



Tourists Market in Karak Castle

Al Karak

INVESTMENT OPPORTUNITY PROFILE



Project Overview

Karak Castle Tourists Market is an exciting investment opportunity located in the historical city of Karak, Jordan. The market will offer a vibrant open-air shopping experience within the premises of the iconic Karak Castle. The market will consist of tables serving as shops, offering a diverse range of handicrafts, antiques, local food, and streetwear aimed at tourists visiting the castle.

Site Features and characteristics

Karak, Jordan. Karak Castle is one of the most visited historical sites in Jordan, attracting tourists from all around the world. The market capitalizes on this steady flow of visitors by providing them with an authentic and culturally rich shopping experience. With the rise in tourism in Jordan, particularly in historical and cultural destinations, Karak Castle Tourists Market presents a prime opportunity for investment and supporting distressed traders.

▲ Demographics:

- Tourists primarily between 25 and 60 years old.
- Distressed traders such as; Local artisans, craftsmen, and vendors who may be experiencing economic challenges.

▲ Tourism Growth:

Increasing Tourist Numbers:

- Domestic Tourism: Jordan has been experiencing a steady growth in domestic tourism, with more Jordanians exploring their own country's historical sites and landmarks, including Karak Castle.
- International Tourism: Jordan continues to attract a growing number of international tourists, drawn by its rich history, archaeological sites, and cultural experiences.

▲ Supporting Distressed Traders:

- Market Access: The Karak Castle Tourists Market provides a platform for distressed traders to access a wider customer base beyond their local communities.
- Income Generation: Participation in the market enables distressed traders to generate income from their crafts and products, supporting their livelihoods and families.

Value Proposition

The market's unique selling point lies in its location within the premises of Karak Castle, providing tourists with a one-of-a-kind shopping experience amidst ancient history and stunning architecture. Additionally, the market will focus on offering authentic Jordanian handicrafts, antiques, and locally produced goods, providing visitors with genuine cultural experiences in collaboration with distressed traders.

Important highlights of the project

▲ Historic and Iconic Location:

- Situated inside the renowned Karak Castle, a significant historical and cultural landmark in Jordan.
- Attracts a large number of tourists due to its rich history and architectural grandeur.

▲ Tourist Market Features:

- A vibrant marketplace offering a range of local crafts, souvenirs, and traditional Jordanian products.
- Food and beverage outlets featuring local cuisine and international favorites.
- Interactive cultural exhibits and live performances showcasing Jordanian heritage.

▲ Infrastructure and Amenities:

- Modern infrastructure with traditional architectural elements to complement the historic surroundings.
- Amenities such as tables to present products such as handicrafts, traditional meals, traditional clothes, food and beverage, rest areas, information kiosks, and guided tour services.

▲ Accessibility and Connectivity:

- Easy access from major cities and tourist hubs in Jordan, including all governates and international tourists from other countries.
- Adequate parking facilities and transportation links to enhance visitor convenience.

▲ Market Potential:

- Increasing tourist arrivals in Jordan, with Karak Castle being a major attraction.
- Support local merchants who suffer from shutting down their businesses due to expanding tourist streets.
- Demand for authentic cultural experiences and locally made products among international tourists.

Opportunity details

- Open-air market layout with tables serving as shops.
- Well-designed booths with enough space for display.
- Rest areas and seating for visitors.
- Information booths providing details about the castle and local artisans.
- Clean and well-maintained restroom facilities.
- Security personnel to ensure the safety of visitors and vendors.

Investor role

▲ Capital Investment:

- Providing the initial funding for the construction and development of the market.
- Investment in marketing and promotional activities to attract tourists and vendors.

▲ Strategic Guidance:

- Involvement in strategic planning, including design, vendor selection, and market positioning.
- Collaboration with local artisans, businesses, and cultural organizations to ensure authenticity and quality.

▲ Operational Management:

- Overseeing the market's operations to ensure efficiency, high standards, and visitor satisfaction.
- Implementing best practices in market management, customer service, and sustainability.

Success factors

▲ Prime Location:

- Proximity to Karak Castle, one of Jordan's top tourist destinations, ensures a steady flow of visitors.
- Scenic views and historic ambiance enhance the overall tourist experience.

▲ Unique and Authentic Offering:

- A diverse range of local products, cultural exhibits, and live performances create a memorable visitor experience.
- Emphasis on authenticity and quality attracts discerning tourists looking for unique experiences.



Growing Tourism Industry:

- Jordan's tourism sector is on the rise, supported by government initiatives and increasing international recognition.
- High demand for cultural tourism and experiential travel.

▲ Sustainable Practices:

- Commitment to sustainability through the promotion of local crafts and eco-friendly practices.
- Collaboration with local communities to ensure economic benefits and cultural preservation.

▲ Strong Partnerships:

Working with local businesses, artisans, and cultural organizations to enhance the market's offerings and appeal.

Leveraging government support and tourism boards for marketing and promotional activities.

- Revenue streams
- Rental Income: Revenue generated from renting out table spaces to vendors.
- Merchandising: Selling branded merchandise and souvenirs unique to Karak Castle Tourists Market.
- Food and beverage.