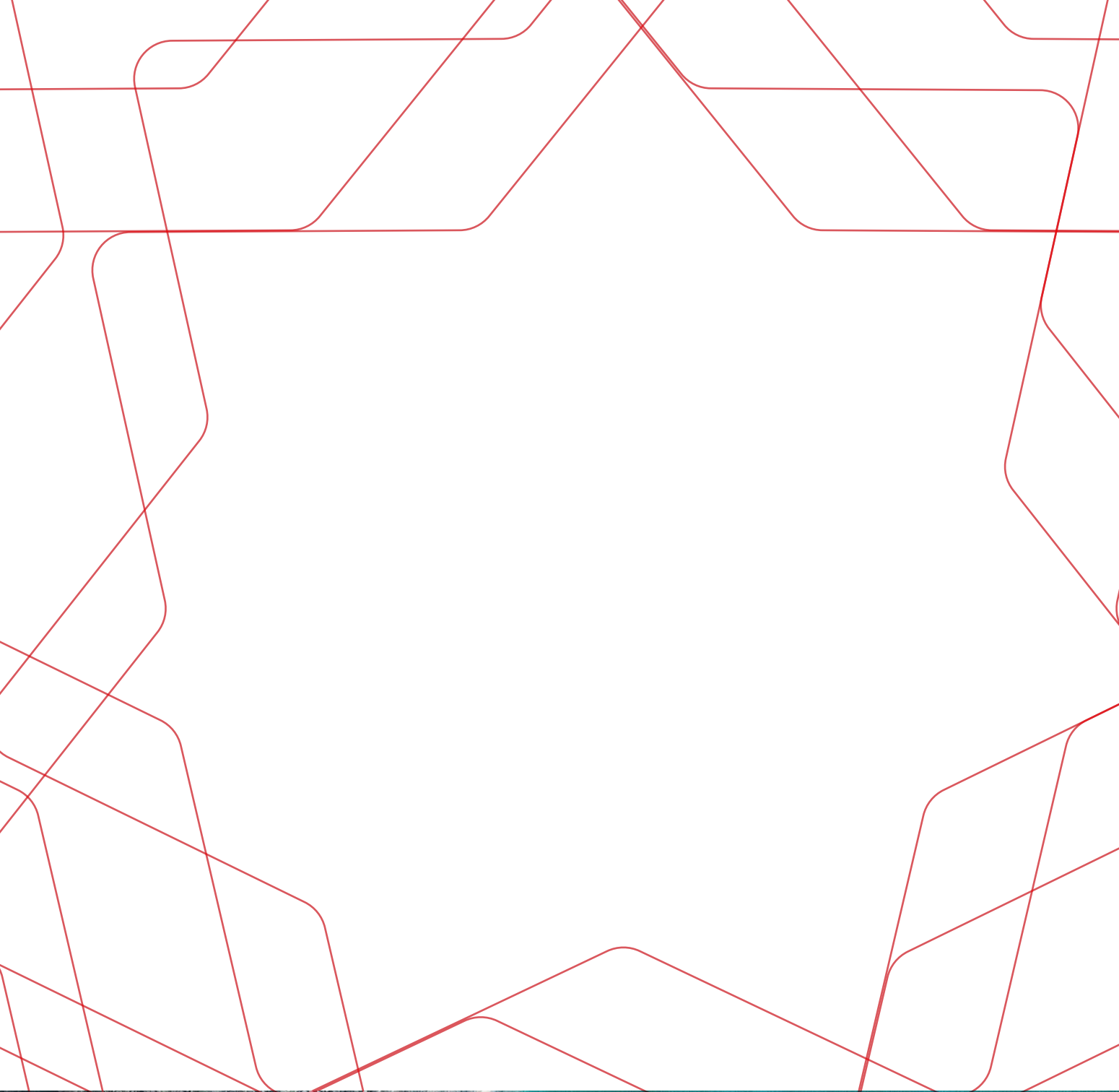


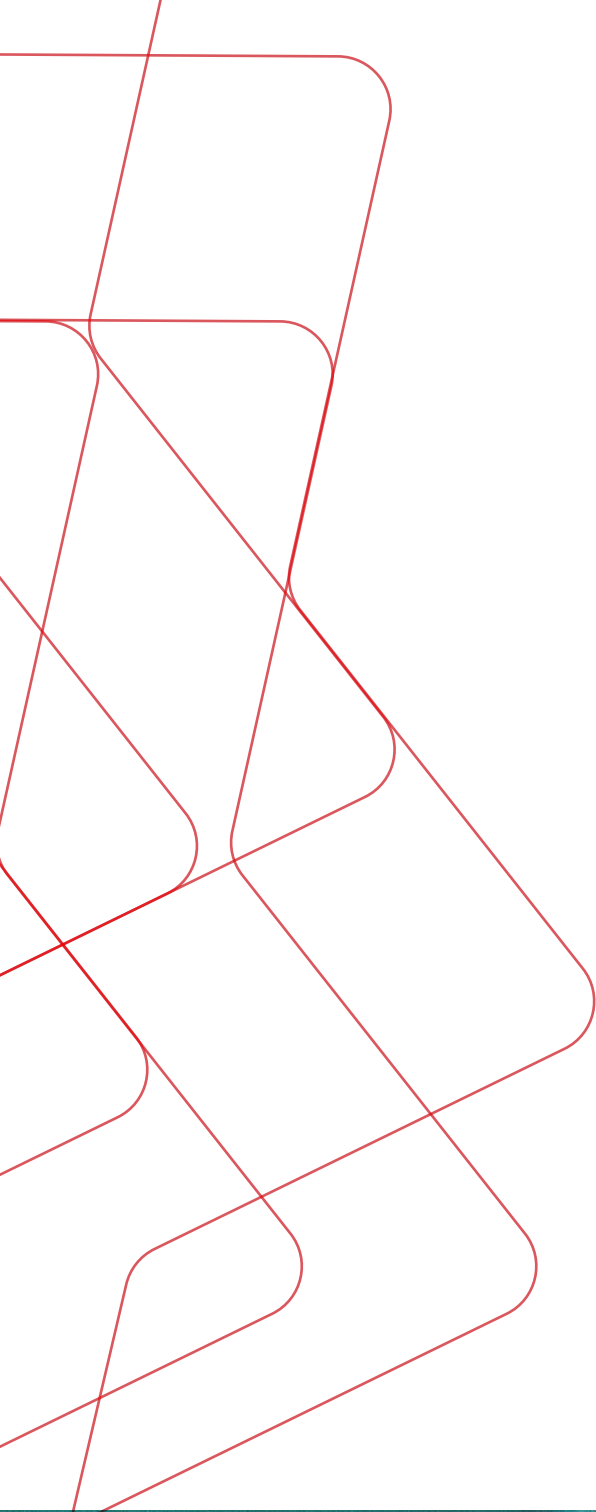


2025

WHY JORDAN

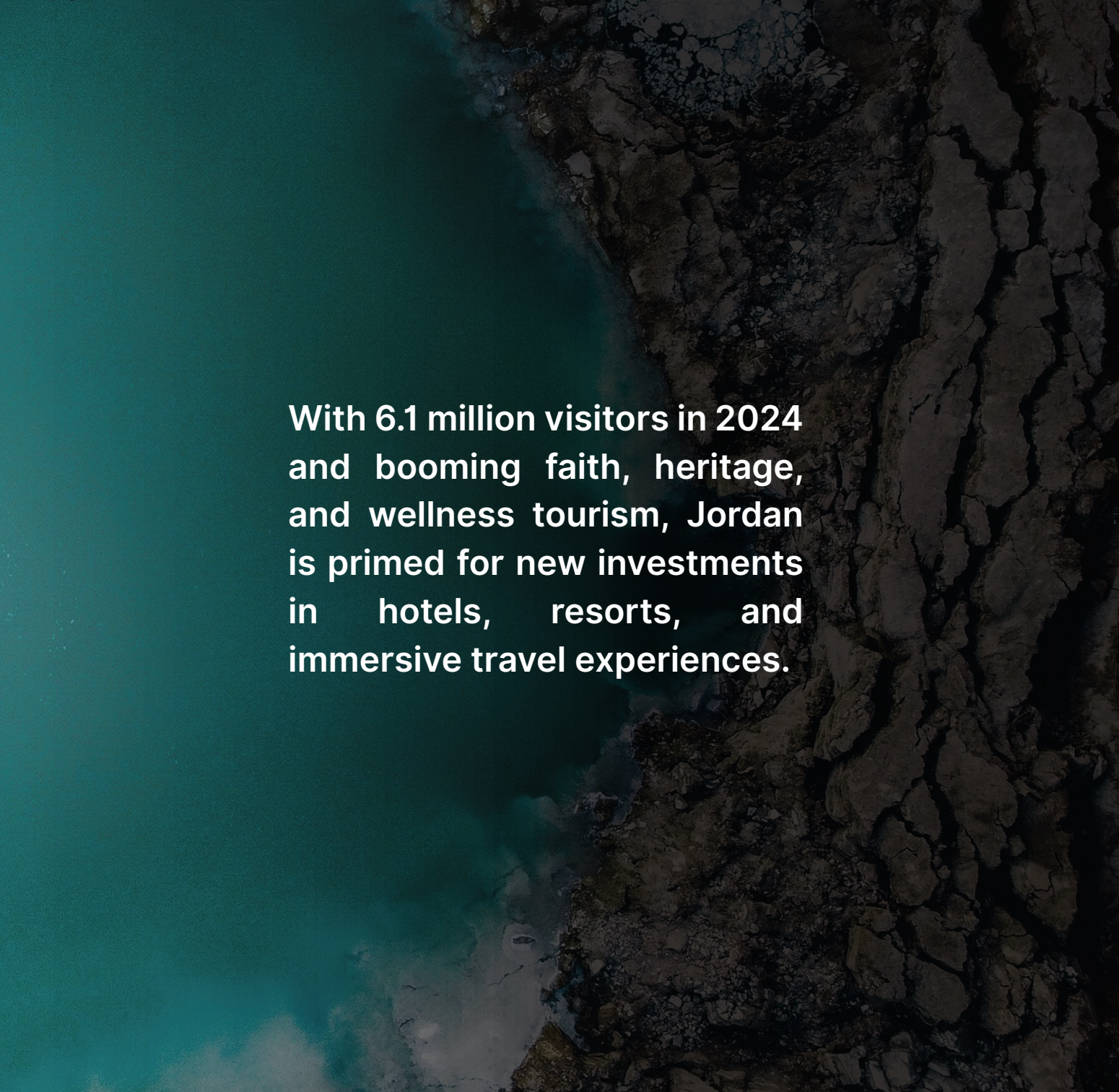
For Tourism





Your Partner for Resilience,
Diversification, and Growth



An aerial photograph showing a vibrant turquoise body of water on the left, which meets a dark, rugged, and heavily cracked rocky shoreline on the right. The text is overlaid on the turquoise water area.

**With 6.1 million visitors in 2024
and booming faith, heritage,
and wellness tourism, Jordan
is primed for new investments
in hotels, resorts, and
immersive travel experiences.**



OVERVIEW OF SECTOR



Jordan's tourism sector holds a unique competitive edge at the crossroads of history, spirituality, and natural beauty—all within a compact, secure, and accessible destination. What sets Jordan apart is the unparalleled diversity it offers: world-renowned archaeological wonders like Petra, religious landmarks such as the Baptism Site of Jesus Christ, and adventure tourism through the Mars-like landscapes of Wadi Rum.

Coupled with year-round sunshine, high levels of visitor safety, and a government committed to sustainable tourism development, Jordan delivers a rich, authentic experience that few countries can match—all within a one-week journey.

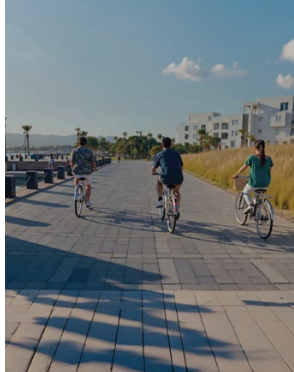




COMPETITIVE ADVANTAGES

GROWING VISITOR NUMBERS

6.1 million visitors in 2024, with numbers steadily increasing year-on-year.



