



Rebuilding  
the pillars of  
healthy  
tourism

X FESTIVAL 2020



**equator.**

How coronavirus will  
change travel as we know it.

The Washington Post | June 15, 2020

Countries are rethinking their  
entire tourism industry

World Economic Forum | August 20, 2020



# The Story of Jordan



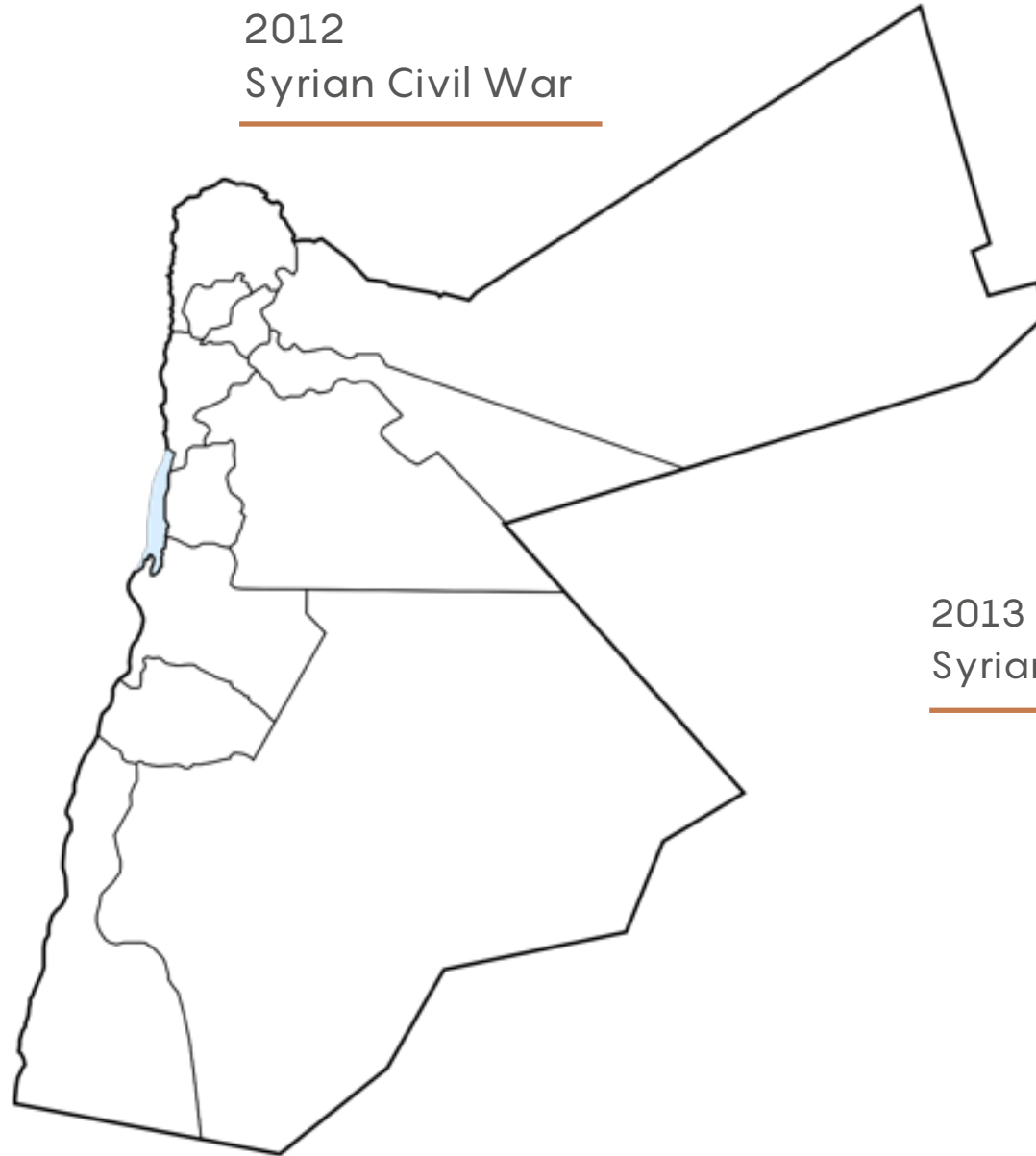
2013-16  
Palestinian-Israeli Conflict

2011  
Egyptian Revolution

2012  
Syrian Civil War

2013 - 2015  
Rise of ISIS

2013 - present  
Syrian Refugee Crisis









Occupancy rates fell by  
as much as 80%






Ticket sales plummeted by up to  
90% across major sites



More than 200 tourism  
businesses closed



Millions of dollars in planned  
investment cancelled



# Why now is the time to visit Petra, Jordan

Vogue | June 13, 2017



# Jordan struggles to draw new tourists

Al Jazeera | January 21, 2017



# Petra: 'nobody in sight' as visitors halve

Telegraph | March 30, 2015



# UNWTO highlights potential of domestic tourism to help drive economic recovery in destinations worldwide

UNWTO | September 14, 2020



# Domestic travel is the key to saving the sector

Mail & Guardian | October 7, 2020





### Basma Al Khanazreh, 50

Basma from Qhor Al Safi. Mother of Sahar, Fida, Samar, Safa, Dina, Shatha, Mohammad, Bader, Sayel and Aseel. She makes pickles, 'Makdoos', 'Mamou', dried 'Malakhiyah' and pastries. Basma's favorite dish is 'Maqloubah' and enjoys embroidery and gardening.

### بسمة الخنازرة، 50 سنة

بسمة من قور العاصي، لديها عشرة أبناء هم سحر، وفدا، سمر، صفاء، دينا، وشذى، ومحمد، وبي، وسهيل، وأسيل. تعمل في مجال إعداد المخللات، والمكدوس، والمعمول، والمطوية الجبشك، والمصنعات، ويحبها المفضلة هي المقلوبة، وهوايةها التطريز والعمل في الحديقة.



أسبوع الأكل الأردني  
JORDAN FOOD WEEK

# JORDAN FOOD WEEK

2018

[jordanfoodweek.com](http://jordanfoodweek.com)

eq.









