

# TOURIST ATTRACTIONS IN JORDAN STRUGGLE



In contrast to neighboring Egypt, which appears relatively unaffected by the ongoing tensions and conflict in the region, Jordan's tourism industry has been struggling as fewer visitors come to explore its tourist attractions.

While both Egypt and Jordan share borders with Israel and Palestine, their tourism situations are very different now.

Egypt is faring quite well, with an estimated 13 to 14 million visitors in 2024. **This is mainly due to the distance between its main tourist attractions and conflict zones.** Notably, sites like the pyramids of Cairo, the Nile, the Luxor region filled with remnants from the time of the Pharaohs, and popular seaside resorts such as Sharm el-Sheikh and Hurghada are located far from any unrest.

In contrast, Jordan's tourist attractions, including the capital city of Amman, the stunning ruins of Jerash, the Dead Sea, the Dana Nature Reserve, the breathtaking Wadi Rum desert, and the coastal resort of Aqaba—all of which are near the Israeli border—are causing concern for potential visitors. Many travelers are understandably hesitant to visit Jordan due to its proximity to the conflict, even though the country has not experienced direct impacts. As a result, prospective tourists are either canceling or postponing their trips to a nation that remains largely peaceful despite the surrounding conflicts.

The unmissable Petra is known for its tombs and temples, which showcase the extraordinary architectural richness and numerous archaeological remains that testify to its historical significance. However, **Petra is experiencing a drastic decline in visitor attendance, resulting in severe consequences for the local population and those who work at the site.**

Not long ago, thousands of tourists visited daily, but currently, only a few hundred come daily. This has led to a drop from over one million admissions in 2023 to just 250,000 foreign visitors in 2024. Unfortunately, the outlook for 2025 doesn't appear much brighter.

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