sent 8/16/02. Sponsor educational presentations at the Educational Travel Conference, which in her opinion, is best suited for targeting non-profits. She believes that Jordan is a destination for “seasoned, highly educated” travelers and the non-profits are one the best target markets for cultural travel to Jordan. Affinity travel is another good area, in her opinion.

Company: UniWorld Tours

Contact Names: Mr. Serba Ilich – President & CEO

Contact Name: Mr. Heinz Neiderhoff – Vice President

Contact Name: Mr. Robert G. Cazan – Manager Eastern Mediterranean

Address: 17323 Ventura Boulevard – Encino, CA 91316 USA

Phone: 818 382.7820 / Fax: 818 382.7829

E-mail: info@uniworld.com

Home Page: www.uniworld.com

Consortium Affiliation: USTOA

Description:

Founded in 1976 by Serba Ilich, the company has been a pioneer in river and small ship cruising around the world, starting out with Russian rivers and Baltic cruises. UniWorld now has tours to exotic locations such as Lake Baikal, Gobi Desert, Tibet and Siberia.

Tour Products:

Escorted cruises and tours for groups and individuals. Also, special interest programs with specific themes for the non-profit market.

With Jordan:

A one week stand-alone tour to Jordan for 2003/04 is being considered. Fits and extensions upon request.

Tour operator interviewed: UniWorld Tours – 8/9/02 and 8/14/02

Interviewed Robert Cazian, Manager, Mid-East programs, and Heinz Neiderhoff, Vice President, Tour Development. UniWorld was founded in 1976 by Serba Ilich, an American of Yugoslav descent, and is headquartered in Los Angeles. The company offers cruise and tours to both groups and independent travelers throughout the world.

UniWorld product mix has become 90% cruises – both sea and river cruises with 10% of programs being land programs. Robert Cazian said he used to own and operate his own company, R&H Voyages, but ended up closing the business and joining UniWorld in June 2002 in the aftermath of September 11. Heinz Neiderhoff, used to be the President of Maupintour, and as of 3 months ago, joined UniWorld as V.P. Tour Development, when Carl Icahn, owner, moved Maupintour from Lawrence, KS, to Las Vegas.

UniWorld is an active member of USTOA and Serba Ilich, President, participated in the Out of Country meeting to Jordan in February, 2001. UniWorld has had various programs over the years to Jordan, Egypt and Turkey. For 2003, Robert Cazian said that he has created the brochure with three stand alone trips, one to each country. In Jordan, he has a stand-alone 6 day program with 3 nights in Amman and 2 nights in Petra. He said in the past they have used International Traders in Jordan as the ground operator and will continue to do so. He told me that business was dramatically reduced to the Middle East. However, because of their cruise products and worldwide destinations, their business is doing very well, up 10% compared to the same time last year, said Heinz Neiderhoff and Robert Cazian. In answer to what was selling in the market, Robert said that their “themed” cruises were exceedingly popular e.g. fall foliage and wine cruises on the Rhine, Rhone, Moselle and Danube rivers in Europe. All programs to China with Yangtze River cruises, Russia and Baltic cruises were getting solid bookings. Special rates on select departures and early booking discounts of \$400-\$500 off per couple on a cruise, were also attracting bookings.

He advised me that the Jordan Tourism Board should continue its efforts to be proactive, keep in close contact with tour operators “like we were doing”, keep tour operators supplied with new information and site brochures, and conduct press and fam trips. Heinz Neiderhoff had a few more suggestions to add. He emphasized that it was crucial to stay in the U.S. market and offer financial support to the extent possible to those tour operators who have a large client base like UniWorld and have had sizeable programs to Jordan. He said UniWorld is getting its core business from river cruises and most promotional dollars were spent on retaining and expanding this market. UniWorld was actively working with travel agents and offering them commissions and overrides based on volume, and also selling directly to clients. They also prospect for names with the right demographics and do direct mail and advertising to generate direct bookings. But so far the mix was fairly even between travel agent bookings and direct bookings. UniWorld is also spending funds on internet advertising. Heinz said UniWorld was a preferred member of the travel consortium, GIANTS, and UniWorld had received fairly good number of bookings via GIANTS member agents. However, a lot of selling had to be done to generate those numbers from travel agents.

Heinz Neiderhoff said that UniWorld was really a pioneer of river cruising starting in the early

years with Russia and Baltic cruises. Today, 30,000 passengers travel annually on UniWorld programs, primarily on cruise programs. So far this year they have had close to 5000 passengers on Yangtze river cruises alone. According to him, river cruising is the fastest growing segment for the “65+ years old, so-called mature market”. It is a hassle free, leisurely way to see many destinations. His European river cruises have replaced the traditional motorcoach tours. Clients do not have to pack and unpack every other night, not have to worry about meals, health issues, safety concerns, or accommodations. River cruises range in length from 7-21 days, and ships usually dock right in the city port, and off the clients go for touring the sites. In 2003/4, they are planning to expand the river cruises throughout the world, especially in Europe, Russia and China.

As regards the Middle East for 2003, they are intending to have a Nile cruise to Egypt, and a land tour to Turkey. Jordan is still under consideration even though the program is ready to go into the brochure. He asked me to get in touch with him in mid-September when the Europe brochure would be ready for distribution. He said it was then that they could determine what sort of financial support would be needed to maintain a viable product to Jordan in the UniWorld brochure for 2003/4.

In addition, we discussed his having a more “special interest” tour product to Jordan, with a water based aspect to the tour. E.g. an extension from or to their Egypt program with hydrofoil connection between Jordan and Egypt, a cruise product in the Red Sea etc.

He said he would like to consider the following ideas in mid-September:

Next steps:

Re-contact Heinz in mid-September to assess Uniworld’s interest and requirements in maintaining a program to Jordan.

Invite Heinz Neiderhoff to Jordan on the Oct.29-Nov.5 trip provided he is interested in special interest products for Jordan, including a cruise product in the Red Sea.

Company: WildLand Adventures

Contact Name: Mr. Kurt Kutay – President – kurt@wildland.com

Contact Name: Ms. Anne Morrisson – ME Program Director – annem@wildland.com

Address: 3516 NE 155th Street - Seattle, WA 98155 USA

Phone: 206 365.0686 / Fax: 206 365.6615

E-mail: info@wildland.com

Home Page: www.wildland.com

Description

Founded in 1986 by Kurt Kutay, Wildland Adventures offers authentic and active cultural and natural history trips to Alaska, Central and South America, Africa, Middle East, New Zealand and Antarctica.

Tour Products

Customized small groups, family travel and FITs with a strong eco-tourism, cultural, and conservation focus.

With Jordan

FITs and affinity programs upon request.

Tour operator interviewed: Wildland Adventures – 8/14/02

Interviewed Anne Morrison, Middle East Program Director, for Wildland Adventures. Anne was in Jordan twice in 2000, on a personal trip with her daughter, and the second time as an attendee at the International Conference on Peace through Tourism. She is very impressed by the country and its people, and has been doing FITs and small groups of 4-8 people to Jordan. The company specializes in highly personalized small groups, usually no larger than 12, family travel and FITs to Alaska, Central and South America, Africa, Turkey and the Middle East. All programs offer “active” cultural and natural history “experiences”. The company’s mission is to preserve the natural habitat and cultural heritage, and benefit local communities. The company’s travel programs support local conservation organizations and community development projects co-sponsored by their non-profit Travelers Conservation Trust. According to Ann, Wildland is a leader in Ecotourism programs and one of the founding members and supporters of the Ecotourism Society. Kurt Kutay, the owner, is a passionate believer in preserving cultural heritage and sustainable tourism development to benefit local communities. In fact, Ann has just requested the Royal Society for the Conservation of Nature (RSCN) to suggest a project that can be supported by the Travelers Conservation Trust. In each country, where Wildland has programs, they select a project and offer the option for clients who travel to that destination, to make tax deductible contributions towards the project. These funds are collected by the Trust and sent on a quarterly basis to the country. In this case, she is hoping to work with the RSCN.