## ASSESSING JORDAN'S MOUNTAINEERING INDUSTRY

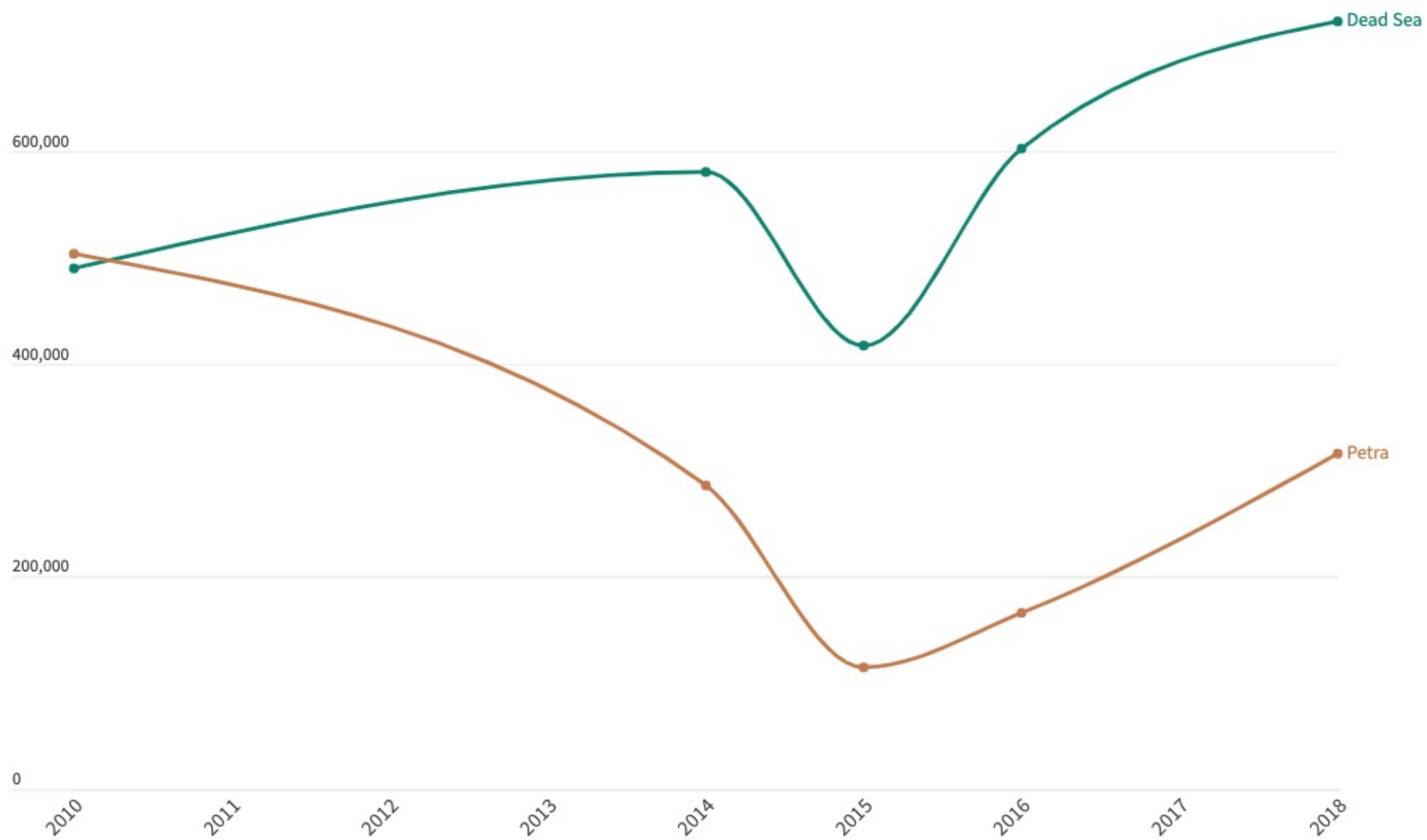
Capacities, Opportunities and Challenges to  
Developing Adventure Travel in Jordan

# The 5 Insights

1. Expect asymmetry.
2. Segment your markets
3. Identify risk.
4. Determine the Value of Resources
5. Measure what matters.

Expect asymmetry.





