



CBI

**Centre for the Promotion of Imports from
developing countries**

A faint, light yellow world map is visible in the background of the slide, centered behind the text.

**WHERE ARE WE
TODAY!
JORDAN ARRIVALS**



JORDAN OVERNIGHT ARRIVALS

The Current Situation Comparison Jan – Oct 2024

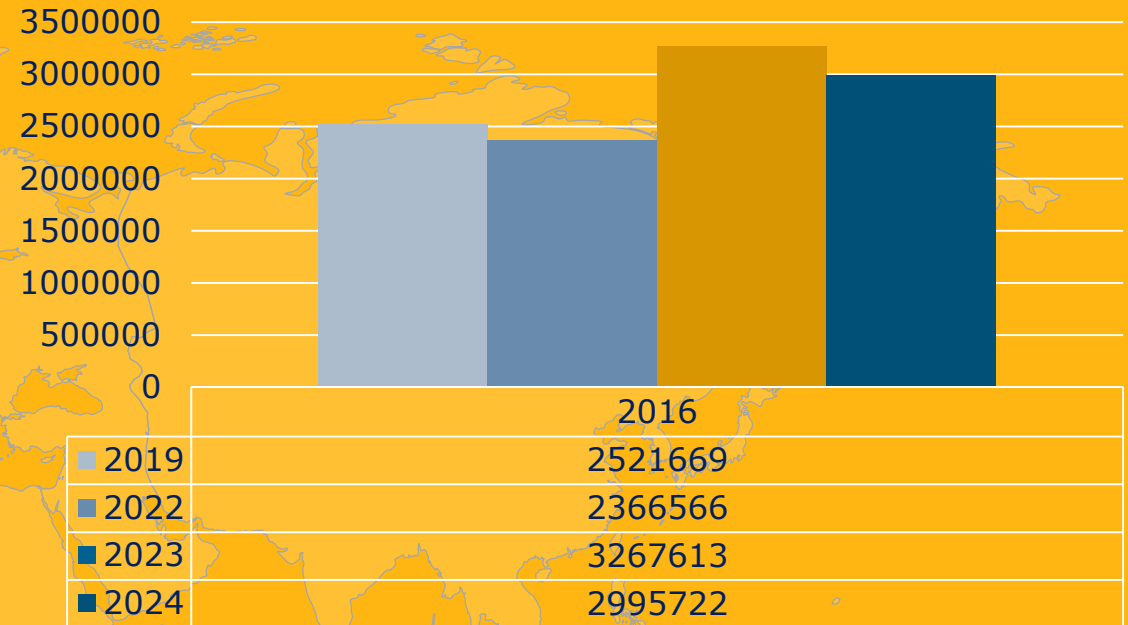
**excluding Jordanians Abroad*

With the ongoing political unrest in our region, as we all know, tourism is negatively affected in Jordan. 2023 was a record year. Numbers of arrivals from all destinations were growing until Oct 2023.

Today, from Jan to end of Oct 2024, all markets are witnessing minus numbers in total arrivals except for Africa, the Arab Market, specifically the GCC market.

	2023	2024	%
Asia	260765	156414	-40%
Africa	34051	35195	+4.2%
Americas	226200	133620	-41%
Europe	717045	459560	-35.9%
Arab	1058721	1077586	+1.7%
GCC	969535	1131465	+16.7

