



Dana Kharoufeh

Area Marketing Manager

Jordan Tourism Board

<http://www.visitjordan.com>

Bilateral Meetings

- Thursday 10:00 - 17:00
- Friday 10:00 - 17:00

Description

The Jordan Tourism Board (JTB) was officially launched in March 1998 as an independent, public - private sector partnership committed to utilize marketing strategies to brand, position and promote the Jordan tourism product as the destination of choice in the international markets. The adopted strategies are tuned to reflect the true image of the Jordan tourism product, being a cultural, natural, religious, adventurous, leisure and MICE destination. As part of its marketing strategies, the JTB plans and executes an integrated program of international promotional activities. This program includes the active participation in trade fairs, trade workshops, trade and consumer road shows, familiarization trips, press trips, brochure & multimedia production, and media relations. To carry out its goals, the Jordan Tourism Board utilizes the services of eleven offices in Europe and N. America.

Organization Type

Destination Management Organisation ,

Phone

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Email

dana@visitjordan.com

Country

Jordan

City

Amman, Tunis Street [Google map](#)

Offer

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