

الوقائع و الأحداث

Jordan remains the region's premier destination for hosting meetings, incentives, conferences and events (MICE). The country has most of the necessary infrastructure required for a successful and competitive meetings industry.

Jordan is Well Established as a Competitive Incentive Destination Of the four types of business opportunities within the meetings industry (meetings, incentives, conferences and exhibitions) Jordan has a successful history in attracting incentive groups from European and North American companies that consider its historic World Heritage attractions compelling enough to create experiences to motivate their executives. While Jordan has a well-established incentive travel sector with award-winning operators, receptive tour-operators that currently focus primarily on leisure visits and guided tours to historic and natural sites who want to enter the highly profitable incentive market will have to invest in education for their operators, transportation infrastructure and other enhancements to create more complete and sophisticated products for this highly demanding market segment.

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