- 8.3%
over O/N arrivals Jan – Oct 2023



Jordan Overnight Arrivals Jan – Oct 2023

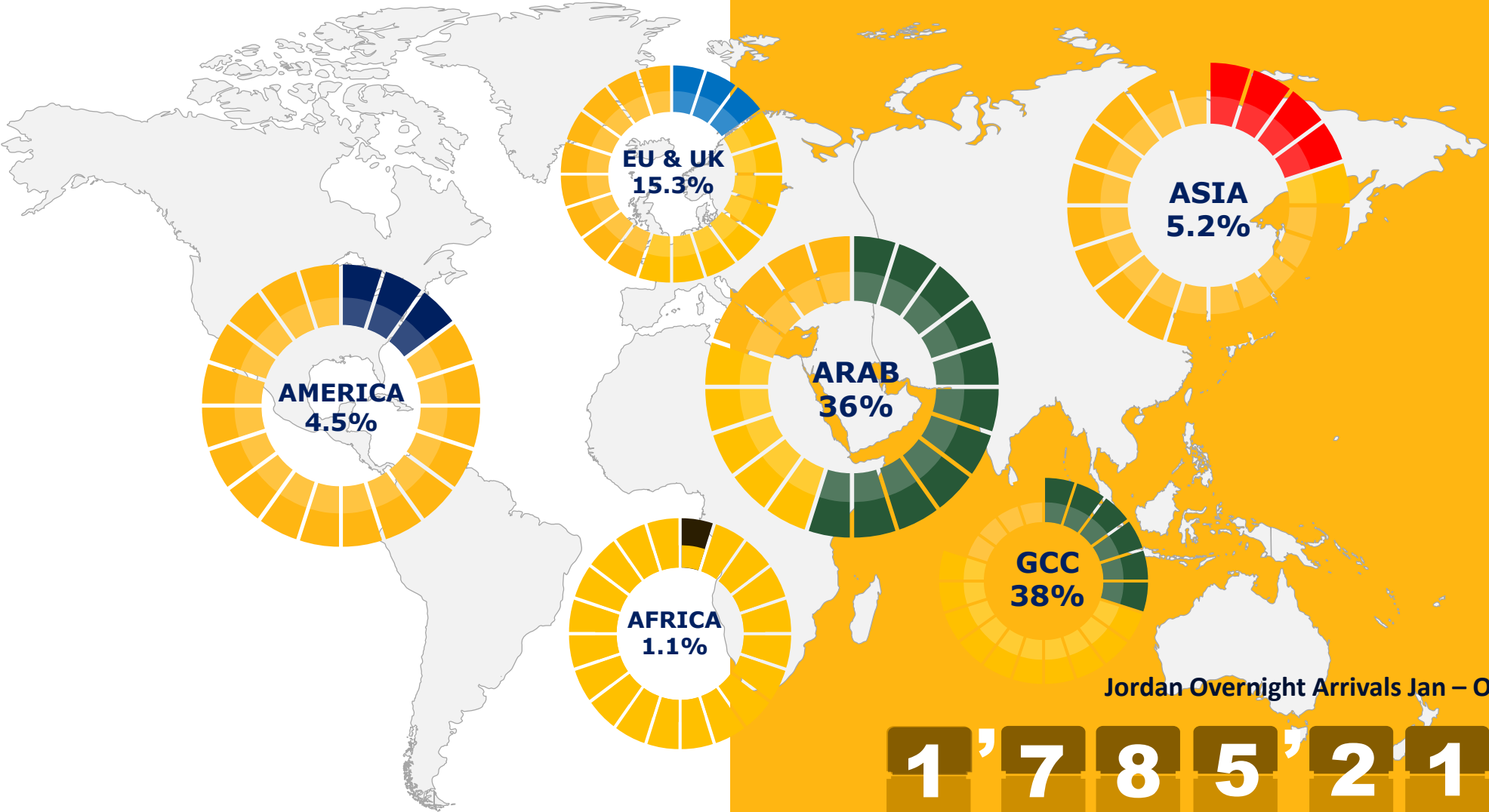
3'267'613

Jordan Overnight Arrivals Jan – Oct 2024

2'995'722



Markets share from overnight arrivals Jan – Oct 2024



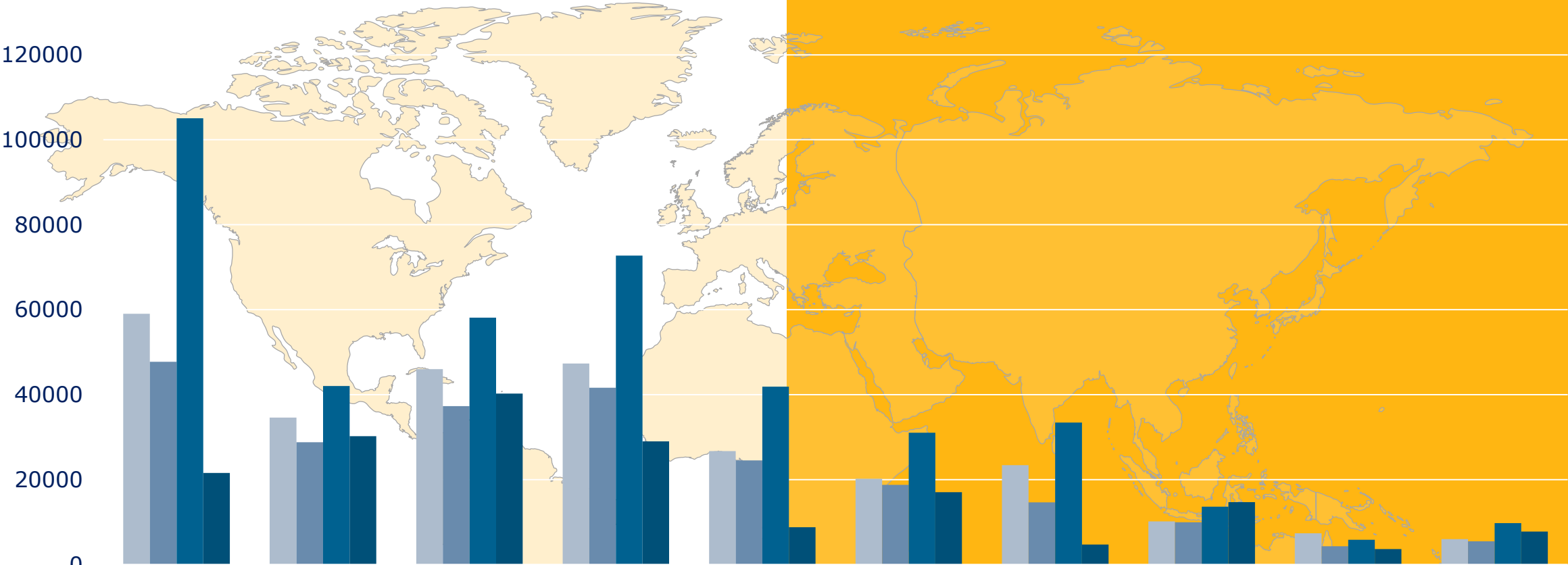
Jordan Overnight Arrivals Jan – Oct 2024

1'785'217



Main EU Markets Overnight ARRIVALS –Comparison

Jan – Oct 2024



	Italy	UK	Germany	France	Spain	Neth	Poland	Sweden	Denmark	Austria
2019	59043	34633	46006	47360	26735	20198	23395	10171	7398	6019
2022	47733	28785	37285	41621	24514	18779	14674	9993	4318	5497
2023	105061	42032	58123	72713	41882	31069	33441	13630	5835	9781
2024	21573	30241	40241	29011	8777	17056	4731	14725	3677	7759

A map of Europe where the countries of the European Union are highlighted in a vibrant orange color. The rest of the map is in a lighter, pale yellow tone. The text 'UPDATE ON EU MARKET' is centered over the map.

UPDATE ON **EU MARKET**



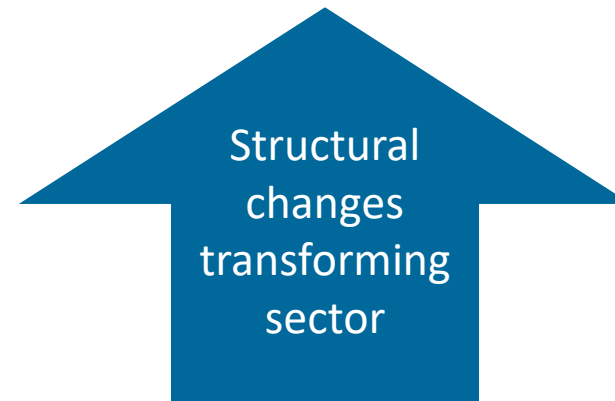
Younger segments are growing up
Gen Y, Z, Alpha: Millennials, 20's, teens

Boomers are ageing

Transformational & Experiential travel
Solo travellers

TOURISM SECTOR

Digitalisation & AI
Sustainability & accessibility





LETS TALK...

SCANDINAVIA



What are the Scandinavian Countries?



Sweden



Denmark



Norway

Sweden: Population 10.64 Million / Capital: Stockholm

Denmark: Population: 5.8 Million / Capital: Copenhagen

Norway: Population: 5.4 Million / Capital: Oslo

- 90 -98% internet users
- High education level
- Strong purchasing power
- Silver age market (30% are 55+)
- Are used to communicate in English
- 5 -6 weeks holidays per year

- Explorers, constantly looking for new countries and destinations
- **They tend to travel more than twice a year. Escape from Scandinavian winters.**
- Level of income generally high: a record-high percentage of income is spent on travelling. **Among the highest spenders in the world, ahead of both Germany and the UK.**
- Scandinavian tourists spend **90% more money** than the average European tourist on food, accommodation and attractions while on holiday.
- **Third-largest outbound travel market in Europe**
- Recommendations from **friends and family** are biggest source of inspiration when choosing a travel destinations.



Doing Business in Scandinavia...

Things to consider

- Mid June to mid August can be difficult to arrange meetings due to summer school holidays and long vacations.
- When introduced expect to shake hands. Use first names rather than last names.
- **Keep meetings short and have an agenda. Follow up quickly on any action points.**
- They tend to be quite informal, but this does not mean unprofessional.
- Not used to 'the hard-sell', so a gentle, friendly approach will usually work better. Feedback in a business context tends to be direct.
- Generally perceived as being fairly quiet, they tend to listen and observe before commenting.

Tour operators generally offer limited packages to Jordan compared to other destinations due to several factors:

- ✓ **Market demand**
- ✓ **Competition from nearby Middle Eastern destinations like Egypt, Cyprus and Turkey**
- ✓ **Flight availability and costs.**

Historically, Jordan has been marketed more as a niche or adventure destination, appealing to cultural and historical tourism rather than mainstream charter vacations. This positioning limits its appeal in the broader market, which often seeks sun-and-beach package deals.

Additionally, the inconsistency of marketing towards Scandinavian markets have contributed to its lower profile.



Scandinavian Tourists, what they want?

- Scandinavian tourists, including those from Sweden, Denmark, and Norway, seek a diverse range of experiences in their travel destinations. While **"sun and fun" (beach holidays and relaxation)** are major draws, especially during colder months, their preferences extend beyond this.
- ✓ **Nature and Adventure Tourism**
- ✓ **Cultural and Historical Experiences**
- ✓ **Sustainable Tourism**
- ✓ **Wellness and Relaxation**
- ✓ **Gastronomy**

Scandinavian tourists, typically prefer mid-range to upscale accommodations when traveling. This includes **four-star and five-star hotels**.

The demand for luxury or unique accommodations is growing, as seen in preferences for boutique hotels, **sustainable lodgings**, and experience-driven stays.



Budget-friendly accommodations are also popular, particularly among **younger travellers**.

For business or **conference travel**, travellers often opt for **higher-end accommodations with good amenities**. Overall, Scandinavian tourists value quality, comfort

Top Destinations Scandinavians travelled to in 2022/2023

- | | |
|-----------|-------------|
| 1) Spain | 6) Thailand |
| 2) Greece | 7) USA |
| 3) Turkey | 8) Portugal |
| 4) Italy | 9) UK |
| 5) France | 10) Croatia |



When do they usually travel?

Scandinavian tourists tend to travel most during specific periods of the year, influenced by the region's climate and holiday patterns:

Summer (June-August): The high season for travel, when the weather in Scandinavia is at its best, and school vacations make family travel more common. Scandinavians often travel to warm destinations in Southern Europe, the Mediterranean, and beyond. This is the peak period for beach holidays, city breaks, and family vacations

Winter (December-February): Winter holidays are also popular, especially for ski trips to places like the Alps, Norway, or the Swedish Lapland. The Christmas and New Year period sees a surge in travel for those seeking winter sports, festive experiences, and unique winter getaways

What challenges we face?

