Tourism 360

Jordan

Country Snapshot



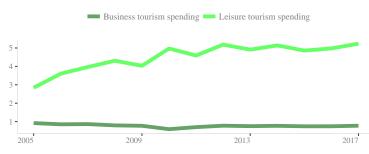
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. 43/98 Value: 4.4

1-7 (best) (2015)

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources

88/98

Value: 2

1-7 (best) (2015)

Natural and cultural res.

subindex 1–7 (best) (2015)

84/98

Value: 1.7

SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

Value: 1.3

77/97

TRAVEL SERVICES, % of commercial service exports



MEA (average, 2015)

INTERNATIONAL TOURISM RECEIPTS, % of total exports

Jordan (2014)

MEA (average, 2014)





T&T policy & enabling cond.

Safety & security. Environmental sustain.

Health & hygiens Price competitiv.

HR & labour inkt Intl. Openness

ICT readiness Prioritiz. of T&T

Jordan ● MEA ● World

SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION CAPITAL INVESTMENT, current \$US billion Total contribution to Internal T&T consumption 98.99 8.2 GDP, current US\$, billion-2.5 (Rank: 53/125) (2017)(2017)Total contribution to employment, thousands of-299.2 15% jobs (2017) Domestic tourism spending 0.6 (Rank: 69/125) Direct contribution to GDP, current US\$, billion-2.2 26.4% (2017) (2017)Direct contribution to Capital investment 3.7% 74.0 employment, thousands of-1.3 (Rank: 51/125) jobs (2017) (2017)SOURCE: WTTC SOURCE: WTTC INTERNATIONAL TOURISM, in \$US (*) ACCESS AND TRANSPORT International tourism, 4,376 receipts for travel items-Air transport infrast. (2014)Value: 2.6 International tourism, receipts for passenger-1,161 1-7 (best) (2015) transport items (2014) International tourism. 1,142 expenditures for travel items-(2014)Ground & port infrast. Value: 3.2 International tourism, 109 expenditures for passengertransport items (2014) 1-7 (best) (2015) SOURCE: WEF TTCR 2015 SOURCE: WORLD BANK - WDI OTHER COMPETITIVENESS INDICATORS Price competitiv. Prioritiz, of T&T 53/98 Value: 4.6 12/97 Value: 5.5

1-7 (best) (2015)

1–7 (best) (2015)

Business envmnt

22/97 Value: 4.9

HR & labour mkt

43/98 Value: 4.6

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.

