



www.visitjordan.com

5 July 2016

Jordan set to host AITO overseas conference, 23 – 28 November, 2016

The Association of Independent Tour Operators ([AITO](#)), is delighted to announce Jordan as the setting for its 2016 overseas conference, the grand finale of AITO's 40th anniversary year. It's the first time that AITO has staged a conference in the country.

Sponsored by the [Jordan Tourism Board](#) and [Royal Jordanian Airlines](#), the conference will take place from **23 – 28 November 2016**, and will be targeted at business owners of AITO tour operators and AITO Specialist Travel Agents, together with affiliate partners, and will cover the complexities of running a travel business in today's marketplace.

Chairman of AITO, Derek Moore, says: "We are excited about holding our 2016 conference in Jordan and look forward to working with the Jordan Tourism Board and Royal Jordanian Airlines on the event. The Kingdom has been described as 'a quiet street in a busy area', and has much to offer the visitor culturally, historically and scenically.

"Our time in the country will allow us not only to hold our Business Sessions on the shores of the Dead Sea but also to visit several of Jordan's visitor highlights, including the Roman city of Jerash, the cultural magnificence of Petra and the scenic splendour that is Wadi Rum.

"It will, I'm confident, prove to be a splendid conference destination to mark AITO's 40th anniversary year."

Chairman of AITO Specialist Travel Agents, Gemma Antrobus, says: "I'm really happy that we'll be travelling to Jordan for the conference this November.

"The conference will be held at several locations throughout Jordan, including The Dead Sea and Petra, allowing conference delegates to experience some of the joys and magical experiences of the country.

"Jordan really is a 'must visit' destination and one that every AITO agent ought to know in greater depth, so that they can include it within their range of suggested mid-haul break holidays to clients."

Managing Director of the Jordan Tourism Board, Dr. Abed Al Razzaq Arabiyat, says: "On behalf of the Jordan Tourism Board, we are thrilled to welcome all AITO members to the fascinating region of the Dead Sea in Jordan.

"The Dead Sea is a world wonder in its own right and, sitting at over 400m below sea level, it is the lowest point on earth – an iconic phenomenon which entices visitors to Jordan from all over the world. Travellers come to the Dead Sea to enjoy the salt-rich water, famed for healing and wellness, as well as the immense buoyancy of the water, which makes it impossible to sink.

“Jordan offers a unique blend of old and new, with its modern restaurants, traditional boutiques, art galleries and local markets. We take great pride in our fascinating and vibrant country and we are looking forward to hosting what we believe will be the most successful AITO conference yet.”

The conference will see an engaging mix of big-name speakers from both inside and outside the travel industry and will offer delegates excellent networking and educational opportunities.

There will only be one day of business sessions, which will be held at the Mövenpick Resort & Spa, Dead Sea. The business sessions will include topics on the retail travel trade environment, business management and the entrepreneurial arena. Networking events will also be combined to afford a better exchange of ideas and views from across the travel industry spectrum.

Accommodation will be provided by two establishments - [Mövenpick Resort & Spa Dead Sea](#) and [Mövenpick Resort Petra](#).

About Jordan:

Situated in the heart of the Arabian Desert, the Hashemite Kingdom of Jordan is considered an oasis of stability in the Middle East. The country is roughly the same size as Portugal, and has a population of around six million people.

The capital city of Amman is a cultural hub, surrounded by evidence of its historic past, and lends itself well to its role as ‘the centre of adventure’, with the majority of the country's extraordinary activities within driving distance.

From the hustle and bustle of Amman to its southern desert, Jordan is awash with biblical, historical and cultural significance. Jordan's iconic landmarks include the majestic Rose Red city of Petra – a world wonder in its own right – along with the panoramic views from Mount Nebo, the therapeutic waters of the Dead Sea, and Wadi Rum – a UNESCO World Heritage Site.

Jordan's Dead Sea coast is one of the most spectacular natural and spiritual landscapes in the world, and remains as enticing to international visitors today as it was to kings, emperors, traders, and prophets many hundreds of years ago. And of course Petra is, without a doubt, Jordan's most valuable treasure and greatest tourist attraction. It is a vast, unique city, carved into the sheer rock face by the Nabataeans, an industrious Arab people who settled there more than 2,000 years ago.

2016 marks an exciting year for Jordan as it celebrates both 70 years of independence and 100 years since the arrival of Lawrence of Arabia. In addition, in June it was revealed that the ‘lost city of Petra’ still has secrets to unveil with the discovery of an enormous new monument within the ancient Nabataean city. The splendour and mystery of Jordan remains just as relevant today as it did 100 years ago.

Ends

For more information about Jordan contact jordan@brightergroup.com or visit www.visitjordan.com. For more information about AITO, visit www.aito.com and, for more information about AITO Specialist Travel Agents, visit www.aitoagents.com.

Press: For more information on AITO, please call Sue Ockwell or Rebecca Milne on 020 8891 4440 or email s.ockwell@travelpr.co.uk or r.milne@travelpr.co.uk.