The company was established in 1986 by Kurt and Anne Kutay in Seattle, Washington. Kurt is an activist in ecotourism and conservation. The company is known for its programs to South and Central America, Africa and Turkey, where Kurt has his family roots.

According to Anne Morrison, the whole region was deeply impacted due to the intifada and less so from the events of September 11. To date they have 717 passengers booked for all destinations. The company is small, said Anne, but FITs range from \$2500 - \$9000 per person. There are 7 full time employees but each person is an expert in an area of the world.

There have been a few FIT clients to Jordan this year, but none for Egypt. Recovery has been very slow in the region and all countries in the Middle East are being lumped together due to a lack of knowledge. However, the geographical position of Jordan next to the Israeli-Palestinian conflict does not inspire confidence in the traveling public. Anne said that once people go to Jordan they feel comfortable, safe and enchanted by the country. But the big challenge is how to create the demand to travel. She herself is very high on the destination. We discussed various eco-tourism, conservation and soft adventure tourism products in Jordan and she felt it would be worthwhile to invite Kurt Kutay, Director of the company, to participate in a site inspection trip. Other than her, no one else is knowledgeable about Jordan and she herself has not been to see all the sites. She said that since he visited Morocco last year, the program has been expanded and Morocco bookings are slowly on the rise. In terms of what was selling in the market at present for Wildland Adventures, Anne said that in order of priority it was South and Central America, Africa, and Alaska, followed by Turkey. In 2003/4, Wildland plans to expand the programs to include New Zealand and Antarctica.

Wildland does a lot of direct mail although they do work with travel agents and give them 10% basic commission and an override based on volume. Most of Wildland’s clients are 35-60 years

old, active, highly educated professionals, who are seasoned travelers with discretionary income. They have an active database of 70,000 past and prospective clients and do postcard mailings featuring a destination, or specific tour, every two months.

Clients book directly with Wildland for the most part. Starting in the fall, they also do evening slide presentations to prospective clients in the Seattle area. She suggested that JTBNA could co-sponsor a slide show event on Jordan. However, she said that as their client base is both in the U.S., Canada and English speaking countries as far away as Australia, some promotions over the internet or targeted postcard mailings may also be helpful to Jordan. She said that she personally held King Hussein as a model monarch and had deep respect for the royal family and its efforts to bring peace in the Middle East. She was also very complimentary about His Majesty, King Abdullah and Queen Rania. More programs like NBC's Dateline and NBC Today show were needed to inform the American consumer about Jordan.

An invitation for the October 29 – November 5, trip was sent to Kurt Kutay 8/14/02 as well as a copy of the Royal Tour video to Wildland Adventures. She also requested several copies of the Eco tourism brochure and the power point presentation on CD rom. All mailed out 8/15/02.

Company: World Pilgrim Tours, Inc.

Contact Name: Mr. Tewfic Safieh – President

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Phone: 954 771.1924/ Fax: 954 771.0169

E-mail: info@worldpilgrimtours.com

Home Page: www.worldpilgrimtours.com

Description

Founded in 1955, with corresponding offices in Europe and the Middle East, World Pilgrim Tours is a wholesale and retail operation with travel packages to Greece, Turkey, Egypt, Israel and Jordan. The company is also doing programs to Italy, France and England. It is also selling cruises to the Mediterranean and the Caribbean.

Tour Products

Company does religious tours for groups and individuals, working primarily with church leaders and tour hosts with followings.

With Jordan

Jordan programs have previously been combined with Israel. Only upon request now.

Tour operator interviewed: World Pilgrim Tours – 7/22/02

Interviewed Tewfik Safieh, President of World Pilgrim Tours, a religious tour operator based in Plantation, Florida. Mr. Safieh was not very forthcoming over the telephone. His responses on the questionnaire were more informative. He seemed reticent to talk about his company, his opinion of the market, travel to the Middle East in general and how JTBNA could be of assistance.

He said there was minimal demand for Jordan. He has only very few bookings for Egypt and Turkey, but none for Israel or Jordan. In the last 14 months, he has started selling other destinations, primarily Greece and Italy, which he said were doing well. No statistics were shared. In my opinion, his company has been deeply affected. He has several well priced tours listed on his website to England, Ireland and Italy, as well as Caribbean cruises. Most of his tours are religious tours, said Tewfik Safieh when I asked him about the type of programs that he operated.

He was of the opinion that Jordan could not be a stand alone destination and would be better sold as part of a multi-country program or an extension from Israel or Egypt. I asked him if he had traveled to Jordan and he said that not only had he traveled there but also one of his family members ran Blue Bell tours, his receptive operator for Jordan. He commented that, in his opinion, no entrance fees should be charged for visiting Bethany, especially in light of the current situation. He also went on to add that overbuilding of hotels in Jordan should not continue in the near term as there was more capacity than demand. Also, he added that he has used Royal Jordanian on his past programs and that the service was “unsatisfactory”. He felt that the only service they offer is for business class passengers, not for those traveling in economy.

He said he did not have any current brochures to send to JTBNA as they were customized for “group leaders” and their clientele. He has stopped producing any regular brochures as he works almost exclusively with “tour hosts”. However, he also works with select travel agents who want his company to create a religious tour program and operate the tour. He added that he has been in business for 28 years and has a strong following and database of past clients who often travel with him. He said that he was working on a special program to the region and would contact us as his plans further materialized.

He inquired as to which tour companies were receiving the “leads” from the calls that JTBNA received from consumers. I replied that we did not “give leads” to any tour operators but referred all interested consumers to the JTBNA website so they could review the programs of several tour operators and pick the tour that best met their needs. Tewfik Safieh was pleased to hear that his company was on the official JTBNA website.

His counsel to JTBNA was as follows:

Sponsor agent recognition programs although he did not give any specific suggestions.

Offer financial support to World Pilgrim Tours to conduct breakfast/dinner seminars when the timing is right

Have more television exposure to reach more consumers

He said he was “praying for things to get better”.

He said he had seen the Royal Tour video, which he liked. He said he had enough collateral materials on hand and would request JTBNA for more as needed.

Company: Ya'lla Tours

Contact Name: Mr. Ronen Paldi – President

Address: 4711 S.W. Huber Street, #2 - St. Portland, OR 97219 USA

Phone: 503 977.3758 / Fax: 503 977.3765

E-mail: information@yallatours.com

Home Page: www.yallatours.com

Description

Founded in 1993 by Ronen Paldi, Ya'lla Tours specializes in land programs in the Middle East, and North Africa and land and cruise programs in Mediterranean destinations. His latest expansion is into Cuba.

Tour Products

Religious tours, pilgrimages, and cultural tours, for both groups and individuals.

Cruises off the Greek and Turkish coast.

Group and FITs to Cuba.

With Jordan

One Egypt and Jordan tour for 2003. Other programs upon request.