- ✓ **Market demand**
- ✓ **Competition from nearby Middle Eastern destinations like Egypt, Cyprus and Turkey**
- ✓ **Flight availability and costs.**



Air-connectivity with Denmark & Sweden



DENMARK

Amman – Copenhagen

Royal Jordanian & Scandinavia Airline

Lufthansa

Austria Airlines

Turkish Airlines

Consider Charter Flights

via Athens
via Frankfurt
via Vienna
via Istanbul

Journey Time 7h 40m
Journey Time 7h 45m
Journey Time 7h 45m
Journey Time 9h 50m

SWEDEN

Amman – Stockholm

Royal Jordanian

Austria Airlines

Turkish Airlines

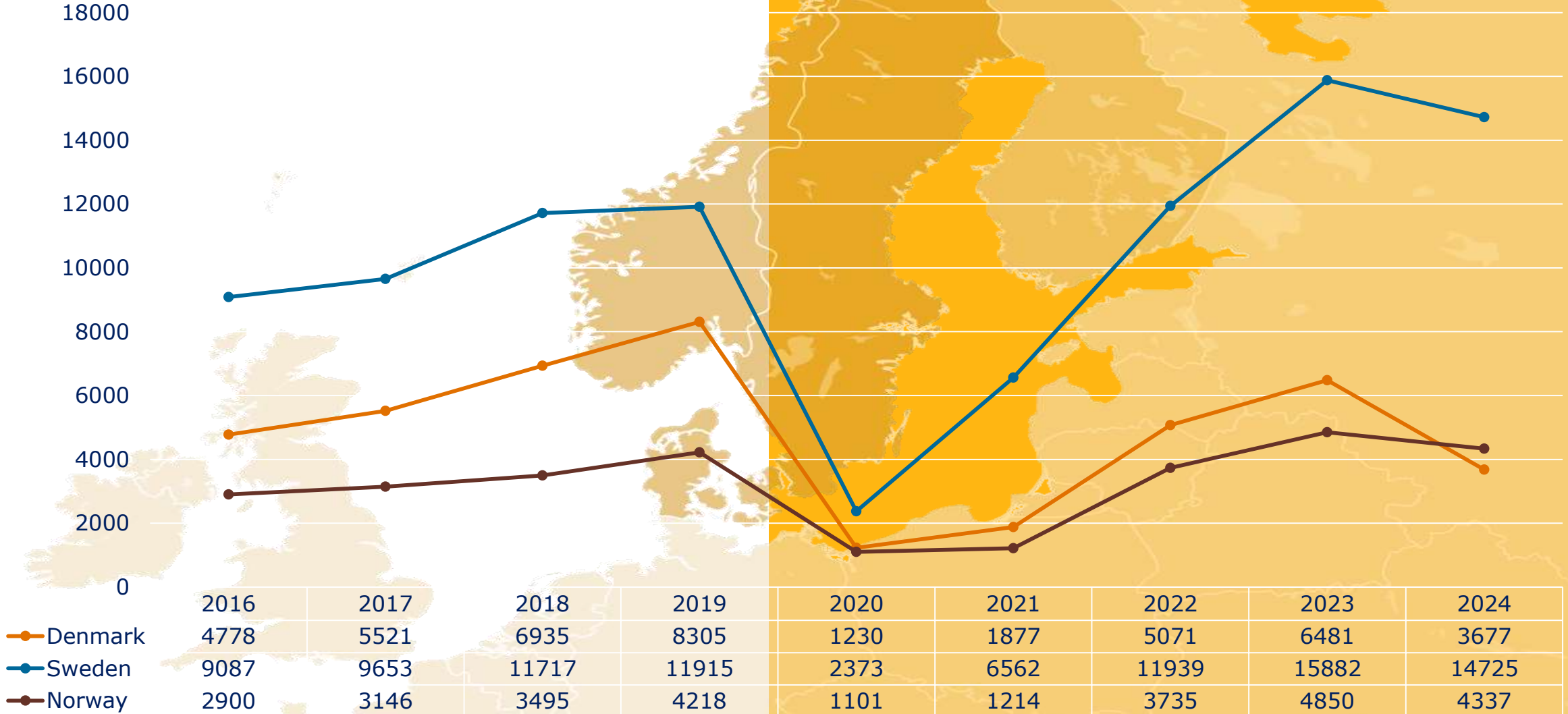
Consider Charter Flights

Direct
via Vienna
via Istanbul

Journey Time 5h 15m
Journey Time 7h 40m
Journey Time 9h 50m



Scandinavian Countries arrivals to Jordan 2016 - 2024



A stylized map of Europe with the Scandinavian region (Sweden, Finland, and Norway) highlighted in a vibrant orange color. The rest of the map is in a lighter, muted yellow tone. The text is centered over the map.

**THE IMPORTANCE OF
SUSTAINABILITY
FOR THE SCANDINAVIAN MARKET**

WHAT DOES
SUSTAINABILITY MEAN FOR
THE SWEDISH PEOPLE?



An Environmental Pioneer

The first country in the world to pass an environmental protection act in 1967, Sweden also hosted the first UN conference on the global environment in 1972.

Milestones of Sustainability



1967

- > The first country to establish an environmental protection agency, [Naturvårdsverket](#).

1972

- > The first UN conference on the environment, which led to the creation of the [United Nations Environment Programme](#) (UNEP), the leading global environmental authority to this day.

1995

- > One of the first countries to introduce a carbon tax, which has helped reduce dependency on fossil fuels.

1998 and 2002

- > One of the first nations to sign and ratify the international climate change treaty [Kyoto Protocol](#).

2001

- > [The Stockholm Convention](#), largely a Swedish initiative, was a global treaty aimed at phasing out the production and use of persistent organic pollutants.

2017

- > Ranked third in the [Global Cleantech Innovation Index](#).

2020

- > Ranked second in the [Global Innovation Index](#) and topped the [Global Sustainable Competitiveness Index](#).

2021

- > Ranked second in the [UN Sustainable Development Report](#)

2022

- > More than 60 per cent of Sweden's electricity comes from renewable sources.

2023

- > Ranked second in the [Global Innovation Index](#).

2030

- > **Goal:** The Swedish transport sector is fossil-free.

2045

- > **Goal:** Sweden is fossil-free and, thus, climate-neutral.



RENEWABLE ENERGY

Sweden derives approximately **60%** of its energy from **renewable sources** such as hydro, wind, and solar.

The country aims for a **fossil-free future by 2045**, aspiring to achieve 100% renewable energy.



HIGH ENERGY CONSUMPTION, LOW EMISSIONS

- > Electricity production comes from hydroelectric 41% and nuclear 29%.
- > In 2022, 19% of electricity came from wind power.
- > 9% of the electricity output was produced from Combined heat and power (CHP) plants – mainly powered by biofuels
- > Three nuclear plants with six nuclear reactors in operation.



ELECTRIC PUBLIC TRANSPORT



EMISSION-FREE TRANSPORTATION

Cities like Gothenburg have successfully introduced **electric buses**, which have significantly improved **air quality** and **reduced carbon emissions**.

BENEFITS FOR URBAN AREAS

These electric vehicles not only enhance public transport but also contribute to **quieter, cleaner streets**, fostering healthier urban environments while **promoting sustainable travel habits**.





AIMING FOR ZERO WASTE



1. FOOD WASTE:

- > Everyone must separate their food waste – by law (As of 2024, a new Swedish law declares that everyone must separate **their food waste**)
- > Food waste is a great energy source and is used, among other things, as biogas – to replace fossil fuels.

2. HOUSEHOLD WASTE:

- > More than 50% of household waste and similar waste is turned into energy.



AIMING FOR ZERO WASTE



A dress made of 50 per cent post-consumer cotton and 50 per cent wood!

