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REPOSITIONING
ADVENTURE TOURISM IN

JORDAN





In 2019, Visit Jordan partnered with Amadeus with the aim to create awareness of Jordan as a destination, engage with new audiences and of course, to ultimately attract more visitors to Jordan. Working together with Amadeus, Visit Jordan had two clear objectives for the campaign: **to promote Jordan as an adventure destination and to change the existing perceptions of the country.**

Adventure Tourism

There is no definitive definition of adventure tourism, also known as adventure travel, as it could have different meanings to different people. Travel is an adventure! That said, it is also a niche form of tourism which involves exploration, discovery, and more often than not, getting off the beaten track in one way or another. The Adventure Travel Trade Association defines adventure tourism as a trip that includes at least two of the following three elements: physical activity, natural environment and cultural immersion. As such, this niche audience demonstrates particular characteristics and desires when it comes to travelling.

Visit Jordan had to ensure everything was in place for this audience, service providers, sites, guidelines, structures etc. Amadeus then helped the destination to understand their adventure Amadeus through data, in order to target and attract them effectively.

Changing Perceptions

Another key challenge was how to promote Jordan as a safe destination due to negative associations connected with it. In addition to that, historically, Visit Jordan promoted a particular image, focusing on the most well-known attractions and sites to visit such as Petra, Wadi Rum, the desert and camels.

Adventure tourism is a great way to break the stereotype and attract travellers to a new market, showing a different side of Jordan, promoting its culinary offer, biodiversity and ethnic diversity. For this, it was important to promote a different image to the existing image that was communicated by Visit Jordan and create a completely separate brand from the Jordan in the minds of visitors.

The Campaign

Visit Jordan developed a range of new photography to represent another side of Jordan and to challenge the stereotypical desert image. With high-quality visual content provided by Visit Jordan, Amadeus helped to create a campaign that was focused on adventure travel, and distributed through premium travel display and video.



The campaign with Amadeus

The campaigns were divided into 5 parts to promote the key adventure activities in Jordan; cycling, diving, canyoning, hiking and visiting Petra. This is effective in reaching specific audiences within the adventure tourism space, and the results below demonstrate there was an average CTR (click-through-rate) of more than 1% which is above the average benchmark.

The campaign was targeted at UK, France and Germany as key markets for Visit Jordan. In this case, awareness campaigns were key in building the adventure side of Jordan in visitors' minds.



Data Findings

The campaign gathered a lot of data insights which will be highly useful in shaping future projects with Visit Jordan. Most importantly, it identifies really valuable insights like how the different markets were responding to the activities. For example, the German market demonstrated the best reaction to diving campaigns, whereas the UK market was more responsive to hiking.

The platform can also identify key insights such as visitor booking lead times and visitors by month of departure. For instance, German and British visitors have a similar booking pattern - 30% of visitors from both markets booked their trips last minute - just a week before departure whereas only 9% of visitors from France booked their trips last minute (1-7 days before the trip).

This is really useful information as it helps to determine and shape future campaigns, ensuring campaigns are targeted at the right time and during the relevant window for each market.

Furthermore, before the campaign started, Amadeus was able to identify audiences that interacted with destinations that would be similar to Jordan in the minds of visitors. With these data insights, they were able to target travellers with the intention to travel to similar destinations based on location and activities.

“In the past, we had the challenge of promoting Jordan as a safe destination. In a world in which technology is being used for bad reasons in many cases, it is great to see how it can also be a tool to change the perception of a region that has suffered from prejudice. These tools allow people to experience our culture from within and the entire country benefits from it.”

Hakim Ahmad Al Tamimi

Head of Adventure and Eco Unit, Jordan Tourism Board