Tour operator interviewed: Ya'lla Tours – 7/08/02

Interviewed Ronen Paldi, President. Ya'lla Tours offers extensive programs for groups and FITs to Israel, Jordan, Egypt, Turkey, Morocco, and Greece. The company's specialty is the Christian religious market. The company was created in 1993 and been actively engaged in pilgrimage/religious tours.

In light of the events of 9/11, tourism was severely impacted. Business dropped to all destinations but as of January 2002, it recovered quite well for Morocco, Turkey and Greece. Even Egypt did well until April when it was impacted again due to the problems in Israel and the West Bank. Business to Israel is totally down, and consequently, business to Jordan is also flat with only 10 passengers to Jordan year to date. There is no demand and no bookings as the two destinations are interlinked in the minds of the travel agent community due to the joint seminars and marketing efforts of both countries to promote Israel and Jordan together. Greece and Turkey are getting good bookings. He has changed the tours that were previously going to Israel and Jordan to Turkey. The tours are called, "In the Footsteps of Paul" and "Seven Churches of the Revelation". Morocco is also doing well and four groups have already booked for 2003. Paldi has extensive experience living and working in Israel, Egypt and Morocco.

He has three brochures in the market – Egypt & Morocco, Greece & Turkey, and Israel & Jordan. He is not planning to reprint the Israel and Jordan brochure for 2003/4 but continue sending the ones he has from 2001 until they are exhausted which he anticipates will be by December 2002. He has frozen the tour rates at 2001 prices. He said he was keeping up all his marketing efforts in terms of advertising and staffing. He has a staff of 8 employees and only downsized by 2 people.

His advice to JTBNA is to "invest" in the market for the long term. He said that Jordan needs to "remain in the market for the day after" and not take a short term approach, cut back on marketing and promotion and wait for better days. He said that if Jordan took that route they would lose major market share and it would take them 2-3 years to even get back into the brochures of tour operators. He also said that Israel was taking a very pro-active stance despite the fact that their tourism sector has been very hard hit. They have hired a PR firm and set aside \$5million to help in general image building campaign. This is in addition to the monies set aside for tourism promotion and public relations efforts with Geoffrey Weill & Associates. Israel is giving 50% subsidies for all co-op advertising. Egypt, where Paldi has a lot of programs, is also considering sharing in the actual costs of printing and mailing the Egypt portion of the Egypt/Morocco brochure. He said he understands the lack of budget for such co-op promotion but believes that the Jordan Tourism Board should not lose the momentum and must keep up marketing and promotion efforts by working closely with tour operators and subsidizing direct advertising, brochure printing and/or mailing costs. He said that there are no guarantees of success but if the product does not exist in the market, there will be no demand when clients are ready to travel.

He assured me that even though they will not have an Israel/Jordan brochure next year, he will have a tour of Jordan and Egypt in the Egypt brochure. The tour will spend 5 nights in Jordan and 8 nights in Egypt.

His advice was to promote to the special interest market e.g. religious market, soft adventure, eco-tourism, health and spa etc.

Regarding promoting Jordan as a stand-alone destination he said issues had to be confronted. He mentioned the following:

Improving airline service availability, pricing, schedules into and out of Jordan. "Airfares are \$400 -\$500 higher to Jordan than they are to Israel", and schedules are dreadful on Lufthansa (from West coast) and British Airways in general. Better pricing in general for services in Jordan.

More image building and education on the attractions of Jordan as a peace loving, modern country, with a good infrastructure, technologically advanced, with a wealth of architectural monuments and sites and warm, friendly people.

Packaging tours with Egypt that has regained travelers despite of the problems in the Middle East.

When questioned about his future plans for diversification, Paldi said that he was planning to expand to Cuba in 2003/4. Ya'lla Tours had applied for a license to operate religious programs for

Churches to Cuba and he was awaiting the receipt of the license, which had been verbally approved. After the visit of the Pope, there was a growing desire on the part of Americans to visit Cuba. The Cuban government unofficially tolerates the religious community that has three Bishops, and even a working synagogue. The U.S. Government allows religious groups to visit Cuba. This has opened a new market for tour operators such as Ya'lla tours to work through travel agents in getting religious groups to visit Cuba. Paldi said he is fluent in Spanish and is looking forward to expanding his tours.

Regarding Jordan, he recommended that JTBNA strongly consider his proposal to produce and mail 100,000 new Ya'lla tour brochures that feature Jordan programs exclusively for 2003/4 to 15,000 active travel agents. "You have to be present to be in the game", said Paldi about the investment.

Potential Site Inspection Trips

A number of site inspection trips were initiated or advanced as part of the scope of work of the project. They will have to be hosted by JTB. The fam trips being organized by tour operators who have in-country ground operators will look for partial financial and logistical assistance from JTB.

1. ICTA Education on Location trip for travel agents with CTC accreditation:

March 7 –14, 2003

Anticipate having 6-9 highly professional agents on this trip. 10 seats have been blocked with Royal Jordanian Airlines. A tentative itinerary has been sent to ICTA and will be promoted by them in their in-house magazine “Travel Counselor”, through e-mail blasts, on their website and at the ICTA National Forum September 26 –29, 2002.

2. High Country Passage

Peter Voll, Senior Vice President is considering the January 14-21, 2003 dates for his “anchor clients”, Stanford University, The American Museum of Natural History, The Smithsonian Institution, California Academy of Sciences, Cornell University, and the National Trust for Historic Preservation. He also may have a few other museum/alumni clients. Awaiting final confirmation of dates before contacting Royal Jordanian and blocking seats. The intention is to have the participants speak on a panel or at a dinner event during the Educational Travel Conference in Washington DC from February 5-9, 2003 about their first-hand experiences in Jordan.

3. Park East

Marcia Gordon, Executive Vice President, is closely monitoring situation in Middle East and despite positive testimonials, would like to “wait and see” over the next few months before making a final decision about taking her top alumni and museum clients to Jordan. She is personally very positive about Jordan.

In addition to the site inspection trips mentioned above, the interviews led to the initiation of the following fam trips, and require further follow up to bring to fruition.

1. Special Interest Tour operator site inspection trip:

October 29 – November 5, 2002

Anticipate having 6-9 tour operators on this trip. The letters of invitation and a preliminary itinerary has been sent to the prospective tour operators. 10 seats have been blocked with Royal Jordanian Airlines. Trip will be hosted by JTB.

2. Regina Tours:

Familiarization trip for 30 clergy tour leaders (Catholic - who have their own following), selected and invited by Regina Tours, a USTOA member company, led by Jim Adair, President. He is currently working out dates with Royal Jordanian Airlines for spring, 2003. At present they do not have a ground operator in Jordan as they previously used Regina Tours in Israel for

Jordan extensions. Regina Tours is the tour operator with the largest number of passengers in the Catholic market.

3. Journeys Unlimited:

Familiarization trip for 15 clergy tour leaders (Protestant denominations), selected and invited by Journeys Unlimited, a USTOA member company, led by Ray Massilo, Vice President. Nick Mancino, President, is currently working out dates with Royal Jordanian Airlines for the spring of 2003. Ground operator in Jordan: Blue Bell tours.

4. American Express:

American Express Representatives' educational fam trip to Jordan – summer/fall, 2003
This is being organized by Michel Stolowitzky, Vice President Emerging Markets for American Express, and Mitzi Papazoglu, Director Product Development for Travel Impressions and American Express Vacations. Fam trip participants will be owners/managers of American Express U.S. based travel agencies. Ground operator in Jordan: International Traders.