3. THE PANT SYSTEM

- > Sweden has long had a can and bottle deposit system that gives people money back when they recycle – since 1984 for aluminum cans, and since 1994 for plastic bottles.
- > Swedes recycle more than 2 billion bottles and cans yearly

4. CHEAPER REPAIRS

- > In 2017 the Swedish government reformed the tax system so that people could get cheaper repairs on used items

5. BEYOND RECYCLING ADOPTING A CIRCULAR ECONOMY

- > Minimizing waste and maximizing resource efficiency. Through innovative waste management systems and waste-to-energy plants
- > Garment-to-garment recycling system
- > Researchers are working on finding new clothing materials that are less damaging to the environment.



AGRICULTURAL PRACTICES

URBAN & VERTICAL FARMING

- > Promoting zero-km food.....less emissions.
- > Mitigates urban heat...mitigates climate change

SAVE THE BEES

- > Programs to encourage municipalities and their citizens to adopt beehives

ECO-FRIENDLY FARMING

- > Encouraging Organic farming, with a focus on on reducing chemical inputs
- > Reduces land and water use - One of the most sustainable agriculture industries in the world





WOODEN BUILDING PROJECTS

INNOVATION IN CONSTRUCTION

Utilize timber as a renewable building material

This approach supports sustainability in architecture while celebrating natural resources.





ENVIRONMENTAL RESEARCH HUB

- > Sweden is recognized as a global hub for environmental research, home to institutions like the Stockholm Environment Institute.
- > These organizations contribute valuable data and solutions for sustainable development.



SUSTAINABILITY INCENTIVES

The Swedish government provides diverse incentives to promote sustainable living practices that aim to support environmental health and foster a culture of sustainability among citizens.

INCENTIVE	DESCRIPTION	IMPACT
Recycling Programs	Government promotes recycling via rewards.	Increased recycling rates.
Energy-Efficient Appliances	Subsidies for purchasing energy-efficient goods.	Reduced energy consumption.
Composting Initiatives	Incentives for home composting systems.	Decreased landfill waste.
Plant-Based Diet Incentives	Encouragement of plant-based eating habits.	Lower carbon footprints.



PROMOTING SUSTAINABLE TRAVEL

Practical information



12 concrete tips for travelling responsibly



Discover Sweden by train – scenic views and climate-friendly travel



Getting to and from Sweden's airports



Public holidays in Sweden 2024

Visit Sweden

Sweden's official website for tourism and travel information

Where to go

What to do

Where to stay

Explore Map

About Sweden



English

ABOUT SWEDEN →

IN FOCUS

- Discover why Sweden is the perfect destination for solo travellers
- 12 concrete tips for travelling responsibly

FAQ's

Weather and climate

Passport and visa information for Sweden

PROMOTING SUSTAINABLE TRAVEL

Sweden's four seasons



Winter in Sweden



Spring in Sweden



Summer in Sweden



Autumn in Sweden



PROMOTING SUSTAINABLE TRAVEL

Visit Sweden

Travel Trade

Why Sweden?

Events

Plan

Promote

About Visit Sweden



English ▾

Code of Conduct - Business Partners and Suppliers

Visit Sweden's vision is that by 2030 Sweden will be the world's most sustainable and attractive travel destination built on innovation. Sweden is seen as the world's most attractive travel destination by leading towards more conscious travel. To ensure long-term sustainability and success, we will, together with our partners and suppliers, act responsibly and contribute to society. Visit Sweden operates in a socially, ethically and environmentally responsible manner. We show respect for people and the environment, add value to our society, take a preventative approach and always with a long-term perspective. By setting out these terms and conditions we ensure the sustainable development of our work, together with our partners and suppliers. It is our expectation that those who work with us will act according to the same values. This code covers business partners and suppliers who have contractual obligations to fulfil towards Visit Sweden The code of conduct for business partners and suppliers ("Code of conduct for suppliers and business partners" or "the Code") is reviewed and approved yearly.



Sweden - the sustainable destination

Photo : Annika Myh

If you are looking for a holiday destination which is not only unique and exciting but is also environmentally friendly and has a positive and lasting impact on the communities that they visit, then a trip to Sweden is perfect for them. Not only will visitors get one of the best trips they'll ever have, but they'll be also preserving our heritage, culture and communities, ensuring Sweden continues to be a magical destination in which to live, work or visit for many generations to come.

More on Sustainable Sweden



Joint initiative for sustainability

Let's move together towards more conscious travelling and tourism.



With the train to and through Sweden

A lot of tracks lead to Sweden - travel sustainable by rail



LGBTQ+ SWEDEN

Sweden has a reputation for being one of the most open-minded, progressive and welcoming countries in the world.



Accessible travel

Sweden is one of the most accessible countries to travel around in the world. We believe visitors will agree with this statement when they return home and tell everyone about their trip.



Unique accommodation close to nature

Eco-lodges, historical cabins, floating hotels or glamping sites - get close to nature and enjoy sustainable overnight stays in Sweden.



Improved Standard of Living While Minimizing Impact on The Environment.

The country has implemented a range of innovative initiatives to protect its ecosystems, reduce greenhouse gas emissions, and promote renewable energy sources.



ENVIRONMENTAL POLICIES

- > A robust environmental regulations to protect biodiversity and reduce pollution.
- > Strict emissions standards for industries.
- > Utilizing oil and gas exports to fund projects that benefit the planet

CLIMATE CHANGE GOALS

- > Carbon-neutral by 2030
- Reduce greenhouse emissions by at least 50-55 % compared to 1990 levels by 2030 and 90-95% by 2050





PRESERVATION OF NATURAL LANDSCAPES



- > 25% of the country's land is National parks, nature reserves, and protected areas, ensuring the conservation of vulnerable ecosystems and safeguarding biodiversity.
- > Strict regulations on land use, logging, and wildlife protection
- > Reforestation policies and responsible timber harvesting



RENEWABLE ENERGY

HYDROELECTRICITY DOMINANCE

About 98% of Norway's electricity comes from hydropower utilizing rivers, waterfalls, and dams

BIOFUEL UTILIZATION

The country promotes biofuels derived from waste wood, reducing carbon emissions.

This is particularly beneficial for heating in rural households.





Electric Vehicles

LEADING ELECTRIC VEHICLE ADOPTION

- > Incentives such as exemptions from taxes, reduced tolls, and free parking



- > Only carbon - neutral, electric ferries to operate within the waters of Fjords by 2026



WASTE MANAGEMENT

EFFICIENT WASTE COLLECTION AND SORTING

- > Strict guidelines for waste sorting (organic waste, paper, plastic, and metal)
- > Panting system: an incentive for recycling bottles
- > The recycling rate of over 40%.
- > Solar-powered self-compacting bins



PLASTIC USE

- > Strict regulations on single-use plastics
- > Innovative initiatives, such as "plastic highways" made from recycled materials

SUSTAINABLE CONSUMPTION PRACTICES

- > Norwegians emphasize minimizing waste through reduce, reuse, and recycle strategies.





WASTE MANAGEMENT

FOOD BANKS

Redistributes surplus food from food industry to non-profit organizations that help disadvantaged people in Norway.



