

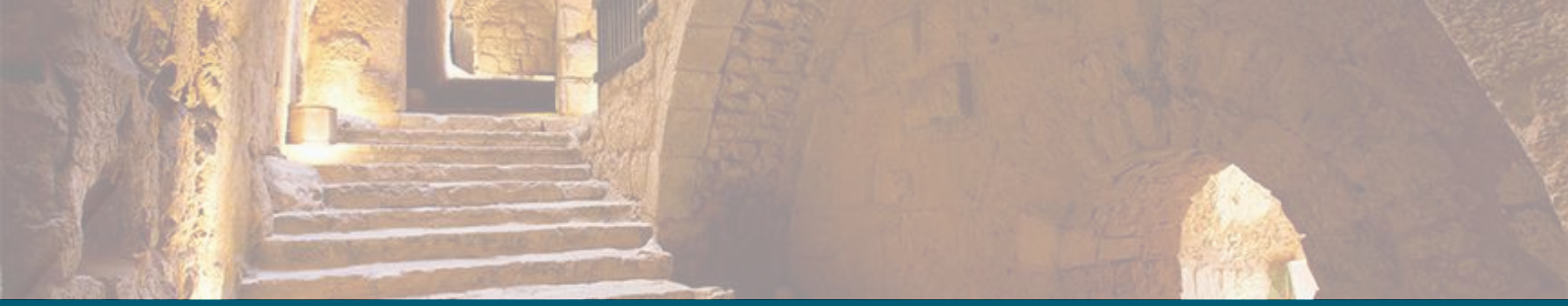


# Wadi Bin Hammad Hot Springs Resort

Al Karak

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INVESTMENT OPPORTUNITY PROFILE



## Project Overview

The proposed project is a promising investment opportunity of Wadi Bin Hammad hot springs and resort. This investment opportunity focuses on establishing a hot springs resort in the picturesque Wadi bin Hammad area of Karak, Jordan. The project aims to develop a world-class destination that capitalizes on the area's natural geothermal resources while offering luxurious accommodations, wellness facilities, and cultural experiences.

## Site features and characteristics

Next to 'Ayn Himārah and is located in Karak, Jordan. Leveraging the natural geothermal springs in Wadi bin Hammad to create a unique tourist destination focused on wellness and relaxation, offering upscale accommodations, spa facilities, and dining options to provide visitors with a premium experience, and situating the resort in Wadi bin Hammad, an area known for its scenic beauty and historical significance, to attract tourists seeking authentic and off-the-beaten-path experiences.

- ▲ **Demographics:** Primarily targeting adults who are more likely to prioritize wellness and luxury travel experiences. Also catering to elderly travelers seeking relaxation and cultural immersion.

### Tourism Growth:

#### ▲ Increase in Tourist Arrivals:

- **Domestic Tourism:** The project is expected to attract a considerable number of domestic tourists from across Jordan, seeking weekend getaways and relaxation.
- **International Tourism:** Jordan's appeal as a tourist destination will be heightened, attracting more international visitors, particularly those interested in wellness tourism and cultural experiences.

## Value proposition

The hot spring resort in Wadi bin Hammad offers a unique selling point due to their natural therapeutic properties and stunning surroundings. Unlike artificial spa facilities, these hot springs provide an authentic and immersive experience in a clean natural environment. Additionally, the project will focus on sustainability, preserving the area's natural beauty and cultural heritage while offering world-class amenities.

## Important highlights of the project

### ▲ Prime Location:

- Located in the picturesque Wadi Bin Hammad canyon in Karak, Jordan.
- Close to prominent tourist attractions like the Dead Sea, Petra, and Karak Castle.
- Luxury and Eco-friendly Accommodations:
- High-end eco-lodges and villas that harmonize with the natural environment.
- Designed for privacy, comfort, and sustainability.

### ▲ Comprehensive Wellness Center:

- State-of-the-art wellness facilities, including thermal pools, spa treatments, and yoga studios.
- Wellness programs tailored to various health and relaxation needs.

### ▲ Diverse Recreational Activities:

- Activities such as hiking, bird watching, canyoning, and guided nature tours.
- Emphasis on eco-tourism and experiential travel.

### ▲ Sustainability Initiatives:

- Use of solar energy, water recycling, and sustainable building materials.
- Commitment to reducing environmental impact and promoting eco-friendly practices.

### ▲ Market Appeal:

- Increasing global demand for wellness and eco-tourism destinations.
- Jordan's rising profile as a major tourist hub with unique natural and historical attractions.

## Opportunity details

- Hot Springs Spa: Natural pools fed by geothermal springs, offering therapeutic bathing experiences.
- Accommodations: Boutique hotel rooms with modern amenities and panoramic views of the surrounding landscape.
- Wellness Center: Offering a range of spa treatments, massages, and wellness programs focusing on holistic healing.
- Cultural Experiences: Guided tours to nearby historical sites, traditional Jordanian cuisine, and cultural performances.
- Recreation: Outdoor activities such as hiking, biking, and birdwatching in the surrounding nature reserve.

## Investor role

### ▲ Capital Investment:

- Providing the necessary funds for construction, development, and initial operations.
- Investment in marketing and promotional campaigns to attract international tourists.

### ▲ Strategic Contributions:

- Involvement in key decision-making processes, including design, branding, and market positioning.
- Collaborating with industry experts to ensure high standards of wellness and sustainability.

### ▲ Operational Oversight:

- Monitoring the resort's operational performance and financial health.
- Implementing best practices in hospitality management and eco-tourism.

## Success Factor

### ▲ Unique Offering:

- Combination of natural hot springs, luxurious accommodations, and comprehensive wellness services.
- Differentiation from other resorts through eco-friendly and sustainable practices.

### ▲ Attractive Location:

- Scenic, serene environment with easy access to major tourist sites.
- Appeal to wellness and nature enthusiasts seeking unique travel experiences.

### ▲ Sustainability Commitment:

- Alignment with global trends towards sustainable and eco-friendly tourism.
- Attracting a growing segment of environmentally conscious travelers.

### ▲ Growing Market Demand:

- Rising interest in wellness and eco-tourism experiences worldwide.
- Support from Jordanian government initiatives to boost tourism.

### ▲ Experienced Management Team:

- Collaboration with seasoned professionals in hospitality and wellness sectors.
- Ensuring high standards of service, operational efficiency, and guest satisfaction.

### ▲ Revenue Streams:

- Accommodation, spa services, food and beverage, tour packages.