Note: All these Site Inspection and Fam Trips are dependent upon peace and assume that there will be no escalation of hostilities in the region, or the imposition of a State Department Travel Warning to Jordan.

Potential Site Inspection Trips

List of Invitees Special Interest Site Inspection Trip October 29 – November 5, 2002

Lorraine Bellas
Director Travel Operations and Relations
IExplore

Carolyn McIntyre
Regional Director
Geographic Expeditions

Jim Adair
President
Regina Tours

Eileen Stolz
Managing Director
AIMS

Richard Hefler
Executive Vice President
General Tours
Museum & Alumni Market

Joe Perez
Product Manager – Middle East
General Tours
Escorted tours and FITs

George Makar
President
GM Tours

Manuel Paolo
Director Product Planning
Collette Vacations

Marty Seslow
Manager Customized Group Department
Gate 1

Mitzi Papazoglu
Director Product Development
Travel Impressions/ American Express
Vacations

Marie Pierre Griffin
President
Travel Plans International

Linda St. Andrews
Director of Sales
Mountain Travel Sobek

Kurt Kutay
Managing Director
Wildland Adventures

Daphna Stromberg
Vice President
AER World Tours

Heinz Neiderhoff
Vice President Tour Development
UniWorld



Jordan Tourism Board North America

2000 N. 14th Street, Suite 770, Arlington, VA 22201

Tel: (703) 243-7404 Fax: (703) 243-7406 Email: seejordan@aol.com

Web site: www.seejordan.org

August 15, 2002

Name
Position
Company

Dear Mr. ,:

On behalf of Mr., Director of the Jordan Tourism Board and Ms. Malia Asfour, Director of the Jordan Tourism Board North America, it is my pleasure to invite you to the Hashemite Kingdom of Jordan to participate in the "Special Interest Tour Operator" site inspection trip scheduled from October 29 – November 5, 2002.

We are delighted to host this event and have prepared an exceptional program that will give you the chance to see Jordan's unique cultural, historical and religious heritage, while enjoying the luxury of our deluxe hotels, the pampering treatment at our spas, and the warm hospitality of our people. The focus of this trip is to showcase the "special interest" products that will be of interest to you in marketing Jordan to your non-profit clients.

Arrangements are underway to give you a royal treatment starting out from New York's JFK airport on board Royal Jordanian Airlines. We would truly appreciate getting your firm acceptance as soon as possible so we can make arrangements accordingly.

A tentative itinerary is attached as well as testimonials from recent visitors to Jordan. We look forward to having you on the "Royal Tour".

Warm regards,

Nazli P. Weiss CTC
Senior Associate
Travel Industry Relations

Cc: Marwan Khoury
Malia Asfour

The Royal Tour

Jordan Tourism Board North America
Site Inspection Trip
Special Interest Tour Operators
October 29 – November 5, 2002

DAY ONE, October 29

Depart at from New York City's JFK Airport on *Royal Jordanian's business class* service direct to Amman, Jordan.

DAY TWO, October 30

Arrive in the afternoon at *Jordan's Queen Alia International Airport*. Met by a representative of the Jordan Tourism Board and transferred to the hotel.

Dinner at the hotel hosted by Jordan Tourism Board's Director, Mr. Marwan Khoury.

DAY THREE, October 31

Full day exploration to the north of Jordan.

“The North of Jordan, the Cross Roads of Civilization”

Today's tour includes the **ancient city of Jerash**, remarkable for its unbroken chain of 6,500 years of human occupation. Here, in the hills of Gilead, you will find remains from Neolithic times, as well as Greek, Roman, Byzantine, and Omayyad civilizations.

Jerash's Golden Age arrived with Roman rule. You will see one of the most inspiring, imposing and best-preserved Roman cities. You will sense the chariots racing down the thoroughfare between the columns, and you'll touch the grooves in the road stones left by the chariots of fire!

On the return drive to Amman, stop at the King Hussein Medical Center for a briefing on the facility and the scope for organizing “medical meetings” as part of a affinity travel program.

Return to Amman for lunch at **Reem Al-Bawadi**.

After lunch, visit the **Citadel** and the **Archaeological Museum** that houses some of the Dead Sea Scrolls. Head out to the **Jordan River Foundation's** Showroom (JRF) to see some of Jordan's fine handicrafts. The JRF is an NGO Chaired by Her Majesty Queen Rania and deals with micro-finance projects for rural women. Here, you will be briefed by a representative of JRF on the organization's various projects, and time permitting, have a chance to visit one of the actual weaving/handicraft centers.

*The **Jordan River Foundation (JRF)** is a non-profit organization chaired by Her Majesty Queen Rania. Its mission is to empower local communities and individuals to improve their social and economic well-being through integrated community-based development programs. A number of the programs and projects of the JRF aim empowerment of women through skills enhancements and training to produce traditional handicrafts. Three such projects are the (1) Bani Hamida Women's Weaving Project; (2) Jordan River Designs and; (3) Wadi Al-Rayan Project.*

Dinner will be at Kan Zaman restaurant perched on a hilltop in the outskirts of Amman. Be entertained by talented musicians and singers and enjoy the best “hubbly-bubbly” water pipes in the city! After dinner, visit the artisans at work on the grounds of the restaurant. Painters, silversmith, wood carvers, carpet weavers, sand bottle makers and potters are all there to show off their craft to you.

Back to the **Hotel** for overnight.

DAY FOUR, November 1

Morning departure for **Madaba** (where you will have a wonderful meal at **Haret Jdoudnah**), **Mt. Nebo** and **Kerak** before arriving at Petra for dinner and overnight in **Petra**.

Madaba, “The City of Mosaics”

A brief stop in Madaba, famed for its mosaics, allows you to visit the **Greek Orthodox Church of St. George** that features a vivid sixth-century Byzantine map showing Jerusalem and other holy sites.

With two million pieces of colored stone and a full 82 feet by 16 feet in its original state, the maps depict hills and valleys, villages and towns as far away as the Nile delta. At a near by college, students are taught the ancient art of mosaics.

Mount Nebo, Where Moses Saw the Promised Land

Sixty years of excavation on the hilltop of Mount Nebo, where Moses viewed the Promised Land and is said to have been buried, revealed a basilica church and one of the most magnificent mosaic floors in the world. From the platform in front of the church, you will have an inspiring, breath-taking view across the Jordan Valley and the Dead Sea to the rooftops of Jerusalem and Bethlehem. You will see what Moses saw and what Pope John Paul II saw most recently: *The Promised Land!*

Kerak, Masterpiece of Crusader Architecture

Traveling the **5,000-year-old King's Highway** south, you will come to **Kerak**, the most impressive remains of Crusader forts and outposts. Explore the castle and enjoy the breathtaking view.

*The scenic **King's Highway** is a historic road stretching from Amman to Aqaba. It is littered with the remains of Crusader forts of which **Kerak** is the most important. Approaching Kerak, you pass first through Wadi Mujib, a precipitous canyon 3,200 feet deep, guaranteed to set the mood for your visit. The fort itself is more imposing than beautiful and stands as an impressive example of the Crusaders' architectural and military genius.*

Petra

As dusk descends on the kingdom, you will arrive at Petra, the soul-stirring, rose-red city that is a UNESCO World Heritage Site. After a full and exciting day, you can relax and dine at your **five-star hotel** in Petra.