5508

ONS OF FOOD RESCUE

data from 2022



EQUIVALENT TO

11 MILL

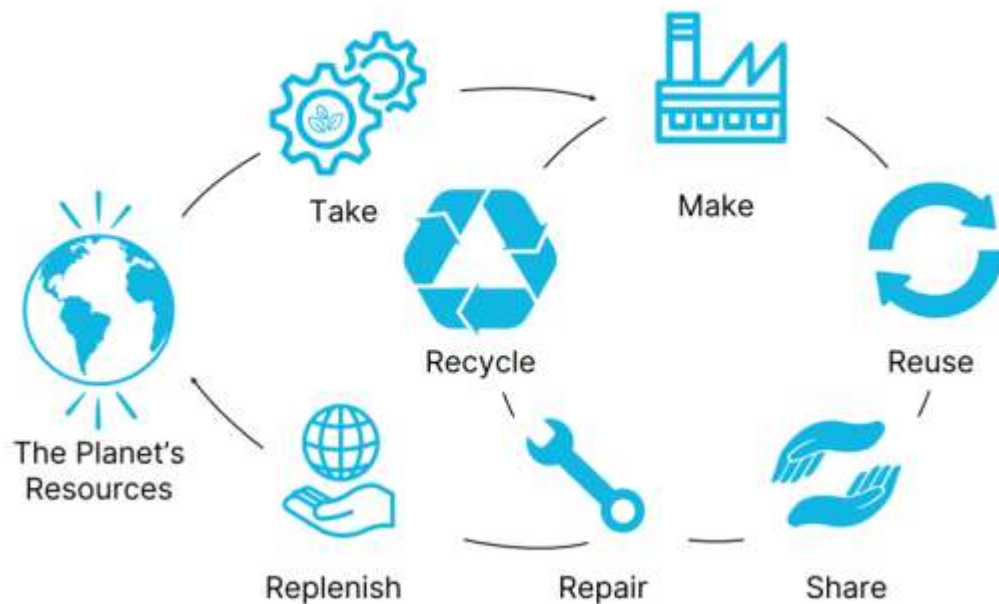
MEALS





CIRCULAR ECONOMY

PROMOTING CIRCULAR PRACTICES



- > Norway encourages a circular economy where resources are used efficiently, products and materials are continuously reused.
- > The country encourages the **repair, reuse, and recycling** of products.



ELECTRIFICATION OF THE DOCKS

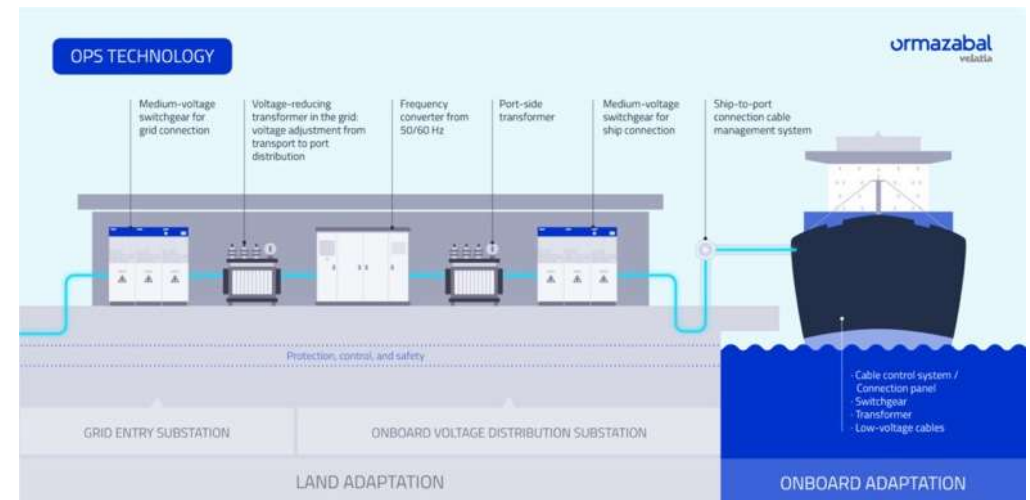


REDUCTION OF EMISSION

Electrical shore power that is powered by nature significantly reduces greenhouse gas emissions associated with docked ships.

IMPROVED AIR QUALITY & LESS NOISE

Emitting noise, vibrations, harmful pollutants to the nearby populations of port facilities.





PROTECTING THE OCEAN

RESEARCH AND PROTECTION

- > A 9 million USD is dedicated to mapping the seabed to have a better understanding of our Oceans
- > Another 9 million USD will fund the removal of marine litter and microplastics in the ocean.





PROMOTING SUSTAINABLE TRAVEL

Norway in every season

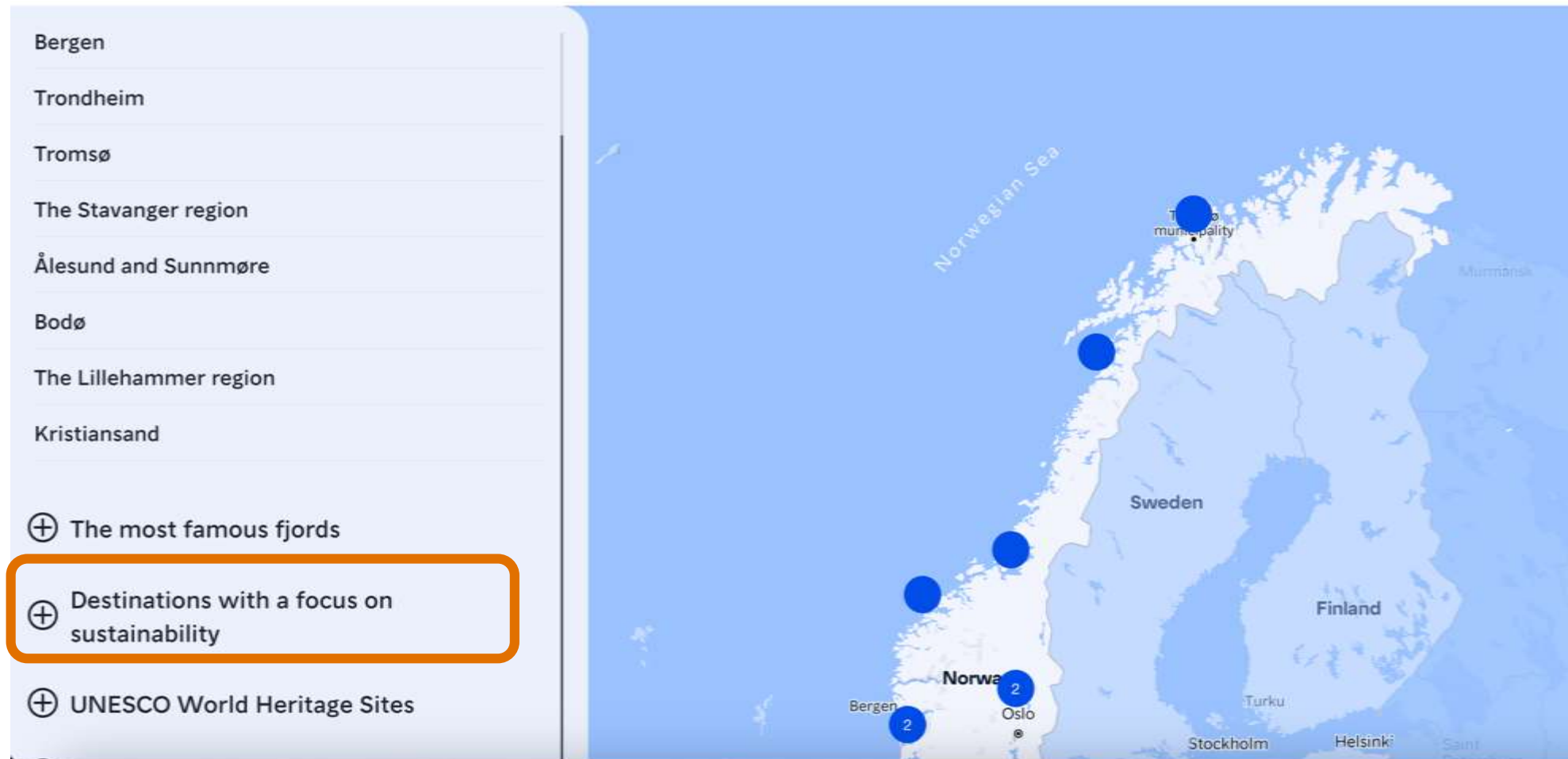
Discover the best things to do throughout the year.

-  Offers
-  Search
-  Menu



PROMOTING SUSTAINABLE TRAVEL

Map of Norway



The image shows a digital interface for a map of Norway. On the left is a sidebar menu with several categories, each preceded by a plus sign in a circle. The category "Destinations with a focus on sustainability" is highlighted with an orange border. On the right is a map of Norway and its surrounding regions, including Sweden, Finland, and parts of the Norwegian Sea. Several blue dots are placed on the map, indicating specific locations. The dots are located in the northern part of Norway (Tromsø municipality), along the coast (Bergen), and in the southern part (Oslo). The number "2" is visible near the Oslo dot.

