



# Desert Trail (Desert Tourism)

Ma'an

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INVESTMENT OPPORTUNITY PROFILE



## Project Overview

The proposed investment involves the development of a Desert Trail that encompasses three levels: Ma'an city, Ma'an governorate, and surrounding governorates.

1. The Great Arab Revolt Trail: (Train journey from Ma'an Railway Station "King Abdullah I Palace" - to the city of Aqaba "Sharif Hussein bin Ali's House")
2. Ma'an Tourist Trail: "Ma'an Historical and Heritage Museum – Restoration of Ma'an city center / the old heritage market – Ma'an Shamiyah Gardens – Roman Bath Pool" - (Development of the heritage market)
3. Ma'an Trail: Shobak Castle - Montreal Hotel - Al-Jaya Village - Adhruh Visitors Center - Mount Arbitration leading to Ma'an - the old market - Ma'an Shamiyah Gardens - Ma'an Museum - King Abdullah Distinguished - King Abdullah I Palace.
4. Palm Valley trail, from the beginning to the end.
5. Trail from Qa'a Al-Jafr to the north ending at the Shomari Reserve in Azraq (Desert Trail). It is worth noting that this trail is commonly known as the Clubb Pasha Road or Abu Hunaik Road. This trail features four-letter symbols indicating the directions of the road.

## Site features and characteristics

With a particular increase in demand for niche tourism experiences such as historical, cultural, desert tourism, and adventure tourism, Ma'an Governorate, with its rich historical sites and untouched natural beauty, is perfectly positioned to attract tourists looking for unique and immersive experiences.

- ▲ **Demographics:** The target demographics for this investment are:
  1. Adventure and Cultural Tourists: Primarily aged 25-45, well-educated, with a keen interest in history and culture.
  2. Educational Tourists: Universities, and research institutions interested in archaeology and ancient history.
  3. International Tourists: Visitors from Europe, North America, and Asia, particularly those seeking off-the-beaten-path destinations.
- ▲ **Affluent Individuals:** Primarily from GCC countries such as Saudi Arabia, UAE, Kuwait, and Qatar.
- ▲ **Tourism Growth:** Jordan's tourism industry is experiencing robust growth, supported by government initiatives to promote the country as a premier destination. The focus on niche tourism segments like adventure, educational and cultural tourism aligns well with global travel trends, ensuring a steady increase in tourist arrivals.

## Value proposition

- Investing in the Desert Trail, a premier desert tourism experience, offers a unique opportunity to capitalize on the growing demand for adventure and eco-tourism. This venture promises not only high financial returns but also significant socio-economic and environmental benefits to the local community.
- The Desert Trail offers an unparalleled adventure through the heart of the desert, showcasing the stunning landscapes, rich history, and cultural heritage of the region. Travelers will embark on a journey that includes breathtaking views, historical landmarks, and immersive experiences in traditional Bedouin culture.

## Important highlights of the project

### ▲ Location:

- Situated in Ma'an, a region known for its rich history and cultural heritage.
- Proximity to renowned tourist attractions like Petra, Wadi Rum, and Aqaba.

### ▲ Concept:

- Development of a Desert Trail offering unique tourism experiences such as guided desert tours, camel rides, star gazing, cultural interactions with local Bedouin tribes, and eco-friendly accommodations.

### ▲ Objectives:

- Promote sustainable tourism in Ma'an and other governorates of Jordan.
- Enhance the local economy through job creation and business opportunities.
- Preserve and showcase the cultural and natural heritage of the region.

### ▲ Components:

1. Infrastructure: Trails, visitor centers, rest areas, and eco-friendly lodges.
2. Services: Guided tours, cultural events, and educational programs.
3. Marketing: Global promotional campaigns targeting eco-tourists, adventure travelers, and cultural enthusiasts.

## Opportunity details

▲ Guided Tours: Professional guides offering insights into the history and significance of each site.

▲ Visitor Centers: Equipped with educational materials, exhibits, and interactive displays about the historical sites and castles.

▲ Accommodation: Desert camps and eco-friendly lodges providing unique and comfortable stays.

▲ Transportation: Safe and reliable transport options for moving between sites.

▲ Dining Facilities: Offering traditional Jordanian cuisine.

## Investor role

### ▲ Funding:

- Provide capital for initial development and ongoing operational costs.
- Financing for infrastructure development, marketing, and community engagement programs.

### ▲ Strategic Guidance:

- Contribute expertise in sustainable tourism, marketing, and business management.
- Assist in forming strategic partnerships with travel agencies, tourism boards, and cultural institutions.

### ▲ Governance:

- Participate in the project's board to oversee planning, implementation, and operational management.
- Ensure adherence to sustainability and ethical tourism practices.

### ▲ Networking:

- Leverage connections to attract additional investors, partners, and tourists.
- Facilitate collaborations with relevant stakeholders individuals of interest in international tourism..

## Success factors

### ▲ Sustainability:

- Commitment to eco-friendly practices and conservation of natural resources.
- Engagement with local communities to ensure economic and social benefits.

### ▲ Cultural Integration:

- Incorporation of authentic cultural experiences to attract tourists interested in heritage and history.
- Collaborations with local artisans and cultural groups to offer unique experiences.

### ▲ Marketing and Promotion:

- Effective use of digital marketing and social media to reach a global audience.
- Partnerships with international travel agencies and tourism platforms.

### ▲ Quality Infrastructure:

- Development of high-quality, eco-friendly accommodations and facilities.
- Continuous maintenance and improvement of trails and visitor services.

### ▲ Safety and Accessibility:

- Ensuring the safety of tourists with well-marked trails, trained guides, and emergency services.
- Improving accessibility for all types of travelers, including those with disabilities.

### ▲ Economic Impact:

- Creation of job opportunities for locals.
- Development of ancillary businesses like restaurants, shops, and transport services

### ▲ Revenue streams

- Tour Fees: Revenue from guided tours and entry fees to the castles and historical sites.
- Accommodation: Income from desert camps and lodges.
- Retail Sales: Souvenirs, local crafts, and refreshments.
- Event Hosting: Renting out spaces for cultural events and festivals.