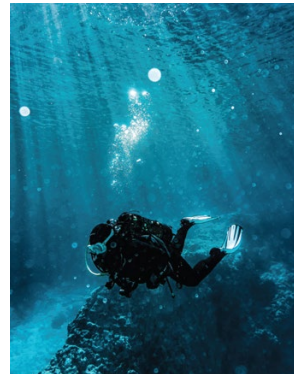
FAITH AND HERITAGE APPEAL

With 16,000 sites, 7 UNESCO listings, and 34 faith tourism spots, Jordan is a top global destination.



PILGRIMAGE HOTSPOT

In 2024, 5% of visitors came for Christian pilgrimage sites, including the Baptism Site of Jesus Christ (Bethany Beyond the Jordan) and Mount Nebo.



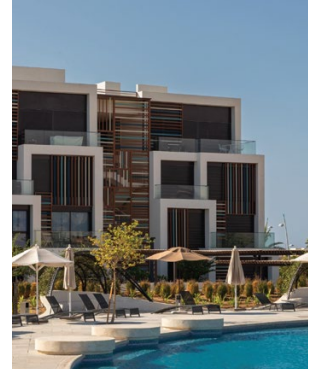
GLOBAL RELEVANCE

Each year, 330 million visit religious sites—and Jordan claims a growing share.



MEDICAL TOURISM HUB

Over 195,000 medical tourists sought treatment in Jordan in 2023.



GLOBAL ACCESSIBILITY

Jordan is well-connected through a wide network of international airlines, including multiple low-cost carriers.

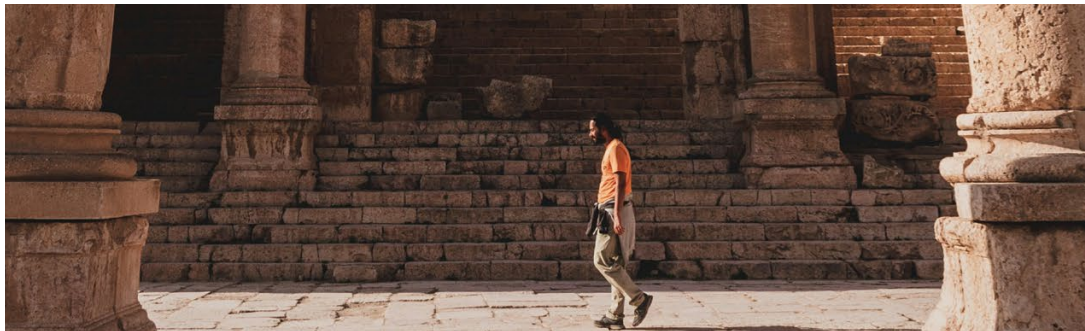


CINEMATIC APPEAL

Jordan's landscapes, featured in blockbusters like The Martian and Indiana Jones, boost film tourism and adventure travel.



COST-EFFECTIVE OPERATING ENVIRONMENT



Electricity Tariff Benchmark
Non-Residential (USD/kWh)

Country	Rate
USA	0.115
Jordan	0.132
Tunisia	0.190
Greece	0.220
Italy	0.230
Germany	0.240
Lebanon	0.255

Water Tariff Benchmark
Non-Residential (USD/m³)

Country	Rate Range
Australia	2.00 – 4.00
Jordan	2.02 – 3.25
Saudi Arabia	2.50 – 3.00
UAE	2.50 – 4.00
Singapore	3.00 – 3.50
Qatar	3.00 – 5.50

**Commercial Bank Interest Rates
(2025)**

Country	Interest Rate (%)
Sri Lanka	8.0
Jordan	8.1
India	8.7 – 22.5
Bangladesh	10.0
Egypt	25.5
Turkey	46.0



AVERAGE MONTHLY WAGES

Average Monthly Wages in the Tourism Sector (USD)

Category	Entry Level (0-3 yrs)	Mid-Level (4-7 yrs)	Senior Level (8+ yrs)
Senior Hotel Management (5-star)	—	2,750	3,750
Senior Hotel Management (3-4-star)	—	1,650	2,000
Finance & Accounting	600	850	1,200
HR & Administration	525	750	1,050
Engineering & Maintenance	675	1,000	1,400
IT & Digital Systems	575	850	1,150
Tourism Marketing	500	700	950
Guest Services & Front Desk	480	625	800
Tour Bus Drivers & Transport Operators	525	700	950