- Bergen
- Trondheim
- Tromsø
- The Stavanger region
- Ålesund and Sunnmøre
- Bodø
- The Lillehammer region
- Kristiansand
- ⊕ The most famous fjords
- ⊕ Destinations with a focus on sustainability
- ⊕ UNESCO World Heritage Sites

Map labels: Norwegian Sea, Sweden, Finland, Bergen, Oslo, Stockholm, Helsinki, Turku, Murrönsk, Saint.



PROMOTING SUSTAINABLE TRAVEL

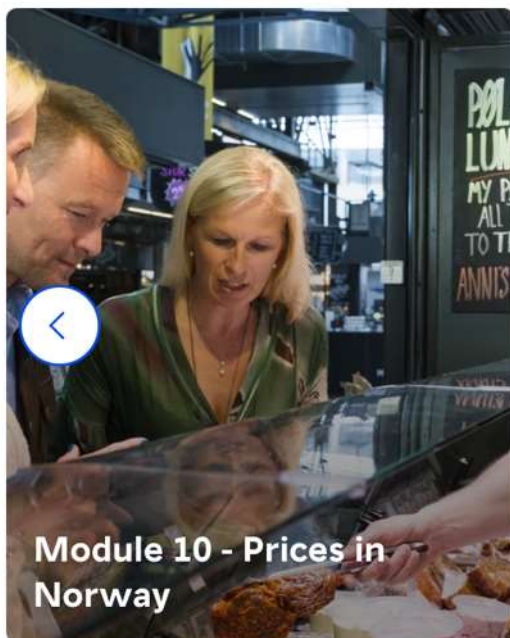
Check out the 18 modules

c

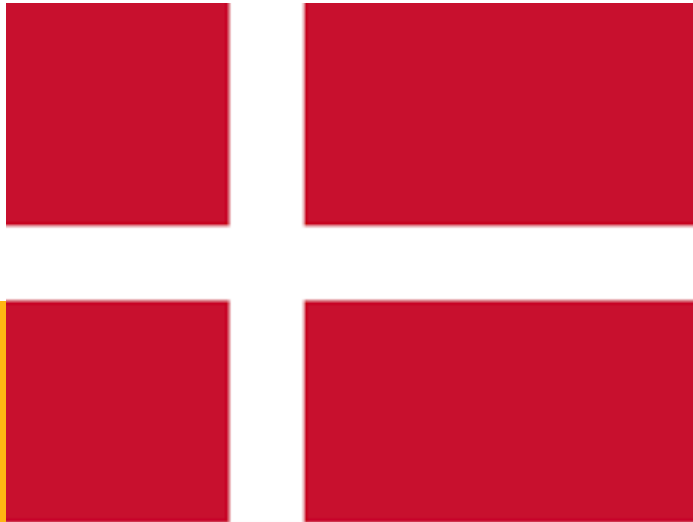
Start with the first module "Weather and climate" or go straight to one that grabs your attention.

Practical information:

- Each learning module has a number of sections that can be accessed through the shortcuts at the top of the page.
 - Please note that the links on the right-hand side of each page are for information only.
 - Every module ends with one or more questions that you can use to test your knowledge.



Serious Environmental Actions



The top country on the Environmental Performance Index (EPI) a global sustainability ranking by Yale and Columbia University. (2021 & 2022)





GOVERNMENT INITIATIVES



FUNDING & SUPPORT PROGRAMS

Green Transition Fund: financial support to businesses and initiatives that contribute to sustainable development and the circular economy, supporting projects focusing on **renewable energy, resource efficiency, and waste management.**

KEY SUSTAINABILITY POLICIES & TARGETS

Denmark has enacted several policies aimed at promoting sustainability as well as ambitious targets:

- Reduce greenhouse gas 70% in 2030 compared to 1990 levels
- Climate neutral by 2050 at the latest.



GREEN TRANSPORTATION

BIKING CULTURE

- > A strong biking culture, over 40% of Copenhagen citizens commute by bikes with extensive bike lanes.



ELECTRIC VEHICLE ADOPTION

- > Government incentives for electric vehicle ownership and adaptation (e.g., 1) purchase subsidies up until July 2023, 2) exempting businesses from paying taxes on electricity used for public charging stations.)
- > A strong charging infrastructure

URBAN DESIGN PRINCIPLES

- > Eco-friendly features in Cities' design, prioritizing pedestrians and cyclists over cars.



ENERGY



ENERGY-EFFICIENT

- > Stone wool insulation solutions (Rockwool) enhancing energy efficiency in buildings (endlessly recyclable)
- > Innovative skylight and window solutions (Velux), maximizing the benefits of daylight and fresh air and contributing to energy-saving in homes.

RENEWABLE ENERGY

- > Significant investments in renewable energy sources, aiming to eliminate fossil fuels by 2050

ENERGY TYPE	SHARE (%)
Wind Energy	47%
Solar Energy	7%
Biomass	29%
Hydropower	2%



15 September 2019

Wind turbine production > Electricity Demand.



RECYCLING

- > 1978, introducing the world's first law on recycling, stating that at least 50 % of all paper and beverage packaging should be recycled.
- > Collection and deposit system for beverage packaging
- > Currently, over 60% of waste is recycled.

WASTE MANAGEMENT

- > Six-step approach to waste management (Prevention, Minimization, Reuse, Recycling, Energy Recovery, Disposal)
- > Amager Slope or Copenhill



AMAGER SLOPE OR COPENHILL

MOST EFFICIENT WASTE-TO-ENERGY PLANT

- 107% Energy efficiency
- Generates: Low-carbon electricity to 550K people & Heating to 140k households
- Captures Carbon reducing its carbon footprint by 95% in 2025
- Circularity: processing and reuse of non-flammable materials like ash and metals
- Advanced gas treatment system that removes NO₂ particles



SUSTAINABLE DESIGN

Recreational area on the rooftop includes:

- 490 m artificial ski slope (made of plastic and not artificial snow)
- Hiking/running area
- Champagne bar with a view on
- 80 m vertical climbing wall on the facade



WATER & WASTEWATER

WASTEWATER

Transforming wastewater treatment plants into resource recovery hubs for energy and materials.

Advancing water reuse and recycling for sustainable resource management.

Rainwater is collected and stored in parks, underneath streets, and football fields

WATER

Focus on keeping natural water resources clean and sustainable, as 100% of drinking water is groundwater

Full reliance on Tap water





GREEN SHIPPING

Target: Danish shipping industry to transform at least 5 percent of its fleet to run on well-to-wake net zero emissions using green hydrogen or other e-fuels by 2030.

MERSK: As a first step towards having a fully carbon-neutral fleet by 2050

In 2023, the operated operated the world's first carbon-neutral cargo vessel one of 25 that are due in 2024

Features: two engines; one moved by traditional fuels and another run with green methanol

Emits 100 tons of carbon dioxide less per day compared to diesel-based ships.





SUSTAINABLE AGRICULTURE

- > One of the highest percentages of organic farmland globally.
- > Strict regulations on fertilizer and pesticide use reduce environmental impacts.



PROMOTING SUSTAINABLE TRAVEL

VisitDenmark

Highlights Destinations **Things to do** Accommodation Plan your trip



Sustainable travel in Denmark

Photo: Viggo Lundberg & Kim Wyon

The joy of going green

We like to have fun here in Denmark, even when it comes to serious topics like sustainability. We don't believe leading a sustainable life means you have to sacrifice having a good time. Read on to see just how much fun you can have going green in Denmark.



Photo: @kasperholmjensen

On your bike!

We know that you know that we love to cycle. With innovative cycle bridges, cargo



Photo: Astrid Maria Rasmussen, Copenhagen Media Centre

High energy solutions

It's like something from a sci-fi fantasy: a ski slope on the top of one of the world's



Photo: @chris.anias (Christoffer Anias Sandager)

The EU's most sustainable island

Bornholm, Denmark's sunniest island, was voted the EU's most sustainable island in



PROMOTING SUSTAINABLE TRAVEL

Getting the basics right

Plan your trip the greenest way possible with our links to hotels, restaurants and transport that have the green seal of approval. It's actually harder to make a decision that's bad for the environment than a good one!



