

Dear Friends,

According to the recent USTOA survey travel to the Jordan, even amidst the current economic downturn, is on the increase and according to the World Travel and Tourism Council, spending on travel and tourism in the region will almost double in a decade, buoyed by regional economic growth and projects designed to lure visitors. Jordan has already been experiencing this growth and JTBNA wants to take this opportunity to thank you for your continuous support and hard work in helping us with promoting and selling Jordan.

In 2009, we look forward to initiating new partnerships and strengthening old ones. Therefore, we would like to extend to you an invitation to partner with us on our various marketing activities throughout this year in North America.

Please take a moment to read through this to find out more information on each of our new and exciting co-op trade activities for 2009.

JTBNA 2009 Marketing & Advertising CO-OP BUDGET

JTBNA has a co-op budget and we want to work with you on joint marketing and advertising activities. We feel you know best what drives business to you and we are willing to partner with you on various activities. It can be direct mail to your top clientele database, co-advertising, or any other idea you might have that will help you to increase sales of your Jordan Itinerary.

*Please let us know if you are interested and send us your proposal (including action details and expected ROI) ASAP **along with the attached application form** as this budget will be distributed based on ROI expectations and also on a first come first serve bases.

JTBNA 2009 CONSUMER SHOWS

This year JTBNA will not be having a booth at any consumer shows, however, as part of a coop activity we are very interested in any opportunity to partner with tour operators who are attending consumer shows so that we can continue to provide support in promoting and selling your Jordan itineraries.

*Please let us know if you are interested and send us your proposal (including action details and expected ROI) ASAP **along with the attached application form** as this budget will be distributed based on ROI expectations and also on a first come first serve bases.

JTBNA 2009 TRADE SHOWS

For the past couple of years, JTBNA has been attending trade shows throughout USA. We had a great return on our investment, as well as incredible feedback from the tour operators that joined us in some of the

shows. However, with the current state of the economy JTBNA is aware of its effect on business for all in the travel industry; therefore, we have decided to continue with this strategy as well as take on a different strategy this year in regards to some trade shows.

As you know for the past few years JTBNA has upheld a strong presence at TheTradeShow with an island booth and we have always invited tour operators to partner with us to help to push and promote our destination as well as their sales to Jordan. This year, as part of a coop activity we are very interested in partnering with you in your booth if you plan on attending this year's show.

*Please let us know if you are interested and send us your proposal (including action details and expected ROI) ASAP **along with the attached application form** as this budget will be distributed based on ROI expectations and also on a first come first serve bases.

JTBNA will be attending the following trade show:

Dec. 1 – 3 - Luxury & Home Based Travel Agent Show (Las Vegas)

Understanding that this would be a great opportunity for your company to promote and sell its packages to Jordan, we would like to invite you to partner with us during this exhibition for a fee of **\$500**. Since booth space is limited, a maximum of 3 tour operators will be allowed to join us, it will be distributed on a first come first serve basis. Please note that a Jordan itinerary of a minimum of 5 nights is a must and needs to be visible at these shows (stand alone itineraries are preferred).

JTBNA VIRTUAL TRAVEL SEMINAR

Due to positive feedback from tour operators who partnered with us in its first year JTBNA will be continuing our version of the Jordan Virtual Travel Seminar (VTS) with Performance Media Group since the results proved to be a great success. We would like to invite you to be part of this.

The following is some of the Jordan Virtual Travel Seminar (VTS) Highlights:

- Jordan VTS is going to be on-demand for one year – starting from March 2009.
- Jordan Tourism Board and its partners (tour operators) will own the database of all registrants and attendees.
- JTBNA and PMG will work on marketing activities driven by a sophisticated database from PMG's contacts of over 73,000 agents. Specifically targeting and inviting the 'ideal' agent for Jordan to attend, based on pre-determined profiles... not just *any* agent. Marketing

activities will also target 2,500 Canadian agents in PMG's database as well.

As a partner, your company will get to be highlighted at the end of the presentation, after we talk about "Selling Jordan". You will receive a monthly report with the contact information on all the agents that attended the seminars for your follow up. It is important to mention that in 2009 we had 700+ agents attending the seminars. The cost to participate in this JTBNA activity (for 12 months) is \$1,000.00.

JTBNA VIDEOADS

The Jordan Tourism Board promotes Jordan more effectively and efficiently with VideoAds, driving lead generation through rich storytelling, and measuring and optimizing our online marketing efforts (from impressions, to views, to actions, to where viewers are coming from – anywhere around the world) with measured results. So far, we have 7 movies on Jordan available: Jordan: Magical, Mystical Tour (by Peter Greenberg), Jordan: A Biblical Land (by Peter Greenberg), Jordan: An Eco-Adventure Experience (by Peter Greenberg), Jordan: An Incentive Experience, Jordan: A Tale of Two Sisters, Voluntourism in Jordan and Delta Vacations: Destination Jordan.

The Jordan VideoAds are syndicated on the www.na.visitjordan.com website, in our emails, throughout the Internet in the major search engines, **and most importantly, they can be used by all of you, our trade partners, in support of promoting your itineraries to Jordan.**

In order to add any of the Jordan Videos along with your itineraries (online) you simply need to follow the instructions you will find in the Jordan Videos-MIXPO presentation attached. There is no charge for that. We do hope you will also take advantage of this great marketing tool and please let us know if you have any additional questions regarding this matter.

Please do not hesitate to contact us if you need any additional information.

Thank you so much for your attention. We are looking forward to hearing back from you.

Best regards,

JTBNA Team