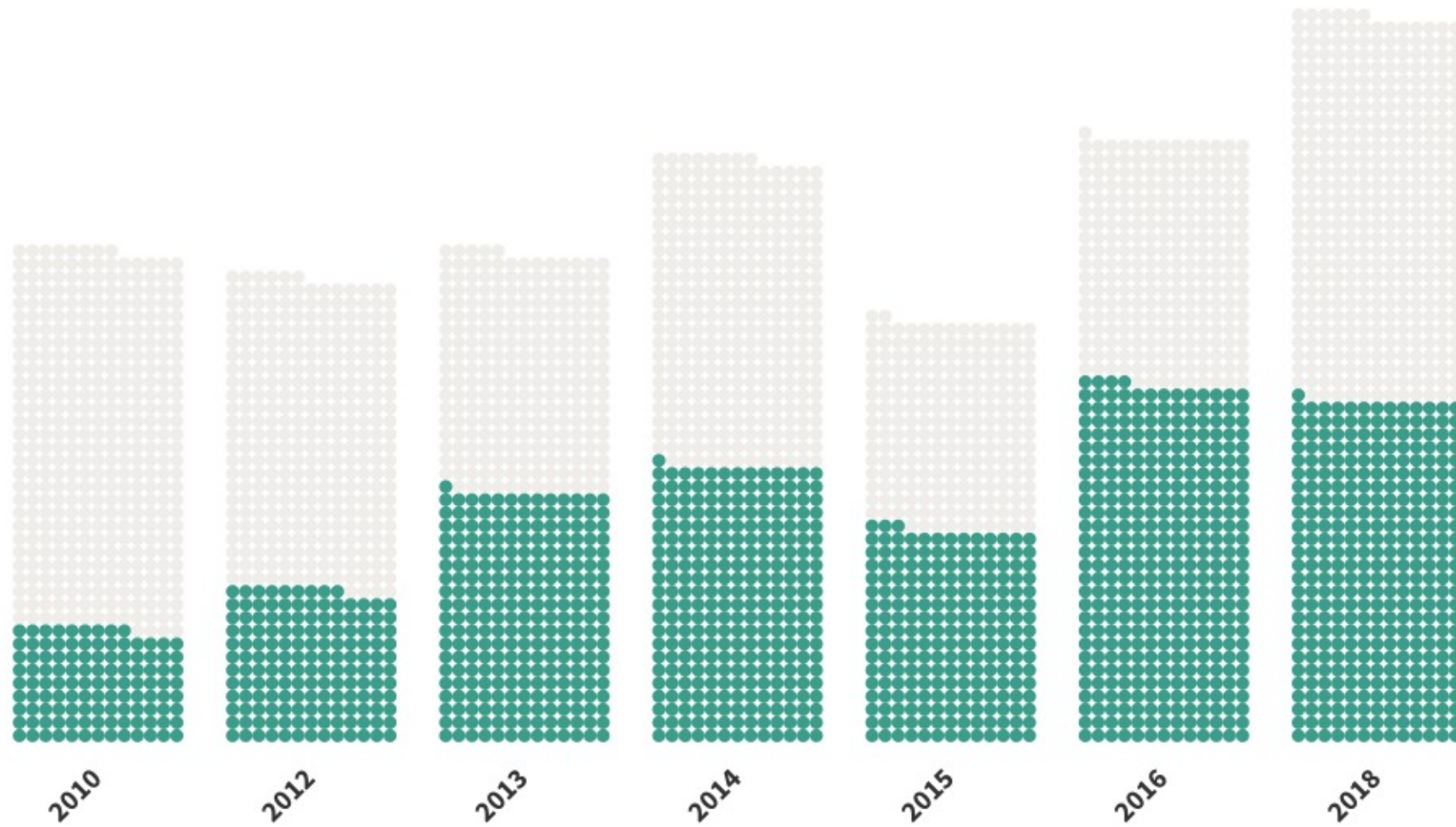




1 dot = 1000 Nights

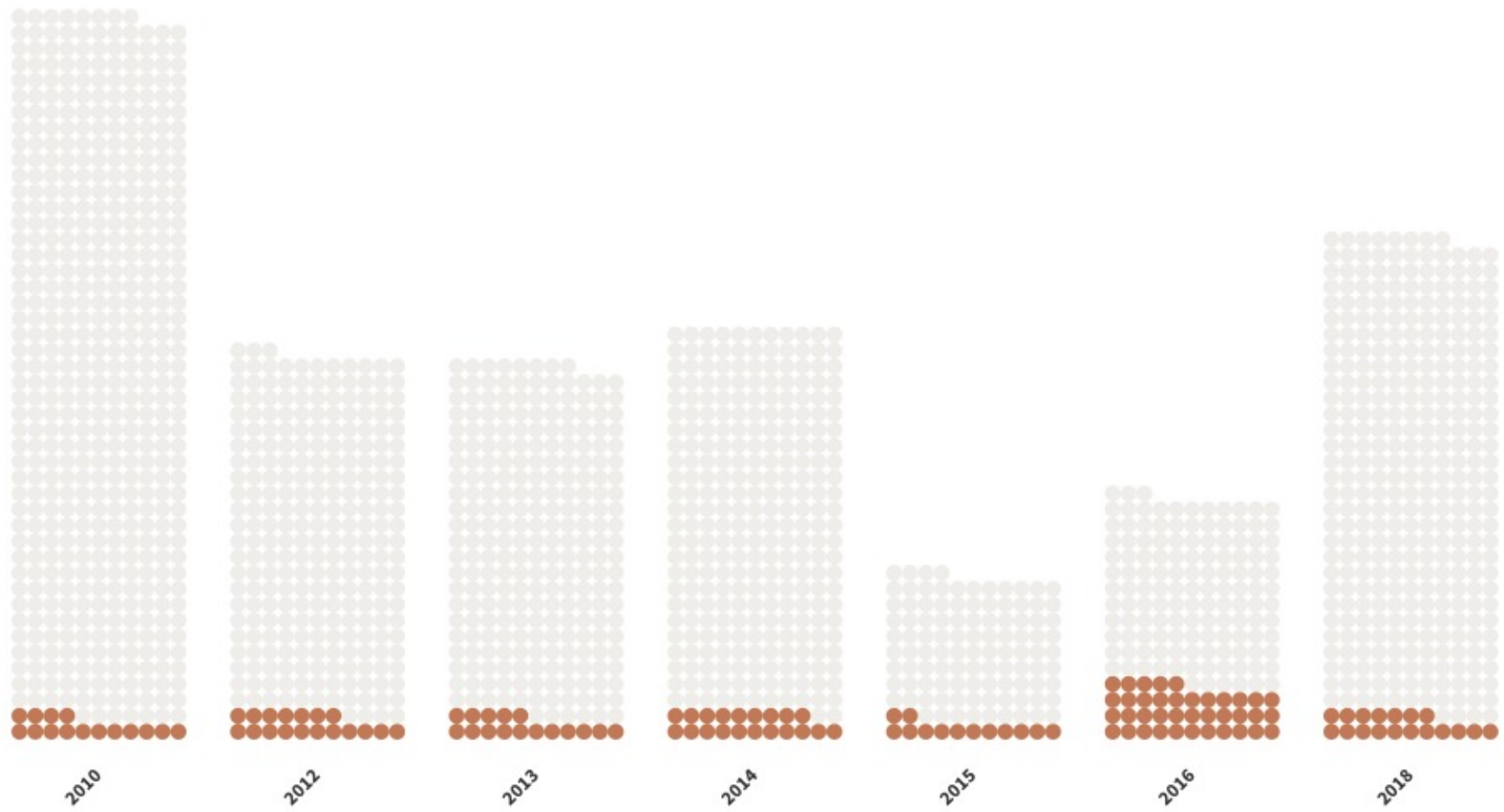
Jordanian

Rest of the World





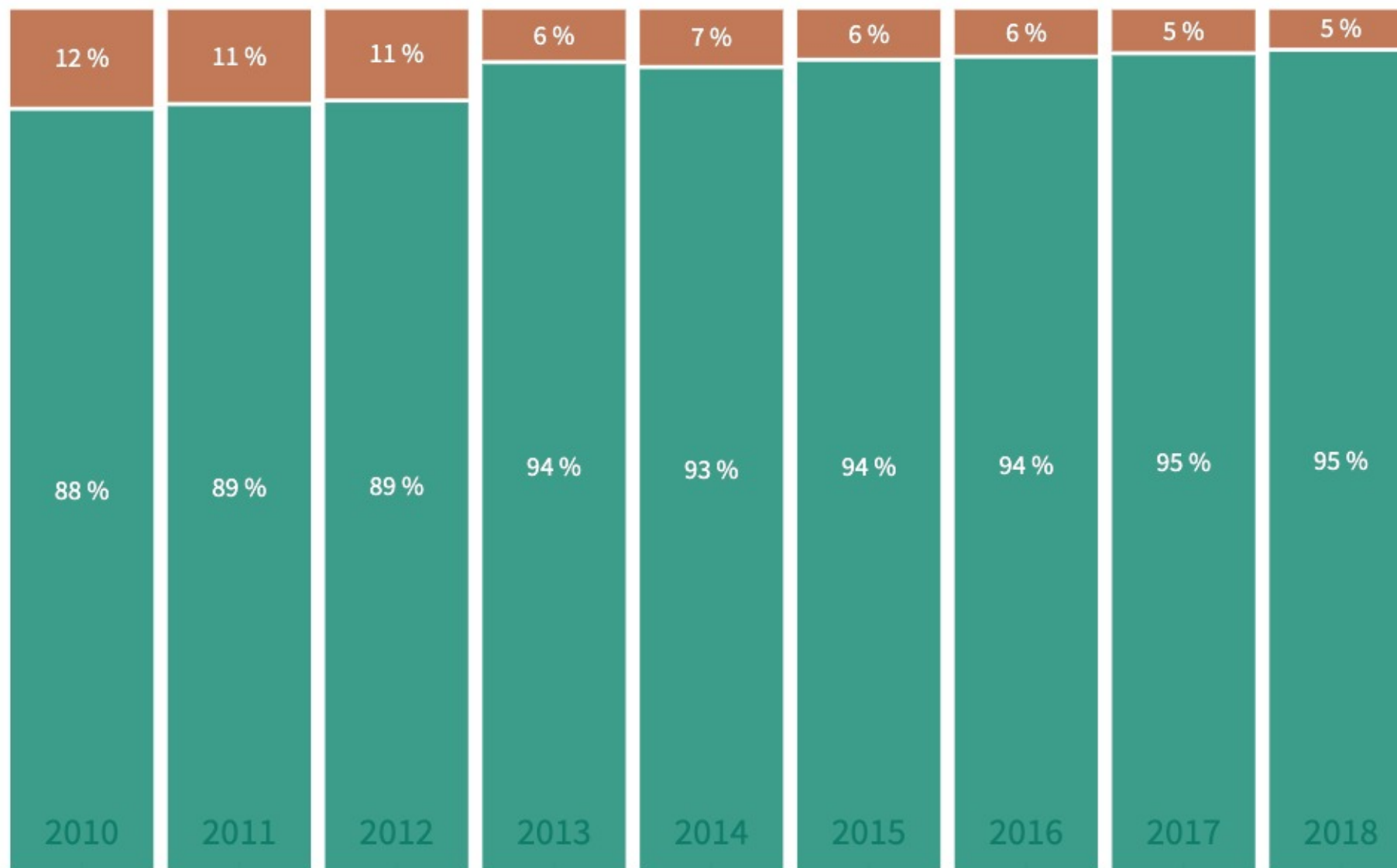




1 dot = 1000 Nights    ■ Jordanian    ■ Rest of the World



■ Dead Sea ■ Petra





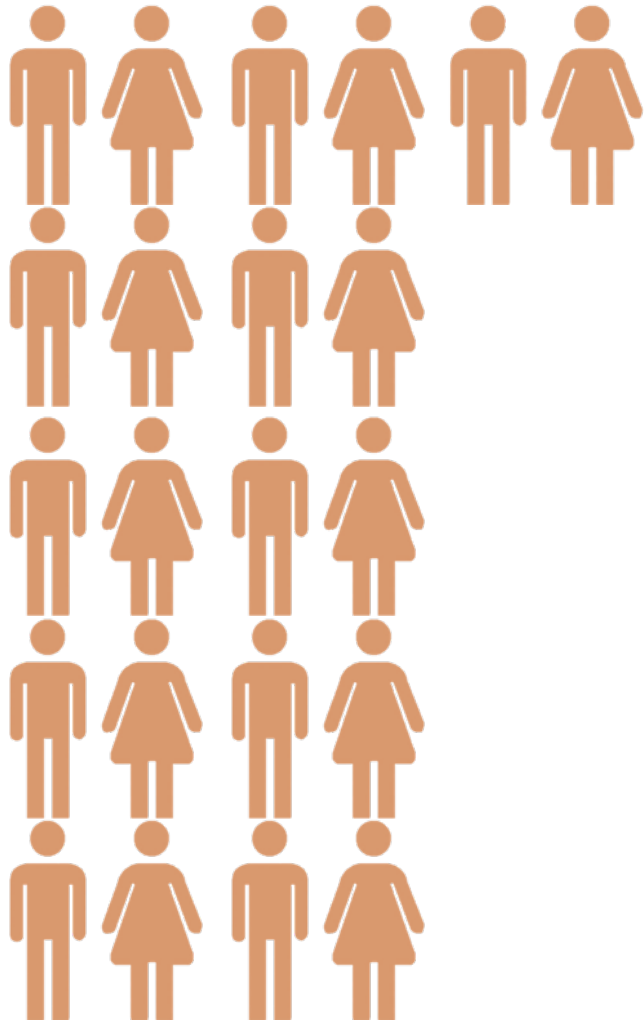
# Dead Sea



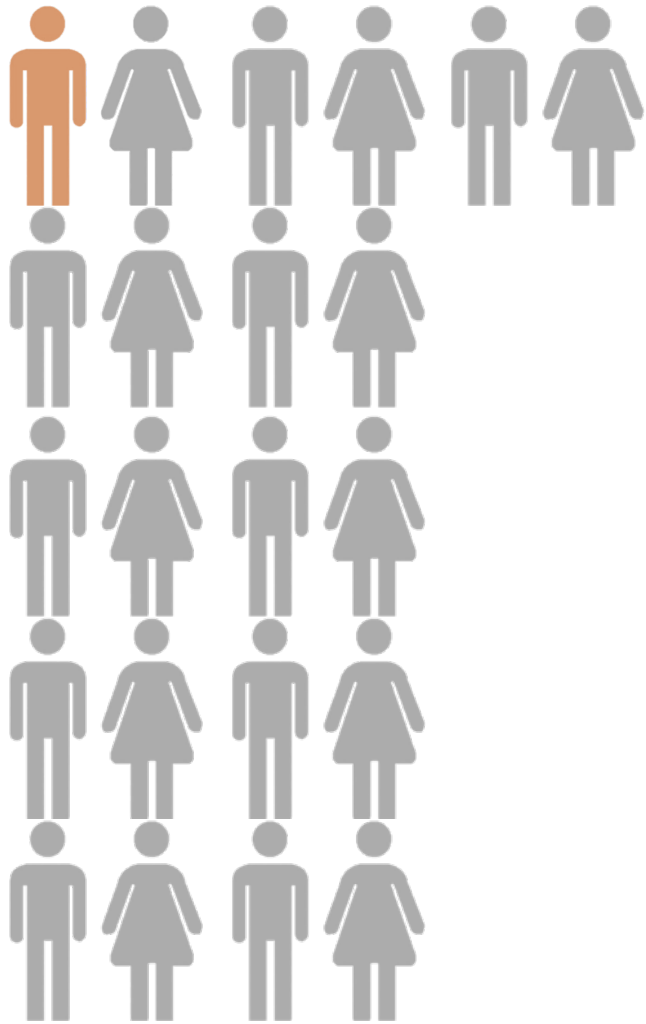


54%  
jobs at  
risk





# Petra



>90%  
jobs at  
risk





Just  $\frac{1}{4}$  New Zealanders are interested  
in visiting cultural or heritage sites

Understanding New Zealanders Sentiments Towards Domestic Travel | June 2020



Australia: share of participation  
between international and domestic  
travelers in heritage activities is 11:1

Tourism Research Australia | August 2020

1. Expect asymmetry.
2. Segment your markets.
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4. Determine the value of resources.
5. Measure what matters.

Segment your markets.



Every segment of the travel and tourism industry has its own characteristics.



An abstract graphic on the left side of the page, consisting of several thick white lines that form a complex, interconnected pattern. The lines are vertical and have rounded, organic shapes at their junctions, resembling a stylized network or a series of paths. The background is a solid, muted orange color.

