



# Tourist Camp for Hunting, Lodging and Recreation

Ma'an

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INVESTMENT OPPORTUNITY PROFILE



## Project Overview

The proposed investment opportunity is establishment of an all-year-round hunting camp in Al-Jafr, a city in the Ma'an Governorate of Jordan. This camp will focus on the hunting of hawks, rabbits, and Chlamydotis (houbara bustards), complemented by luxury accommodations, camel racing, and stargazing activities. The camp aims to attract high-net-worth individuals and hunting enthusiasts from across the globe, providing a unique and exclusive experience.

## Site features and characteristics

Al-Jafr, Ma'an, Jordan. The global hunting tourism market is robust, with a significant segment of affluent individuals seeking unique hunting experiences. The Middle East, particularly the GCC countries, has a strong hunting tradition, and Jordan's diverse wildlife and favorable hunting conditions make it an ideal location.

### ▲ Demographics:

- **Affluent Individuals:** Primarily from GCC countries such as Saudi Arabia, UAE, Kuwait, and Qatar.
- **International Hunters:** From Europe and North America, seeking exotic hunting destinations.
- **Local Enthusiasts:** High-net-worth individuals within Jordan and neighboring countries.

- ▲ Tourism Growth: Jordan's tourism sector has been expanding, driven by government efforts to diversify tourist attractions. Al-Jafr's proximity to notable sites like Petra and Wadi Rum enhances its appeal, making it an attractive destination for tourists looking for unique experiences beyond traditional sightseeing.

## Value proposition

Investing in a tourist camp in Ma'an, Jordan, offers a unique opportunity to capitalize on the region's growing tourism sector, rich natural landscape, and cultural heritage. The camp will provide an exclusive blend of hunting, lodging, and recreational activities, catering to both local and international tourists seeking authentic and adventurous experiences. By offering tailored services and unique experiences in a pristine environment, this project aims to become a premier destination in Jordan's tourism market, providing sustainable economic returns and contributing to local community development.

## Important highlights of project

- ▲ **Prime Location:** Situated in Ma'an, a region known for its diverse wildlife and stunning natural scenery, the camp offers an ideal setting for hunting and outdoor activities.
- ▲ **Comprehensive Facilities:**
  - **Luxury Lodging:** Well-appointed cabins and tents with modern amenities ensure comfort amidst nature.
  - **Recreational Activities:** A variety of activities including hiking, bird watching, stargazing, and cultural tours.
  - **Hunting Expeditions:** Guided hunting tours with professional staff, focusing on safe practices.
- ▲ **Sustainable Practices:** Emphasis on eco-friendly operations, including renewable energy use, waste management systems, and conservation efforts to preserve local wildlife and habitat.
- ▲ **Cultural Integration:** Incorporating local Bedouin culture through traditional food, crafts, and storytelling, providing guests with an immersive cultural experience.
- ▲ **Year-Round Appeal:** With activities designed for all seasons, the camp attracts visitors throughout the year, ensuring steady revenue flow.

## Opportunity details

- **Luxury Accommodations:** Private lodges and tented camps with modern amenities, offering a blend of comfort and adventure.
- **Guided Hunting Expeditions:** Expert guides to ensure safe and successful hunts.
- **Camel Racing:** Organized events and opportunities for guests to participate or observe.
- **Stargazing:** Utilizing Al-Jafr's clear skies to offer guided stargazing sessions.
- **Gourmet Dining:** A mix of local and international cuisine, prepared by top chefs.
- **Equipment Rental and Sales:** High-quality hunting gear available for rent or purchase.
- **Conservation Education:** Programs focusing on sustainable hunting practices and wildlife conservation.

## Investor role

Investors will play a crucial role in the successful establishment and operation of the tourist camp. Key contributions include:

- **Funding:** Providing the necessary capital for land acquisition, construction, and initial operations.
- **Strategic Planning:** Assisting in the development of business strategies, marketing plans, and sustainability initiatives.
- **Network and Partnerships:** Leveraging connections to attract tourists, secure partnerships with tour operators, and collaborate with local communities and authorities.
- **Governance and Oversight:** Participating in the governance structure, ensuring transparency, accountability, and alignment with strategic goals.

## Success factors

- **Strong Market Demand:** Rising interest in adventure and eco-tourism globally, coupled with Jordan's increasing tourist arrivals.
- **Unique Offering:** Differentiation through exclusive hunting experiences, luxury lodging, and integration of local culture.
- **Effective Marketing:** Strategic marketing campaigns targeting adventure tourists, nature enthusiasts, and cultural explorers.
- **Operational Excellence:** Efficient management and high-quality service delivery to ensure customer satisfaction and repeat visits.
- **Local Community Engagement:** Building strong relationships with local communities to ensure support, enhance cultural authenticity, and provide economic benefits to the region.
- **Adaptability:** Ability to adapt to market trends, customer feedback, and changing environmental conditions to continuously improve offerings.