Photo: Céline Au détour d'un chemin

Green places to stay

Look for Denmark's Green Experience label to find hotels, hostels, and more certified as sustainable.



Photo: Lina Ahnoff Photography

Where to eat your greens

From Michelin-starred restaurants to cosy cafes, there are plenty of places to follow a plant-based diet in Denmark.



Photo: Metro - Daniel Rasmussen

Public transport options

Before you rent a car, stop and think if there is an alternative. Public transport might just be it...



PROMOTING SUSTAINABLE TRAVEL

Inspirational and sustainable

Some other ideas to help on your journey to sustainability with a side order of fun: Take long trips rather than short breaks. Travel slowly. Pack less. Buy less. Spend time in nature. Come camping in Denmark. And explore a few of these great ideas too...



Photo: Dennis Lundby

The great outdoors

Denmark is full of awesome nature experiences, from the tall waves of Cold Hawaii to the cliffs of Møns Klint, the shifting sands of Rubjerg Knude and the forests where trolls lurk. Inspiring and good for the planet.



Photo: Malin Poppy Darcy Mørner - Copenhagen Media Center

Eco shopping options

Buy less, buy things that last and buy second hand. Denmark is awash with second hand stores, vintage boutiques and weekend flea markets. You never know what Danish design treasure you might uncover...



Photo: Copenhagen Media Center

A sustainable city break

Discover the secrets of Copenhagen's green lifestyle, where local chefs harvest mussels in the city centre harbour, restaurants have their own farms and cycling is more than a mode of transport - it's a way of life.



PROMOTING SUSTAINABLE TRAVEL



How green can you go?

Consider this a challenge from us to you...



20 exceptional beaches in Denmark



7 floating experiences you ought to try in Copenhagen



Copenhagen's best hidden gems



9 of Denmark's best vegetarian & vegan restaurants



Denmark's most sustainable restaurants



10 of Denmark's most exciting sustainable food initiatives



PROMOTING SUSTAINABLE TRAVEL

Denmark's sustainable cities

01: Green travel in Copenhagen

02: Green gastronomy in Copenhagen

03: Green activities in Copenhagen

04: Green travel in Aarhus

05: Green gastronomy in Aarhus

06: Green activities in Aarhus

VisitDenmark

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Sustainable cities

Sustainability is part of our DNA in Denmark. So is having fun. What happens when the two things collide? We put our design thinking to work and devise a way to make sure you don't have to sacrifice having a good time when you add sustainability to the mix. Here in Denmark, we put sustainability into everything we do, including our city living.

[→ Go green in Denmark](#)

[Sustainable cities itinerary](#)



Environmental Performance Index (EPI) -2022 Vs. 2024

RANK	COUNTRY	SCORE	REG
1	Estonia	75.3	1
2	Luxembourg	75.0	1
3	Germany	74.6	2
4	Finland	73.7	3
5	United Kingdom	72.7	4
6	Sweden	70.5	5
7	Norway	70.0	6
8	Austria	69.0	7
9	Switzerland	68.0	8
10	Denmark	67.9	9
11	Greece	67.4	2
12	Netherlands	67.2	10
13	France	67.1	11
14	Belgium	66.7	12
15	Malta	66.6	13
16	Ireland	65.7	14
17	Czech Republic	65.6	3
18	Slovakia	65.0	4
19	Poland	64.4	5
20	Iceland	64.3	15

RANK	COUNTRY	SCORE	REG
60	North Macedonia	50.0	15
62	Timor-Leste	49.7	5
63	Colombia	49.4	15
64	Serbia	49.3	16
65	Dominica	49.2	16
66	Botswana	49.0	3
67	Guyana	48.6	17
68	Brunei Darussalam	48.5	6
68	Jamaica	48.5	18
70	Seychelles	48.2	4
71	Israel	48.1	3
72	Dominican Republic	47.6	19
72	Montenegro	47.6	17
74	Jordan	47.5	4
74	Kazakhstan	47.5	3
76	Belize	47.4	20
76	Nicaragua	47.4	20
78	Mauritius	47.3	5
79	Qatar	47.2	5
80	Georgia	46.9	4

Country	2022	2024
Denmark	1	10
Finland	3	4
Sweden	5	6
Iceland	10	16
Norway	20	7
Jordan	81	74



BREAK!



OUR FOCUS WILL BE ON
DENMARK & SWEDEN





SWEDEN

Capital:

Stockholm

Population:

10,551,707 people

Language:

Swedish (main language); English very well spoken

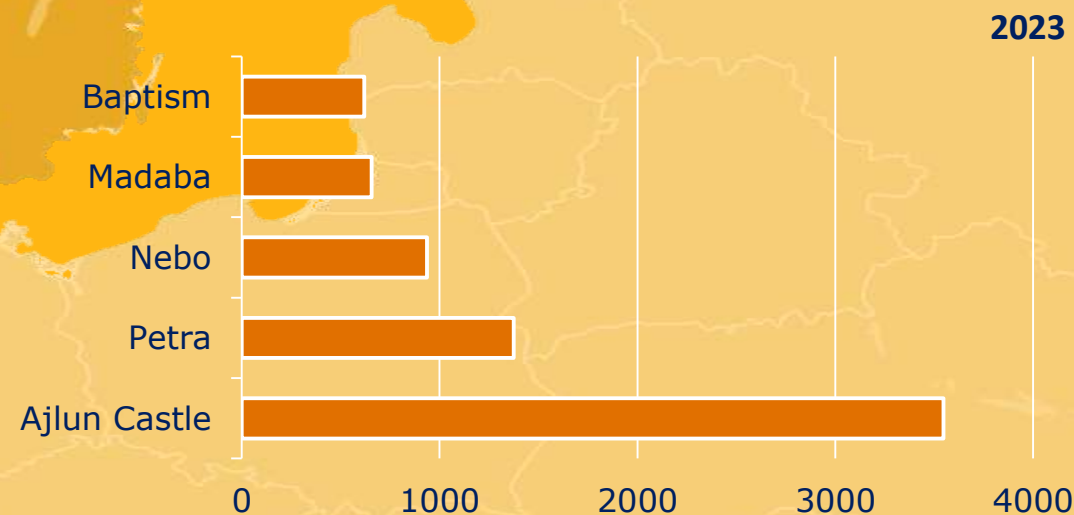
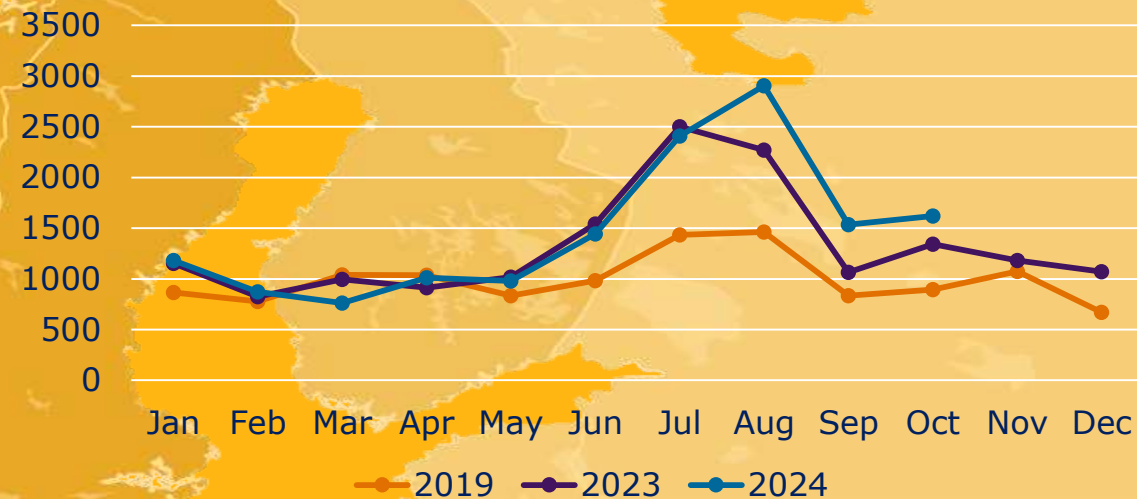
- Outdoors activities like walking in the countryside or going for a walk, hike or ramble are also popular among Swedes
- 25 days of annual leave and there are 11 public holidays per year in Sweden. More senior job positions tend to have 30 days of annual leave.
- Swedish economy is generally speaking quite strong.
- Swedish population is ageing

The median age of Sweden's population is **39.8**.