KEY SUB-SECTORS

Eco & Adventure



Faith, Culture, & History



Leisure & Wellness



Conferences & Events (MICE)



Medical Tourism



HIGH-POTENTIAL INVESTMENT OPPORTUNITIES



Jordan offers outstanding investment opportunities across key tourism sub-sectors:

LUXURY RESORT NEAR FAITH SITES

Establish a high-end resort near Mount Nebo and Bethany Beyond the Jordan, catering to faith-based travelers and the regional luxury market.

ECO-LODGE TRAIL ACROSS JORDAN

Create an eco-lodge network connecting Ajloun Forest Reserve, Dana Biosphere, and Wadi Rum — forming a sustainable adventure trail for eco-tourists.

IMMERSIVE AR/VR HERITAGE EXPERIENCES

Launch digital tourism platforms offering AR/VR historical tours to elevate cultural engagement and attract tech-savvy travelers.

MEDICAL & WELLNESS TOURISM AT THE DEAD SEA

Invest in wellness retreats and medical tourism centers near the Dead Sea and Amman, leveraging Jordan's natural healing assets.

CRUISE TOURISM INFRASTRUCTURE IN AQABA

Develop port-based facilities and experiences to position Aqaba as a premier cruise tourism hub on the Red Sea.



INVESTOR TESTIMONIALS



"Jordan made it easy, we proved it can be done."

Aman Bhutani,
Former CEO & CFO, Expedia

"At St. Regis, we believe to live exquisite is to immerse in places where heritage and modernity coexist.

Jordan offers just that: from Petra to Wadi Rum, Amman to the Dead Sea, each destination tells a timeless story, elevated by the warmth of Jordanian hospitality."



Abdallah Al Fraihat,
CEO, Eagle Hills Jordan







WHY JORDAN FOR YOUR NEXT INVESTMENT



BUSINESS-FRIENDLY INCENTIVES & TAX SYSTEM

Corporate tax rates as low as 5%, with 0% tax on exported services within key development zones.

0% Customs duties and sales tax applies to all fixed assets, inputs, production requirements, and spare parts.



ATTRACTIVE INCENTIVES TO DRIVE BUSINESS GROWTH

Customized incentives for high-impact projects, including those generating employment or located in rural areas.



DIVERSE & GROWING EXPORT BASE

Over USD 13.3 billion in exports to more than 140 countries, led by chemicals, textiles, and machinery.



KEY SECTORS DRIVING GROWTH & HIGH RETURNS ON INVESTMENT

Strong performance across ICT, tourism, healthcare, manufacturing, finance, and other strategic industries.



STRATEGIC LOCATION & GLOBAL CONNECTIVITY

12 strategic access points, 3 international airports, and 7 land borders—within 3–5 hours of major regional and European hubs.



UNMATCHED MARKET ACCESS

8 active trade agreements, providing access to over 1.4 billion consumers worldwide.



PRO-BUSINESS LEGAL FRAMEWORK

Legal reforms ensure equal rights for foreign investors, land ownership opportunities, and streamlined business procedures.



SKILLED, YOUNG, & BILINGUAL WORKFORCE

Over 74,700 graduates annually, with globally ranked STEM and management talent, fluent in Arabic and English.



SAFE AND STABLE BUSINESS ENVIRONMENT

Consistently ranked among the safest countries in MENA, with high global scores in peace, law, and order.



COST-EFFICIENT OPERATIONS

Lower cost of living and an average monthly wage of USD 599—offering a smart, scalable operating environment.