DAY FIVE , November 2

*This is the day that you will never forget. As you thread your way between the cliff walls that soar to 650 feet on your way through the narrow gorge to the Treasury, you will pass inscriptions in ancient languages and rock-cut chambers carved into the whorls of sandstone. Indiana Jones in "The Last Crusade" charged through this desert gorge to the Treasury in search of the Holy Grail. Jordan abounds in archeological riches, *but few sites in the world can rival the Nabataean city of Petra*, carved out of these rose-red rock cliffs!*

*The Nabateans were an industrious Arab people who settled the area more than 2,000 years ago. **Petra** was widely admired for its refined culture, massive architecture and ingenious complex of dams and water channels. It served as a crossroad for trade and commerce. **Petra's most famous monument, the Treasury, is one of the wonders of the world.***

Lunch at the Basin Restaurant where you will get a chance to meet and speak with **Ms. Aysar Akrawi** from the **Petra National Trust**. Hike up to the Monastery, (or take a ride on the donkey) from the Basin restaurant. Later that evening visit **Taybet Zaman** for a tour and dinner.

DAY SIX, November 3

This morning, proceed to Jordan's fragile and unspoiled desert, in the footsteps of T.E. Lawrence, *Lawrence of Arabia*.

Wadi Rum, "Vast, echoing and God-Like"

That's the way Lawrence described Wadi Rum, and on this morning you will see the most magnificent of Jordan's desert landscapes. Venture off the beaten path in a 4-wheel-drive vehicle to explore the desert and see close up the "**Seven Pillars of**

Wisdom” about which Lawrence wrote. *Wadi Rum is indeed a foreign world!* You will then enjoy a hearty lunch under Bedouin tents in the desert at “**Captain’s Camp.**” Here, you will meet a representative from the **Royal Society for the Conservation of Nature.** The RSCN representative will discuss the preservation of the ecological sites and the nature reserves (flora and fauna).

After the lunch meeting, head further south to **Aqaba** on the **Red Sea.** Check-in at the **Movenpick Hotel,** then head down to the beach for a swim in Aqaba’s refreshing waters. Meet for dinner at the Royal Yachting Club.

Overnight at the **Movenpick Resort in Aqaba.**

DAY SEVEN, November 4

Depart Aqaba heading North-West to the **Dead Sea,** the lowest point on the surface of the Earth. Enjoy lunch at the **Dead Sea Movenpick Resort & Spa** then head out to **Bethany-Beyond-the-Jordan,** where, it is said, Jesus Christ was baptized. There, you will meet Engineer Rustom for a tour.

“Bethany Beyond the Jordan, Where John Baptized Jesus Christ”

Bethany-Beyond-the-Jordan has emerged as a major new destination not only for religious pilgrims but tourists from the U.S. and around the world. Jordan is spending more than \$7 million at the site for a visitors’ center and a memorial to John the Baptist.

Spend the balance of the afternoon **sunbathing and relaxing in the gently lapping waters** of the Dead Sea. You cannot sink! Treat yourself to a **soothing massage,** or try the renowned healing powers of the minerals from the sea’s muddy floor. Enjoy pampering at **Sanctuary Zara Spa,** the largest spa in the Middle East. Gaze upon a heavenly sky and the majestic Jordan valley while you bathe in one of the effervescent whirlpools. Briefing by a representative about the full range of wellness treatments.

*The **Dead Sea** has a historical and spiritual legacy of its own, thought to be the site of five biblical cities – Sodom, Gomorrah, Admah, Zebouin and Zoard.*

Our farewell dinner at one of the hotel’s many restaurants. Jordan’s food is prepared from local delicacies grown in the Jordan Valley, a natural greenhouse rich in minerals and produce from fertile fields. Overnight at the **Movenpick Dead Sea Resort.**

DAY EIGHT, November 5

Morning transfer from your hotel to Queen Alia International Airport for your flight back to the United States.

- Tentative itinerary, subject to modifications by JTB - Amman. (August 15, 2002)

Testimonials

Peter Greenberg

Travel Editor of the Discovery and Travel Channel

September, 2001

“Jordan is one country that exists on the threshold of a dream. But for that dream to come true, you need to visit. In the safe and abundantly welcoming spirit that is Jordan, the dream comes true.”

Bryan Mealer

Esquire Magazine

January 2002

"Visiting Jordan was most certainly an eye-opening experience. I'd done my reading and research and knew that the country wasn't dangerous, war-torn, full of radicals, or whatever terms people use to describe the Middle East. But going there really convinced me. In contrast, Jordan was one of the most peaceful places I've ever been. Stroll down the sidewalk, or through one of Amman's bustling souks, and the hospitality and shouts of "HELLO!" you receive are overwhelming (not to mention the countless offerings of tea). People are sincerely happy you are there. The countryside is vast and ever-changing, from gold, rippling hills to red, Martian landscapes. Standing on a hill looking down into the Jordan Valley will be one of the lasting impressions. The history and significance could actually be felt. You realize you are someplace much larger than yourself. And while we were there, it actually snowed, which was an added bonus."

Comments from two participants in a site inspection trip April, 2002.

With regards to safety of travel to Jordan, **Kathleen Kearney, President of Katlin Travel Group** said:

"....Despite the problems in the region, I didn't have any sense of unease while in the country. "In fact, the hospitality extended and the friendliness of everyone with whom we came into contact was uplifting."

Barb Carriger, Team Leader, Travel Automotive of BI, Minneapolis, MN

"When all is said and done, my lasting impression will be the people of Jordan. They are gracious and hospitable. The sincerity and friendliness that I was privileged to experience will live on in my memories. What a wonderful country with the infrastructure to support growing tourism in a first class manner."

Appendix A

- USTOA Introduction Letter Sample
- USTOA Questionnaire Sample
- Non-USTOA Introduction Letter Sample
- Non-USTOA Questionnaire Sample
- Questionnaire Responses
- List of Tour Operators Contacted
- List of respondents

- **USTOA Introduction Letter Sample**

June 25, 2002.

Name
Position
Company
Address
City, State, Zip

Dear Name,

As members of USTOA, the leading voice of tour operators in America, we have been requested by the Jordan Tourism Board to assist the Hashemite Kingdom of Jordan in assessing your needs and soliciting your support and counsel in maintaining and enhancing tourism from the United States. Tourism is a vital industry to the country and Jordan wants our input to review its strategy in this market. A short questionnaire is attached which will enable the JTBNA to better assist you in keeping Jordan prominently featured in your programs for 2003/4.

As you may remember, many of us participated in a truly delightful, informative, and very well organized USTOA "Out of Country Workshop" to Jordan in February 2001. From all the feedback I received, all participants enjoyed the Biblical and archeological sites, the culture and cuisine, and the warmth and hospitality of the Jordanian people. While in Jordan, we had a lively interchange of ideas with the Minister of Tourism, senior Government officials and USTOA Allied members of the Jordan Tourism Board.

In light of the current political climate, your input is even more critical. I urge you to please take a few minutes and complete the attached questionnaire that will enable Jordan to maintain its market share of tourism from the United States. Your support and cooperation is urgently needed.

Please fax the questionnaire back to my attention at 212-599-6744 by July 11th, 2002.

Thank you

Robert E. Whitley
President

As a token of appreciation you will find enclosed a very special video - "Jordan-The Royal Tour", where Jordan's King Abdullah takes Travel Channel's Peter Greenberg, and the viewers, on a fascinating discovery of his fabulous country. The video premiered on April 29, 2002 on the Travel Channel.