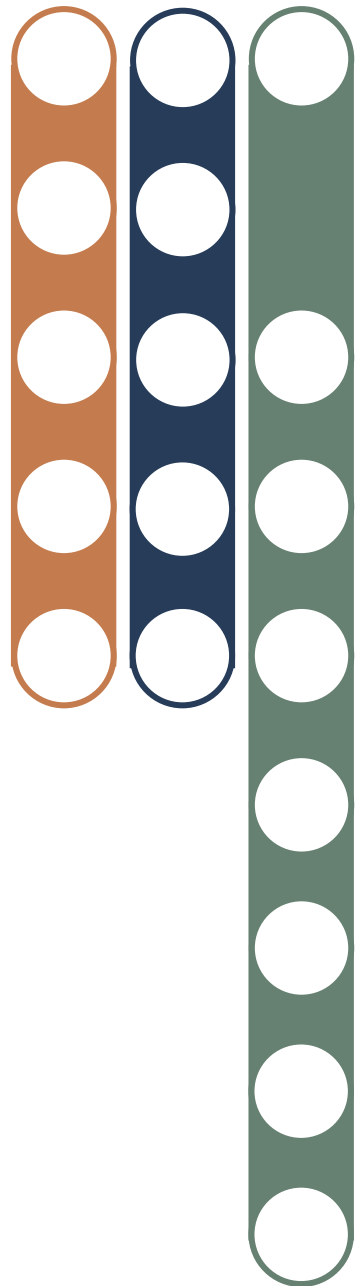
routes

 Sun, Sea & Sand Tourist

 Adventure Tourist

 Religious Tourist

 Domestic Tourist



AMMAN

DEAD SEA

PETRA

WADI RUM

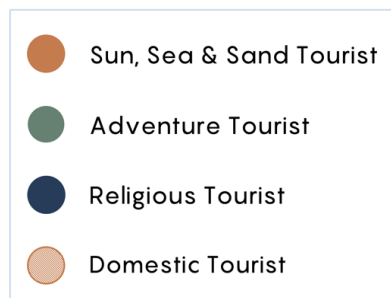
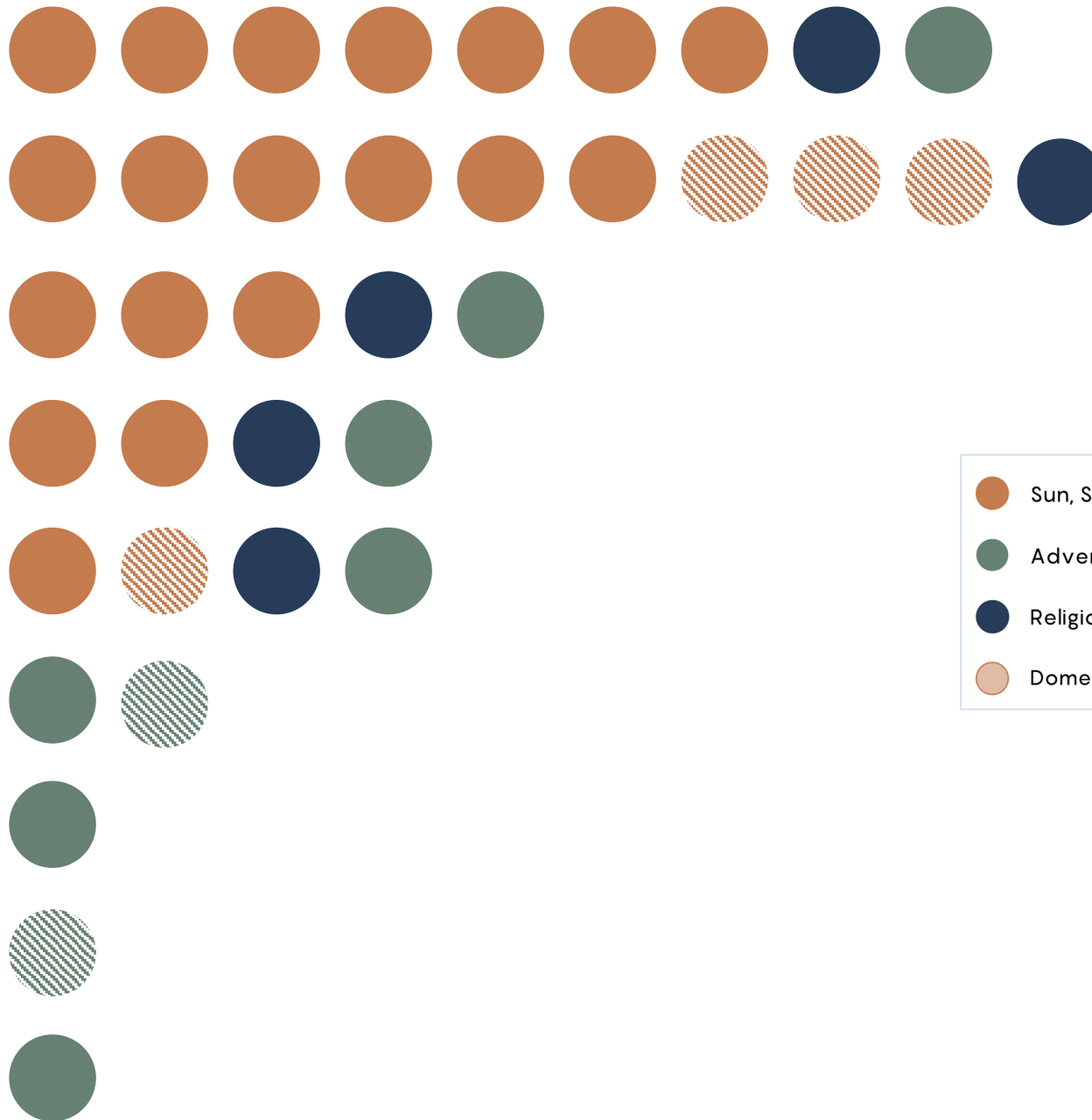
AQABA