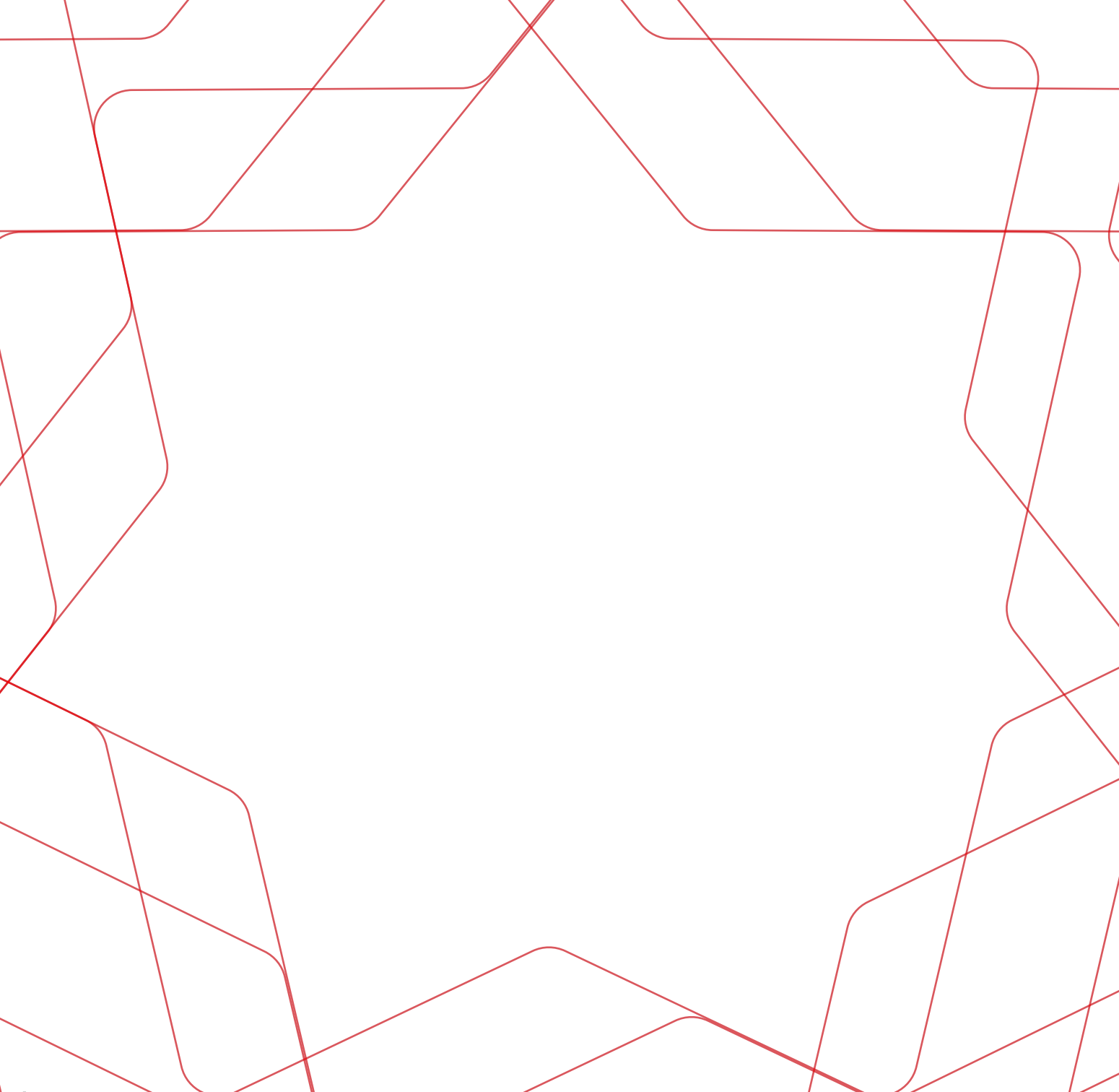


Our team at the Ministry of Investment is here to help you explore investment opportunities in Jordan. As the primary authority on investment in the Kingdom, we are dedicated to attracting, encouraging, and promoting investments while ensuring a sustainable and investor-friendly climate. By continuously developing and enhancing confidence in the local investment landscape, we strive to make Jordan a top destination for investors.

Ready to Explore Investment Opportunities?

For inquiries, reach out to us at opportunities@moin.gov.jo, or visit invest.jo — where you can also chat with Mo'in, our AI investment companion, available 24/7 to support your journey.







**Your Partner for Resilience,
Diversification, and Growth**