- **USTOA Questionnaire Sample**

Name
Position
Company

Please complete and fax to USTOA – (212) 599-6744

**Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan**

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? *Please check and write in the year when tours were offered.*

Jordan	<input type="checkbox"/>	_____	Morocco	<input type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input type="checkbox"/>	_____	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input type="checkbox"/>	_____	Tunisia	<input type="checkbox"/>	_____	Turkey	<input type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. _____ 2. _____ 3. _____
4. _____ 5. _____

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries _____
Multi-country itinerary	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries _____

4. What is your general feeling on featuring Jordan as a stand-alone destination?

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

- **Non-USTOA Introduction Letter Sample**

June 28, 2002

Name
Position
Company
Address
City, State, Zip

Dear Name,

I urge you to please take a few minutes and complete the attached questionnaire that will enable Jordan to maintain its market share of tourism from the United States. Your support and cooperation is urgently needed.

As a leading tour operator and important travel partner for Jordan who is listed on our official website, I am writing to solicit your support and counsel in maintaining and enhancing tourism from the United States. Tourism is a vital industry to our country and we would appreciate your input as we evaluate our strategy in this market. This short questionnaire will enable the Jordan Tourism Board North America to better assist you in keeping Jordan prominently featured in your programs for 2003/4.

Jordan is a peaceful, moderate, and modern Arab country. The United States and Jordan recently signed a Free Trade Agreement to stimulate trade and commerce between the two countries. In the spring of 2002, Peter Greenberg, Travel Editor of the Discovery and Travel Channel wrote, "Jordan is one country that exists on the threshold of a dream. But for that dream to come true, you need to visit. In the safe and abundantly welcoming spirit that is Jordan, the dream comes true."

Please complete and fax the questionnaire back to Nazli Weiss, my Senior Associate for Travel Industry Relations at 703 243-7406 by July 8th, 2002. Thank you so very much.

Malia Asfour
Director

As a token of appreciation you will receive by mail a very special video - "Jordan-The Royal Tour", where Jordan's King Abdullah takes Travel Channel's Peter Greenberg, and the viewers, on a fascinating discovery of his fabulous country. The video premiered on April 29, 2002 on the Travel Channel.

- **Non-USTOA Questionnaire Sample**

Name
Position
Company

Please complete and fax to JTBNA – (703) 243.7404

**Questionnaire for Tour Operators
Subject: The Hashemite Kingdom of Jordan**

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? *Please check and write in the year when tours were offered.*

Jordan	<input type="checkbox"/>	_____	Morocco	<input type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input type="checkbox"/>	_____	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input type="checkbox"/>	_____	Tunisia	<input type="checkbox"/>	_____	Turkey	<input type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. _____ 2. _____ 3. _____
4. _____ 5. _____

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries _____
Multi-country itinerary	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries _____

4. What is your general feeling on featuring Jordan as a stand-alone destination?

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

- **Questionnaire Responses**

Mr. Daniel J. Sullivan, Jr.
CEO
Collette Vacations

Please complete and fax to USTOA – (212) 599-6744

**Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan**

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input type="checkbox"/>	_____	Morocco	<input checked="" type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

- | | | |
|-----------|-----------|-----------|
| 1. Egypt | 2. Turkey | 3. Greece |
| 4. Israel | 5. _____ | |

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel
Multi-country itinerary	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel+Egypt

4. What is your general feeling on featuring Jordan as a stand-alone destination?

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. Manuel Paulo.
Director of Product Planning
Collette Vacations

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input checked="" type="checkbox"/>	_____	Morocco	<input checked="" type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	for 2003	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	maybe '04

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Egypt	2. Turkey	3. Israel
4. Morocco	5. Jordan	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel
Multi-country itinerary	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries _____

4. What is your general feeling on featuring Jordan as a stand-alone destination?

Must first re-establish Egypt and Israel as primary/ leading destinations in the area and then expand on this success to other countries..

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

1. Safety to the region, 2. Quality of product, 3. Diversity of attractions, 4. History of stability/Peace.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Peace must first come to that part of the world. Towards Americans there has to be a sense of security, friendliness and hospitality. Marketing support is critical.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. David F. Herbert
CTC President
African Travel, Inc.

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input type="checkbox"/>	_____	Morocco	<input type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	'02/'03	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	'88	Tunisia	<input type="checkbox"/>	_____	Turkey	<input type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Egypt	2. Morocco	3. _____
4. _____	5. _____	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	
Part of a two-country	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	If Yes, which countries _____
Multi-country itinerary	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	If Yes, which countries _____

4. What is your general feeling on featuring Jordan as a stand-alone destination?

We believe it needs to be combined with other Middle East countries.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

Increase P.R. and press visits to create a favorable consumer demand.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

It will require an investment in time and resources in co-operation with tour operators. This is not the year to increase our programs to the Middle East, but 2003 and 2004 could be the time.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. Steve Ridgway
President
High Country Passage

Please complete and fax to USTOA – (212) 599-6744

**Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan**

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input checked="" type="checkbox"/>	_____ '00	Morocco	<input checked="" type="checkbox"/>	_____ '02	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____ '02	Syria	<input type="checkbox"/>	_____	Iran	<input checked="" type="checkbox"/>	_____ '00
Israel	<input type="checkbox"/>	_____	Tunisia	<input checked="" type="checkbox"/>	_____ '01	Turkey	<input checked="" type="checkbox"/>	_____ '00

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Morocco	2. Tunisia	3. _____
4. _____	5. _____	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Saudi Arabia
Multi-country itinerary	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Persian Gulf

4. What is your general feeling on featuring Jordan as a stand-alone destination?

Pretty difficult at this time.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

We will bring a group of decision-makers from the “non-profit” educational institutions, museums and alumni associations.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Send HRH Queen Noor around the U.S., Canada, Japan, Europe, to promote tourism to Jordan. It is the perfect job for her. There should be a carefully thought out strategy of what she can talk about and to whom.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. Nicholas Mancino
President
Journeys Unlimited

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? *Please check and write in the year when tours were offered.*

Jordan	<input checked="" type="checkbox"/>	_____	Morocco	<input type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Israel	2. Turkey	3. Egypt
4. Jordan	5. _____	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel
Multi-country itinerary	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel, Egypt and Syria

4. What is your general feeling on featuring Jordan as a stand-alone destination?

Cannot get interest from clients.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

More advertising on TV, radio and print.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Offer fam to clergy.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. James Adair
President
Regina Tours

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? *Please check and write in the year when tours were offered.*

Jordan	<input checked="" type="checkbox"/>	_____	Morocco	<input type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Israel
2. Egypt
3. Jordan
4. _____
5. _____

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel
Multi-country itinerary	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries _____

4. What is your general feeling on featuring Jordan as a stand-alone destination?

Cannot answer / Have not attempted it.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

Fam tours for catholic clergy.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Subsidize mailings to our client list.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. Dani Pipano
President
Gate 1 Travel

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? *Please check and write in the year when tours were offered.*

Jordan	<input checked="" type="checkbox"/>	_____ '00	Morocco	<input checked="" type="checkbox"/>	_____ '00	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____ '00	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____ '00	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	_____ '01

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Israel
2. Egypt
3. Turkey
4. Morocco
5. _____

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel
Multi-country itinerary	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	If Yes, which countries _____