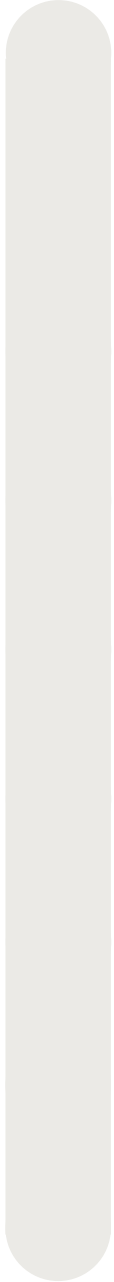
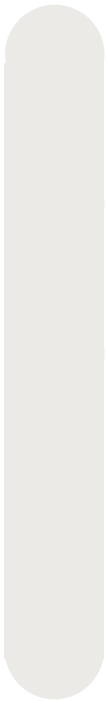
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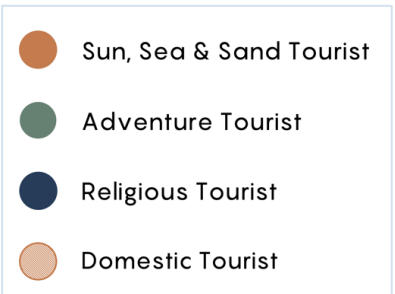
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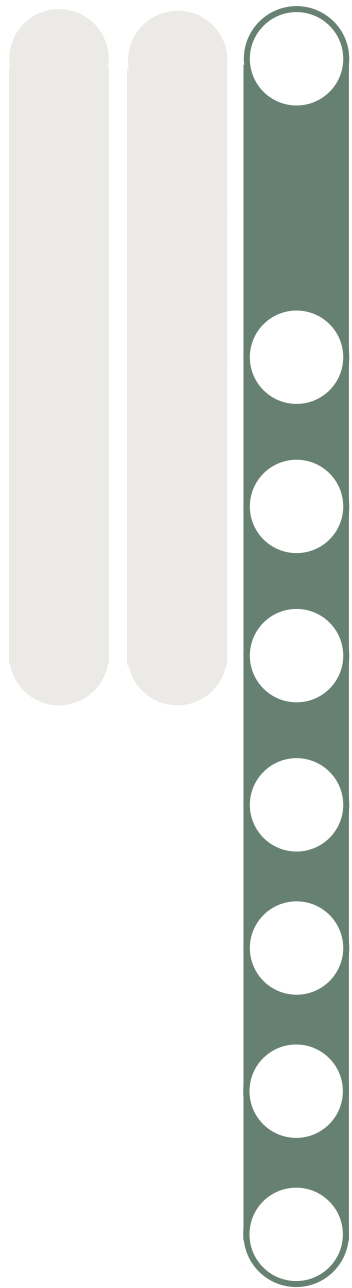
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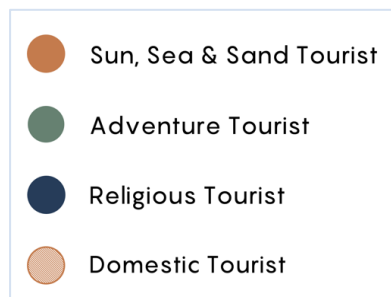
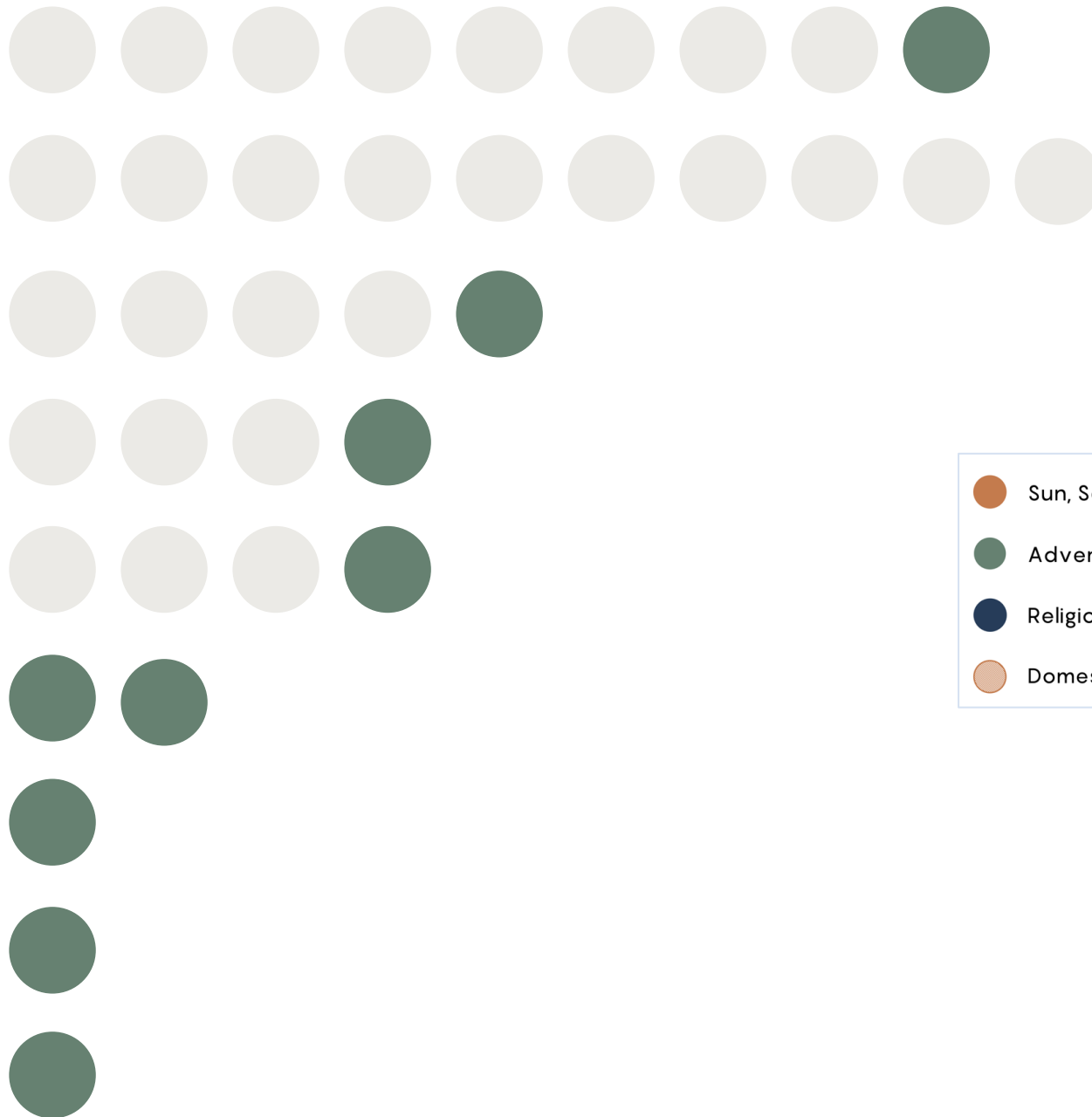
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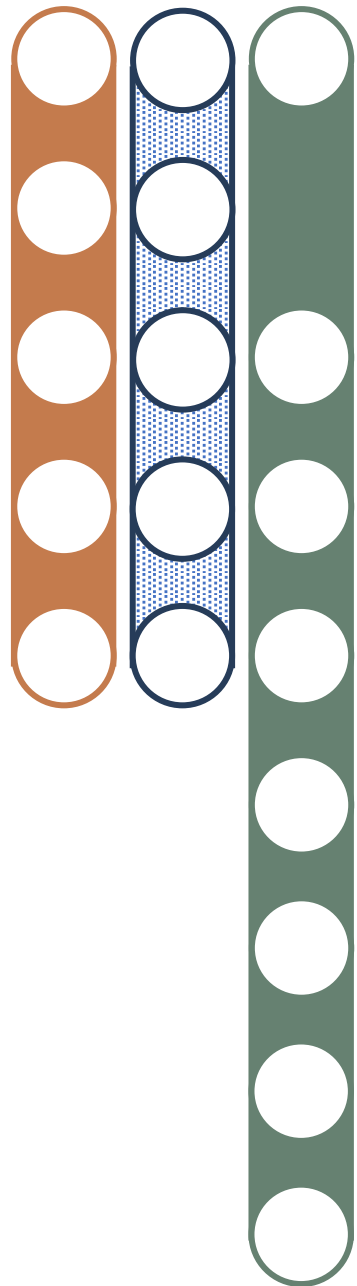
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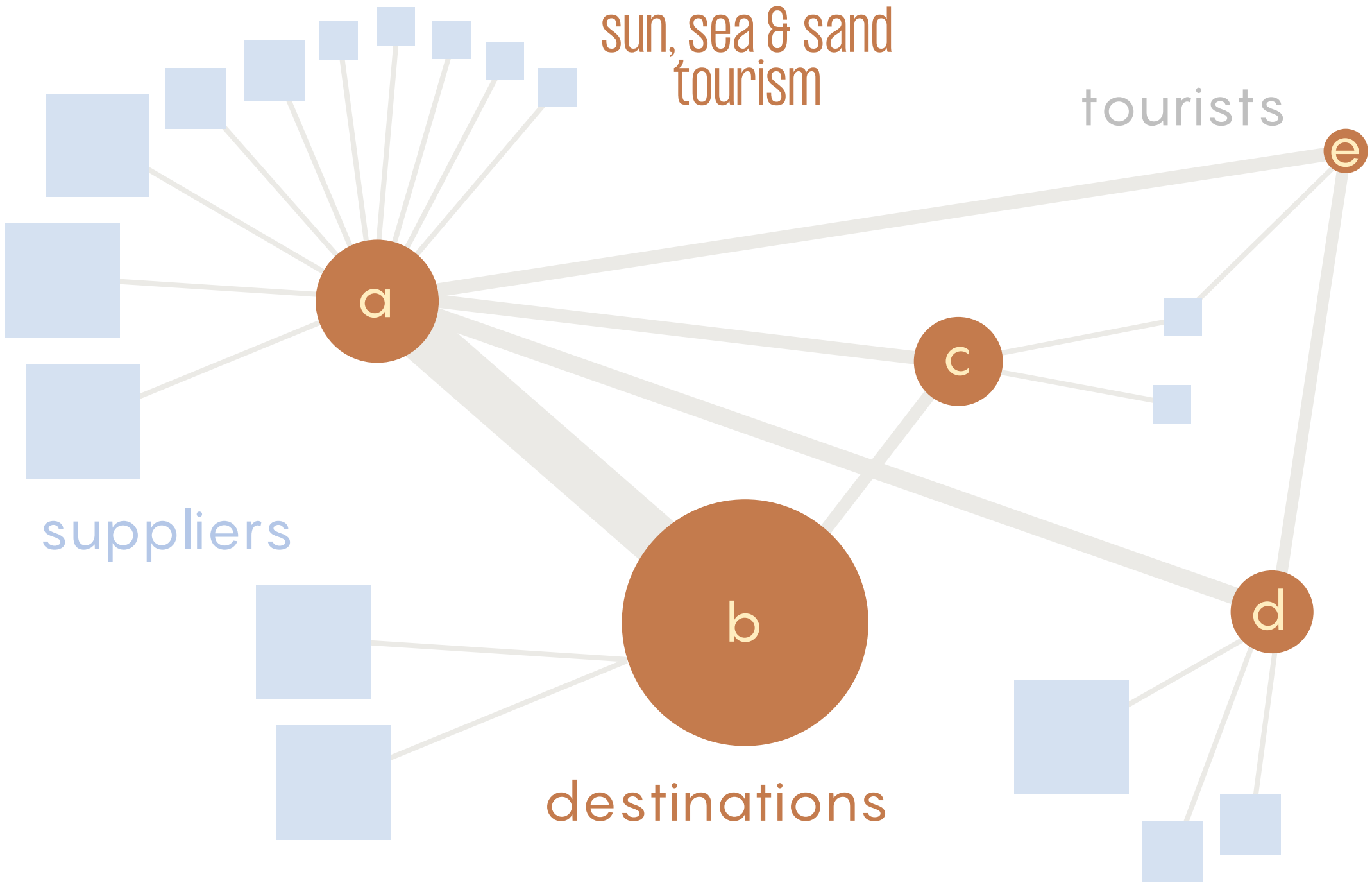
KARAK