4. What is your general feeling on featuring Jordan as a stand-alone destination?

There is no demand for stand-alone.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

Direct advertising \$\$ on 50%

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

At this time you can't help it. We will come back only when the political situation will be better.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. Robert Drumm
President
General Tours

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input checked="" type="checkbox"/>	_____ '02	Morocco	<input checked="" type="checkbox"/>	_____ '02	Lebanon	<input checked="" type="checkbox"/>	_____ '02
Egypt	<input checked="" type="checkbox"/>	_____ '02	Syria	<input checked="" type="checkbox"/>	_____ '02	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____ '02	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	_____ '02

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Turkey	2. Morocco	3. Egypt
4. Israel	5. Jordan	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel
Multi-country itinerary	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries _____

4. What is your general feeling on featuring Jordan as a stand-alone destination?

We are pleased to continue.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

Advertising and promotion.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Assist in the cost of brochure. Development or mention us in advertising.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. Richard Hefler
Executive Vice President
General Tours

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? *Please check and write in the year when tours were offered.*

Jordan	<input checked="" type="checkbox"/>	_____	Morocco	<input checked="" type="checkbox"/>	_____	Lebanon	<input checked="" type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____	Syria	<input checked="" type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Egypt
2. Israel
3. Jordan
4. _____
5. _____

3. Do you/did you sell Jordan as a:

Stand alone destination	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel
Multi-country itinerary	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel+Syria

4. What is your general feeling on featuring Jordan as a stand-alone destination?

Good destination in terms of context but requires political stability in entire Middle East to sell well.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

Stress the positive attributes of Jordan and promote good will between the people of Jordan and the USA.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

1. Co-op advertising funds, 2. Training Support, 3. Special visits and excursion off tourist track.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Ms. Stephanie Wooten
Director Passenger Services
TCS Expeditions

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? *Please check and write in the year when tours were offered.*

Jordan '98 – '01
Egypt '99
Israel _____

Morocco '98 – '02
Syria '00 – '01
Tunisia '98 – '02

Lebanon _____
Iran '00 – '01
Turkey '98 – '02

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Jordan
4. Morocco

2. Iran
5. _____

3. Turkey

3. Do you/did you sell Jordan as a:

Stand alone destination Yes No
Part of a two-country Yes No If Yes, which countries _____
Multi-country itinerary Yes No If Yes, which countries all over world

4. What is your general feeling on featuring Jordan as a stand-alone destination?

It is an excellent stand-alone destination, but we simply do not market that type of tour. Ours are multi – country.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

I'm excited to view the video – we may be able to lend it or show it to potential clients.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

World peace and a good stock market is all we need.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

We plan to return with our first group in April 2003. Let's hope everything remains stable.

Ms. Jana Arkell
Operations Manager Middle East and Africa
TRAVCOA

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input checked="" type="checkbox"/>	_____	Morocco	<input checked="" type="checkbox"/>	_____	Lebanon	<input checked="" type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____	Syria	<input checked="" type="checkbox"/>	_____	Iran	<input checked="" type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____	Tunisia	<input checked="" type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Egypt	2. Jordan	3. Tunisia
4. Turkey	5. Morocco	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Egypt
Multi-country itinerary	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Syria+Egypt+Israel

4. What is your general feeling on featuring Jordan as a stand-alone destination?

It is a great destination, but not enough of our clients would travel that far for just Jordan.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Keep advertising.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Ms. Eileen Lowe Hart
Vice President Marketing
IsramWorld

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? *Please check and write in the year when tours were offered.*

Jordan	<input checked="" type="checkbox"/>	_____	Morocco	<input checked="" type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Turkey	2. Egypt	3. Morocco
4. _____	5. _____	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Egypt + Israel
Multi-country itinerary	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Egypt + Israel

4. What is your general feeling on featuring Jordan as a stand-alone destination?

Most travelers to Jordan prefer to combine with another destination nearby.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

The Tourism Board should run destination ads in magazines and on TV. Also, They should send travel editors and food editors to Jordan.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Participate in brochure printing. Co-op ads and shells for printing.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Ms. Eileen Stolz
Managing Director
AIMS

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input type="checkbox"/>	_____	Morocco	<input type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____ '02	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____ '00	Tunisia	<input type="checkbox"/>	_____	Turkey	<input type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. _____ 2. _____ 3. _____
4. _____ 5. _____

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	
Part of a two-country	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	If Yes, which countries _____
Multi-country itinerary	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	If Yes, which countries _____

4. What is your general feeling on featuring Jordan as a stand-alone destination?

Very difficult to sell as a stand-alone destination, unless very interesting medical visits can be arranged. Must otherwise be grouped with another country.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

Assist in the promotional marketing costs when peace comes to the region.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Provide entry to unique Jordan medical facilities, where Jordan medical professionals will coordinate receptive visits for our members.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. Elie Sidawi
President
Sunny Land Tours, Inc.

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input checked="" type="checkbox"/>	_____	Morocco	<input checked="" type="checkbox"/>	_____	Lebanon	<input checked="" type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____	Syria	<input checked="" type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Egypt	2. Morocco	3. Israel
4. Turkey	5. Jordan	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel
Multi-country itinerary	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Syria, Egypt

4. What is your general feeling on featuring Jordan as a stand-alone destination?

Jordan can be a major tour destination for U.S. market if peace in Middle East is achieved!

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

Co-op promotions!

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Closer collaboration!

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. Scott Supernaw
Managing Director International
Tauck World Discovery
VIA TELEPHONE!

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input checked="" type="checkbox"/>	'95/'96	Morocco	<input type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	'99	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	'00

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Turkey	2. Egypt	3. Israel
4. Jordan	5. _____	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Egypt
Multi-country itinerary	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Egypt, Israel

4. What is your general feeling on featuring Jordan as a stand-alone destination?

Not enough demand for single countries programs unless tied to specific special interest. Even then, Americas prefer two or multi-countries programs for long hand trips.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

Create demand by more public relations and image building campaigns preferably with the Royal family of Jordan being spokespersons for the country.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Not until political climate changes as far as Tauck is concerned – when Egypt programs, pick up, so will Jordan. Focus on special interest market – wellness, food & wine, art & archeology, religious, conservation with companies that sell to affinity travel markets. Target tour operators and academic institutions.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. Steve Gorga
President
American Express Vacation

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input checked="" type="checkbox"/>	_____	Morocco	<input type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____	Syria	<input type="checkbox"/>	_____	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	_____

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. _____	2. _____	3. _____
4. _____	5. _____	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel
Multi-country itinerary	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Turkey

4. What is your general feeling on featuring Jordan as a stand-alone destination?

It is a great destination for the sophisticated discriminating traveler.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

Create awareness by considering agent seminars and PR for consumers on safety of destination.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Attend our trade shows, include our profile in their correspondences and publications, distribute our brochures and keep copies at their facility.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

Mr. Serba Ilich
President/CEO
UniWorld

Please complete and fax to USTOA – (212) 599-6744

Completed by Robert G. Cazian – Manager Eastern Med.

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input checked="" type="checkbox"/>	'02/'03	Morocco	<input type="checkbox"/>	_____	Lebanon	<input checked="" type="checkbox"/>	_____ '03
Egypt	<input checked="" type="checkbox"/>	'02/'03	Syria	<input checked="" type="checkbox"/>	_____ '03	Iran	<input checked="" type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	'02	Tunisia	<input checked="" type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	'02/'03

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Egypt	2. Israel	3. Jordan
4. Turkey	5. _____	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Egypt or Israel
Multi-country itinerary	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Egypt and Israel

4. What is your general feeling on featuring Jordan as a stand-alone destination?

Positive pending the political situation in the region.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

Through promotion and advertising.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

Peace and stability in the region and the Arab World.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBN your counsel regarding selling Jordan. Thank you.

Ms. Susan Nissim
Senior Vice President
IST Cultural Tours
VIA TELEPHONE!

Please complete and fax to USTOA – (212) 599-6744

Questionnaire for USTOA members
Subject: The Hashemite Kingdom of Jordan

1. Please check the following countries in the Middle East, North Africa and Mediterranean region where you have had programs (last 3 years) or currently have programs for 2002? Please check and write in the year when tours were offered.

Jordan	<input checked="" type="checkbox"/>	_____ '90	Morocco	<input type="checkbox"/>	_____	Lebanon	<input type="checkbox"/>	_____
Egypt	<input checked="" type="checkbox"/>	_____ '86	Syria	<input checked="" type="checkbox"/>	_____ '99	Iran	<input type="checkbox"/>	_____
Israel	<input checked="" type="checkbox"/>	_____ '83	Tunisia	<input type="checkbox"/>	_____	Turkey	<input checked="" type="checkbox"/>	_____ '90

2. List the countries in the Mid-East/North Africa/Med. Region that have the highest demand?

1. Egypt	2. _____	3. _____
4. _____	5. _____	

3. Do you/did you sell Jordan as a:

Stand alone destination	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	
Part of a two-country	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries Israel or Syria
Multi-country itinerary	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	If Yes, which countries _____

4. What is your general feeling on featuring Jordan as a stand-alone destination?

Personally, I feel Jordan can be a 10 days stand-alone destination for special interest travel. However, until Americans learn more about Jordan, combining it with one or two countries makes it more saleable.

5. How can the Jordan Tourism Board assist you in raising consumer awareness and consumer demand?

Co-op advertising, press trips, fam trips for agents. Have members of the Jordanian Royal family be spokespersons for tourism. Please, advise tour operators any new products in Jordan.

6. What concrete steps can the Jordan Tourism Board take to ensure that your company maintains a viable program to Jordan?

First and foremost, there has to be peace in the region or movement towards the resolution of the Israeli-Palestinian conflict, for demand to return. There is interest, but there is anxiety and uncertainty about traveling to the region. Our main client is Elderhostel, on whose behalf we operate educational and very academically oriented cultural tours, worldwide. Elderhostel prints all brochures and they have decided to wait until 2004 to do a Mid East program. If the situation improves sooner, they will do a special mailing to their entire membership.

Note: If you currently do not do programs to Jordan but other Mid-East/Africa/Med. destinations, please give the JTBNA your counsel regarding selling Jordan. Thank you.

List of Tour Operators Contacted

1. Abercrombie & Kent
2. Absolute Asia
3. Academic Travel Abroad
4. Adventures Abroad Worldwide Travel
5. AER World Tours
6. African Travel
7. AIMS
8. American Express & Travel Impressions
9. Ancient Adventures
10. ATC Anadolu Tours
11. Best Way Tours & Safaris
12. Bound to Travel
13. Caravan-Serai
14. Catholic Travel Office
15. Collette Vacations
16. Friendly Planet
17. Gate 1 Travel
18. General Tours
19. Geographic Expeditions
20. Globus & Cosmos
21. GM Tours
22. High Country Passage
23. HLO Tours
24. Horizon Holidays
25. IExplore
26. INTRAV
27. Isram World
28. IST Cultural Tours
29. Journeys Unlimited
30. Key Tours
31. Lindblad Expeditions
32. Mountain Travel Sobek
33. Overseas Adventures Travel
34. Park East
35. Regina Tours
36. Spiekermann Travel
37. Sunny Land Tours
38. Swan Tours
39. Tauck World Discovery
40. TCS Expeditions
41. Trans World Travel
42. Travcoa
43. Travel Bound
44. Travel in Style
45. Travel Plans International
46. UniWorld
47. Wildland Adventures
48. World Express Travel & Tours
49. World Pilgrim Tours
50. Ya'llaTours

List of Respondents

<u>Respondent</u>	<u>Title</u>	<u>Company</u>
Helga Westell	Senior Vice President	Abercrombie & Kent
Penny Paulson	Product Manager-Mid East	
Lane Nevares	Sales and Product Manager	Absolute Asia
Natalie Nevares	Director of Sales	
Bryan DeLeo	Director Tour Development	Academic Travel Abroad
Kate Simpson	Executive Vice President	
Tordes Schaeffer	Sales & Marketing Manager	Adventures Abroad
Jai Mukerji	Director of Operations	
Daphna Stromberg	Vice President	AER World Tours
Ashraf Michael	Vice President	Ancient Adventures
Eileen Stolz	Managing Director	AIMS
Mitzi Papazoglu	Director of Product Development	American Express & Travel Impressions
Steve Gorga	President	Travel Impressions
Mahmood Poonja	Managing Director	Bestway Tours & Safaris
Pnina Schichor	President	Bound to Travel
Janette Shine	Group Travel Manager	
Sir John Hodgson	President	Catholic Travel Office
Rita Zawaideh	President	Caravan-Serai
Manuel Paolo	Director Product Development	Collette Vacations

<u>Respondent</u>	<u>Title</u>	<u>Company</u>
Peggy Goldman	Co-President	Friendly Planet
Ilene Braun	Vice President Marketing	Gate 1
Richard Hefler	Executive Vice President	General Tours
Joe Perez	Product Development Manager	
Carolyn McIntyre	Regional Director	Geographic Expeditions
Lark Katchur	Manager Marketing – Comm.	Globus & Cosmos
Philip Gordon	Chief Operating Officer	
George Makar	President	GM Tours
Peter Voll	Senior Vice President	High Country Passage
Cindy Collison	Office Manager	HLO Tours
George Deeb	President	IExplore
Eileen Lowe Hart	Vice President Marketing	Isram World
Susan Nissim	Senior Vice President	IST Cultural Tours
Nick Mancino	President	Journeys Unlimited
Cynthia Karnik	Director of Sales & Marketing	Key Tours
Koray Edemen	President	
Paolo Balduzzi	Manager – Mid East	Mountain Travel Sobek
Marcia Gordon	Executive Vice President	Park East
Eric Gordon	President	
Jim Adair	President	Regina Tours
Ihab Zaki	President	Spiekermann Travel

<u>Respondent</u>	<u>Title</u>	<u>Company</u>
Elie Sidawi	President	Sunny Land Tours
Stephanie Wooten	Director Passenger Services	TCS Expeditions
John Gibbs	President	Trans World Travel
Dawn Suart	Manager FIT and Customized Grps.	Travcoa
Linda Sevier	Manager Reservations Dept.	
Angela Miller	Director of Marketing	
Scott Supernaw	Managing Director – International	Tauk World Kendra
St. John	Manager, corporate communications	Discovery
Omar Zaher	President	Travel in Style
Marie Pierre Griffin	President	Travel Plans Intl
Robert Cazian	Manager Mid East programs	UniWorld
Heinz Neiderhoff	Vice President	Tour Development
Anne Morrison	Middle East Program Director	Wildland Adventures
Kurt Kutay	Managing Director	
Tewfik Safieh	President	World Pilgrim Tours
Ronen Paldi	President	Ya'lla Tours