sun, sea & sand tourism

sun, sea & sand  
tourism

tourists



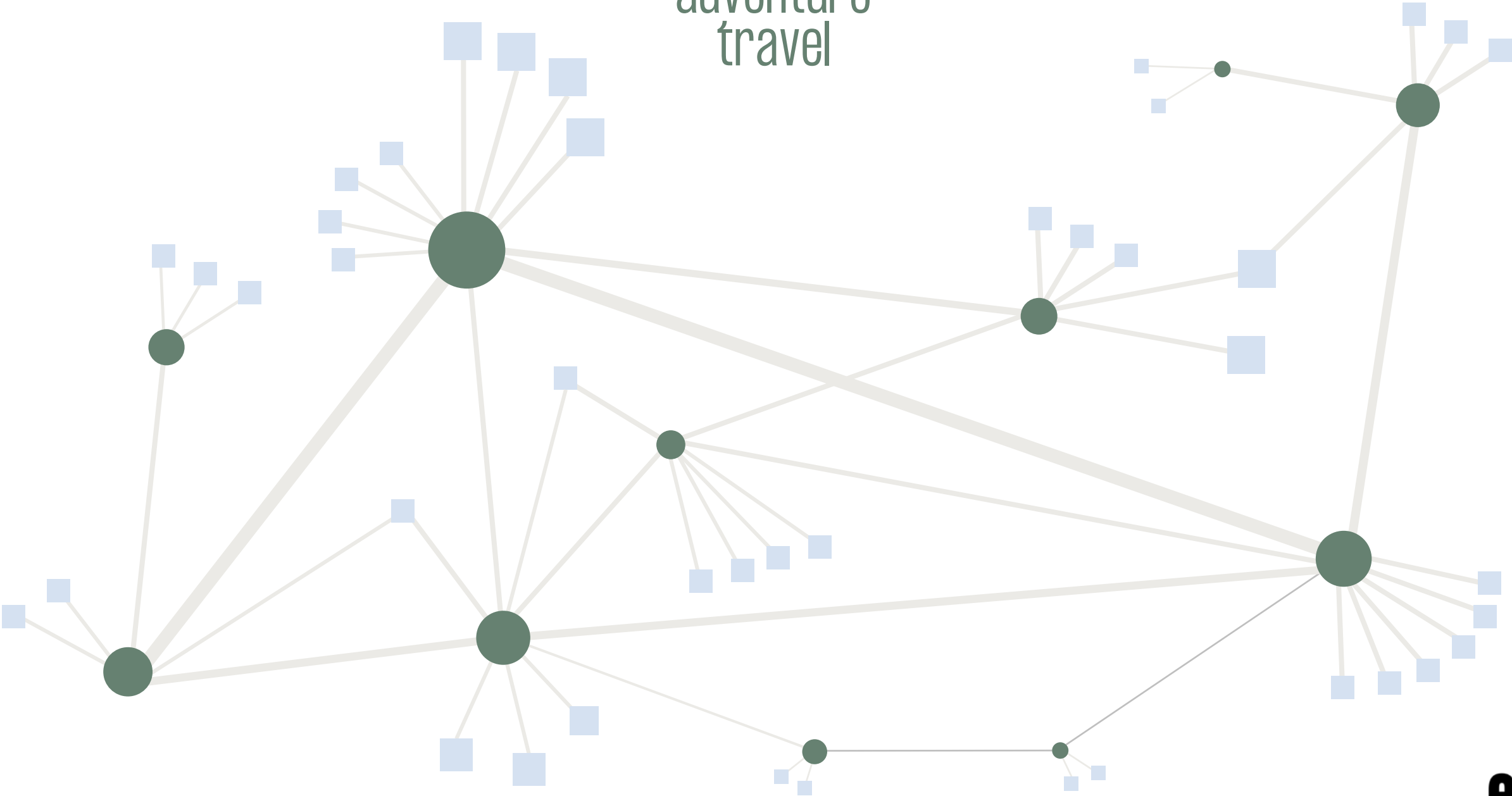
suppliers

destinations



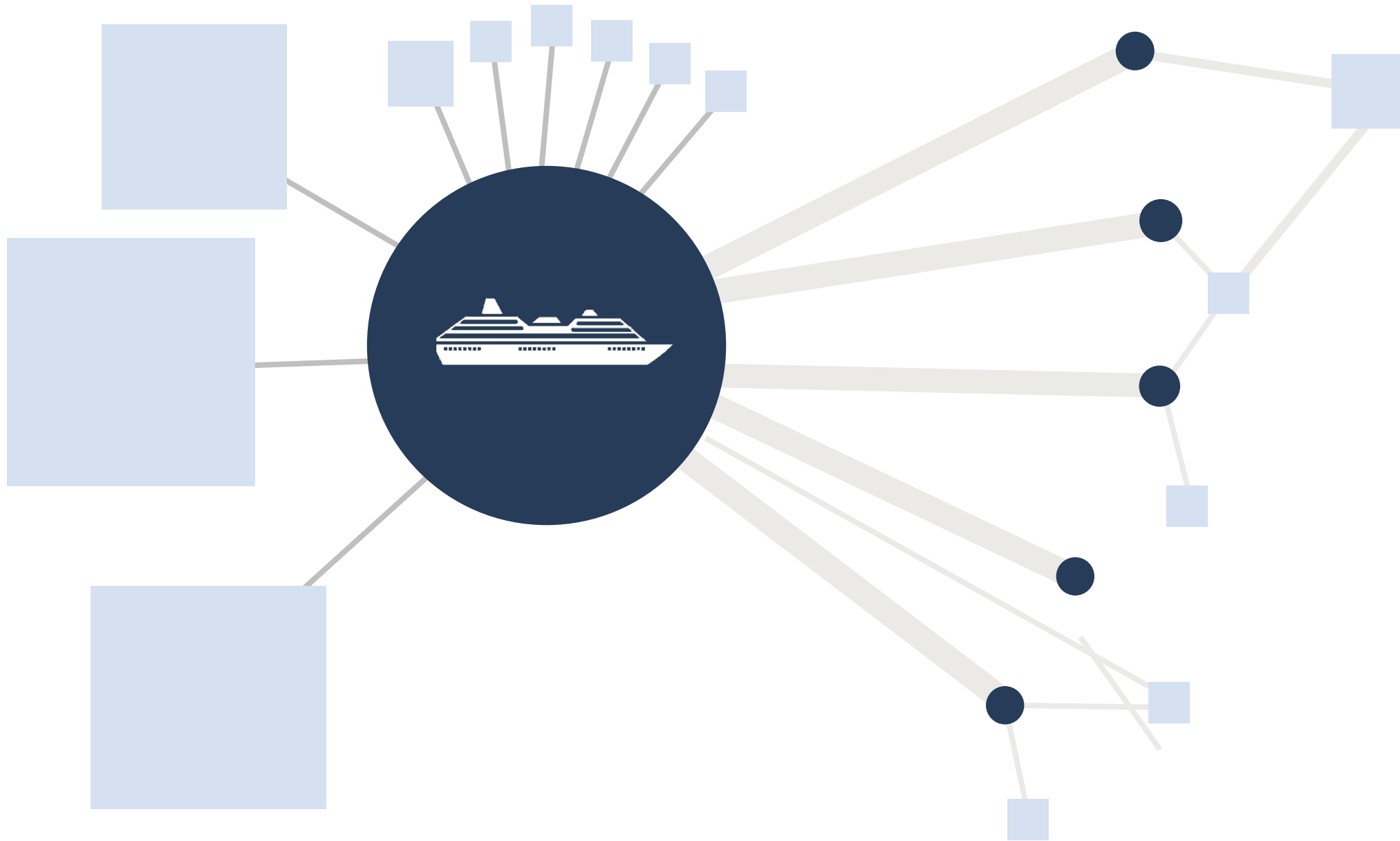
adventure travel


# adventure travel



cruise travel

# cruise travel





The impacts of tourism segments will likely be specific to each destination.

1. Expect asymmetry.
2. Segment your markets.
3. Identify risk.
4. Determine the value of resources.
5. Measure what matters.

Identify risk.



Unless we mitigate against the impacts of undertourism, we will likely accelerate the effects of overtourism



1. Expect asymmetry.
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5. Measure what matters.

Determine the value of  
resources.



From the vast plains of the Masai Mara in Kenya to the delicate corals of the Aldabra atoll in the Seychelles, conservation work to protect some of the world's most important ecosystems is facing crisis following a collapse in ecotourism...

Conservation in Crisis | The Guardian, May 5 2020







We need to start valuing  
natural and heritage  
resources.

# One barrel...

Gas to travel  
750km

Jet fuel to fly 1km in a  
Boeing 747

Lubricants to make  
1 liter of motor oil

Produce 540  
toothbrushes

Fuel enough for 18  
generators for 1 hour

Enough to produce 39  
polyester t-shirts









Tourism is up to 2x as effective at putting women in leadership roles

73% of revenue in adventure travel stays within a community

Tourism drives millions in local investment that protects systems, rather than destroying them.

Cost of preserving a critically endangered species is 30x the cost of maintaining its natural habitat



Photos of biodiversity increase market engagement by as much as 300%

A single species can increase arrivals by as much as 90%

A single species can create as much as 100 jobs per community



Deloitte, 'At What Price?' 2017

So why don't we do this more?

1. Expect asymmetry.
2. Segment your markets.
3. Identify risk.
4. Determine the value of resources.
5. Measure what matters.

Measure what matters.

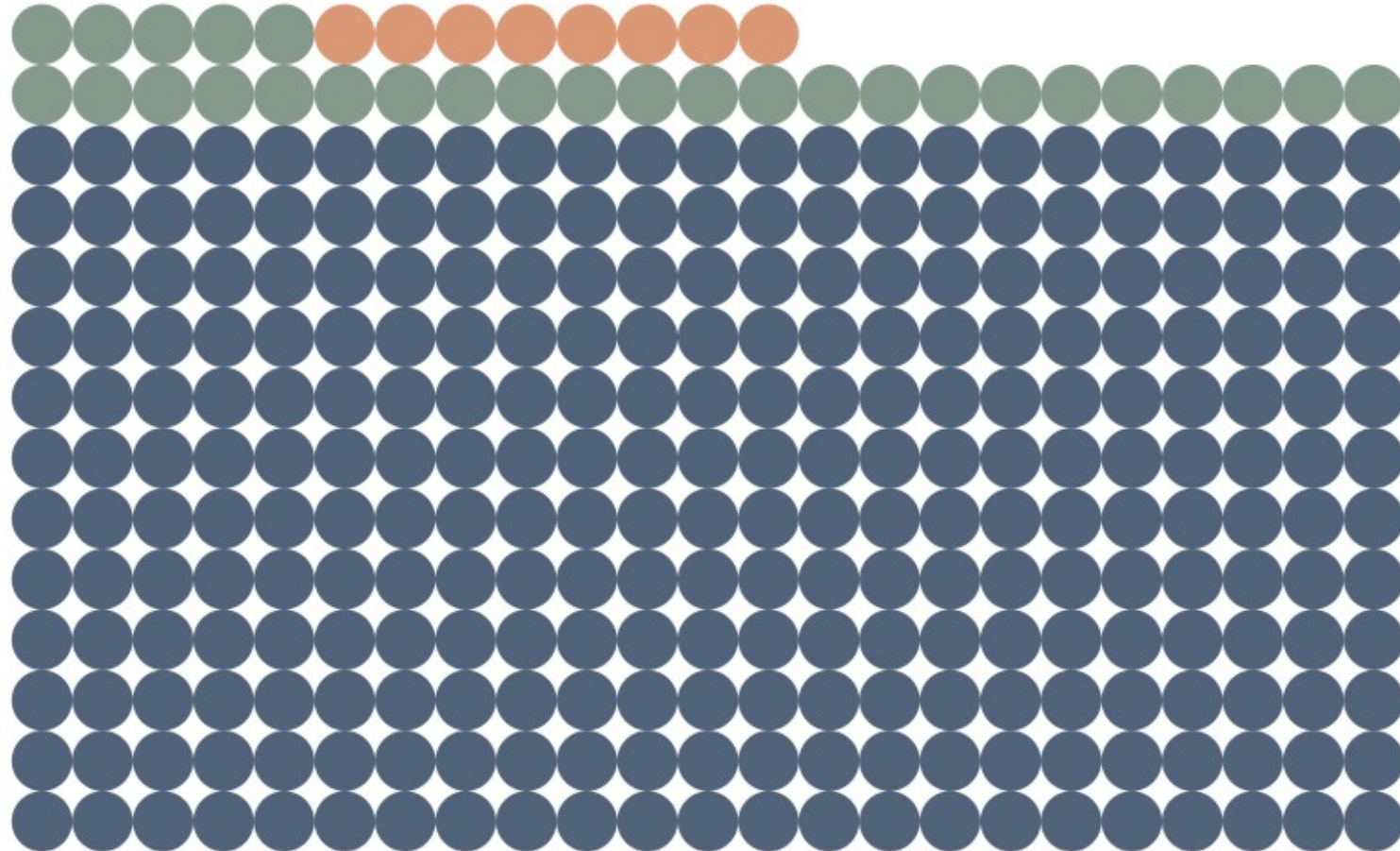




We have advanced  
everything except our  
measure of success



Category ■ Economic ■ Environment ■ Social





# Conclusion

The future of sustainable travel will hinge on the ability of destinations to develop local systems of data management



Edmund Morris  
Founder

[www.equatoranalytics.com](http://www.equatoranalytics.com)

**equator.**