- **5.5 percent** is between the ages of 0 and 4.
- **9.4 percent** is between the ages of 5 and 12.
- **6.0 percent** is between the ages of 13 and 17.
- **8.0 percent** is between the ages of 18 and 24.
- **13.4 percent** is between the ages of 25 and 34.
- **12.9 percent** is between the ages of 35 and 44.
- **12.3 percent** is between the ages of 45 and 54.
- **11.9 percent** is between the ages of 55 and 64.
- **20.5 percent** is aged 65 and above.

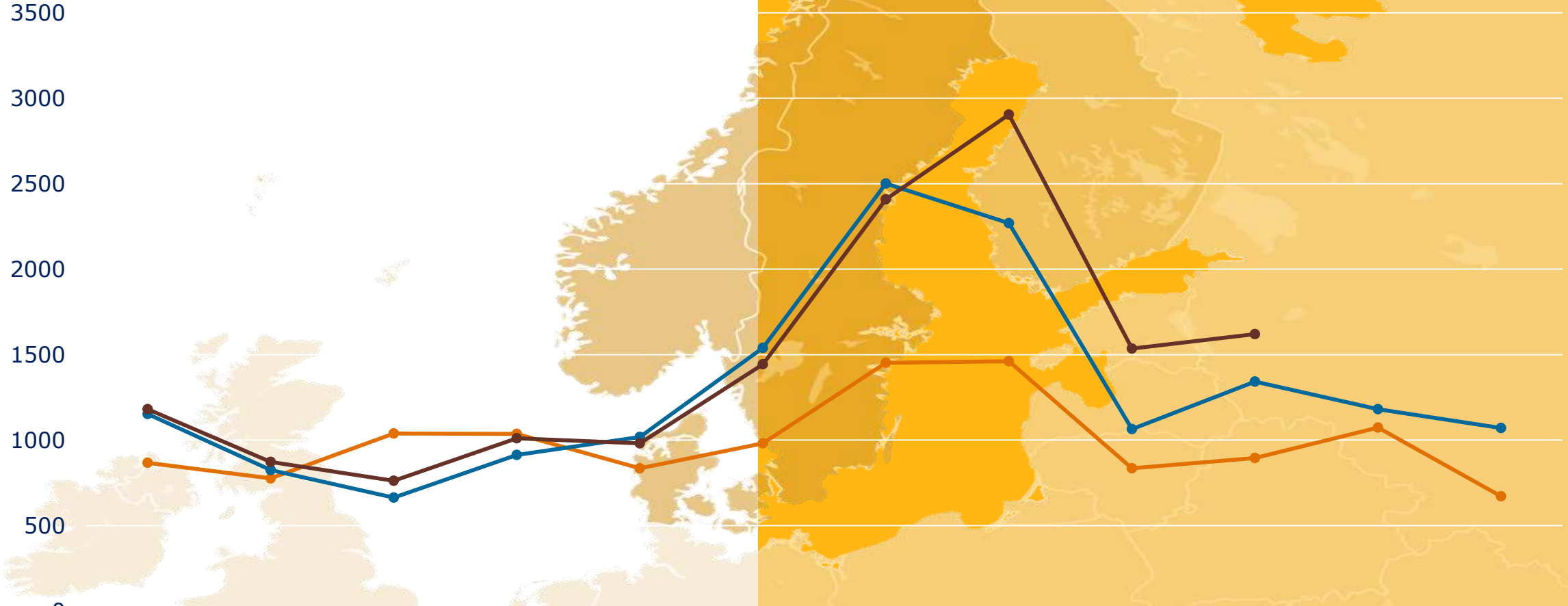


When do they travel to Jordan?





Sweden Travel Months to Jordan 2019 / 2023 / 2024

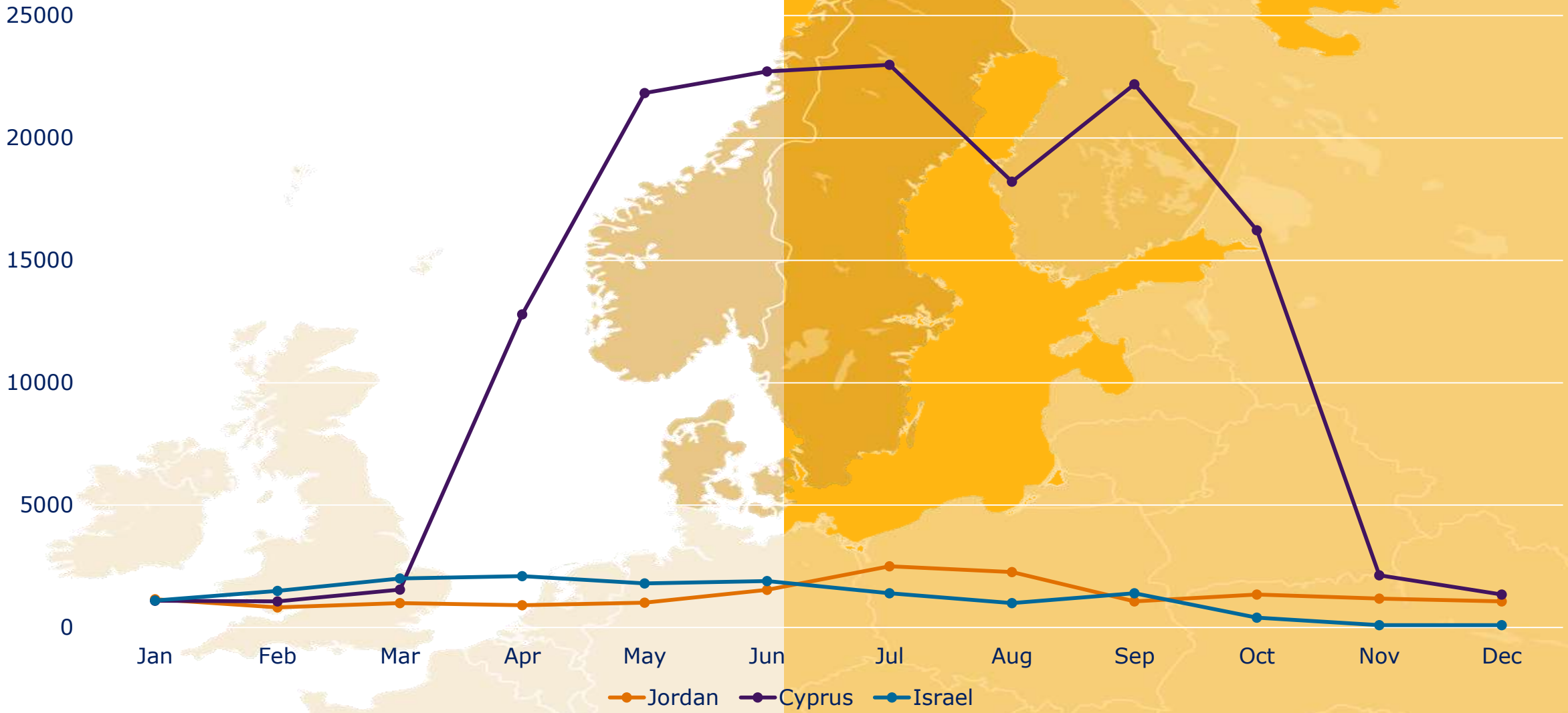


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	867	777	1039	1036	836	982	1453	1462	835	896	1073	671
2023	1153	825	664	913	1019	1540	2501	2269	1065	1343	1181	1071
2024	1181	872	762	1011	981	1444	2409	2905	1536	1620		



SWEDEN

When do they travel?

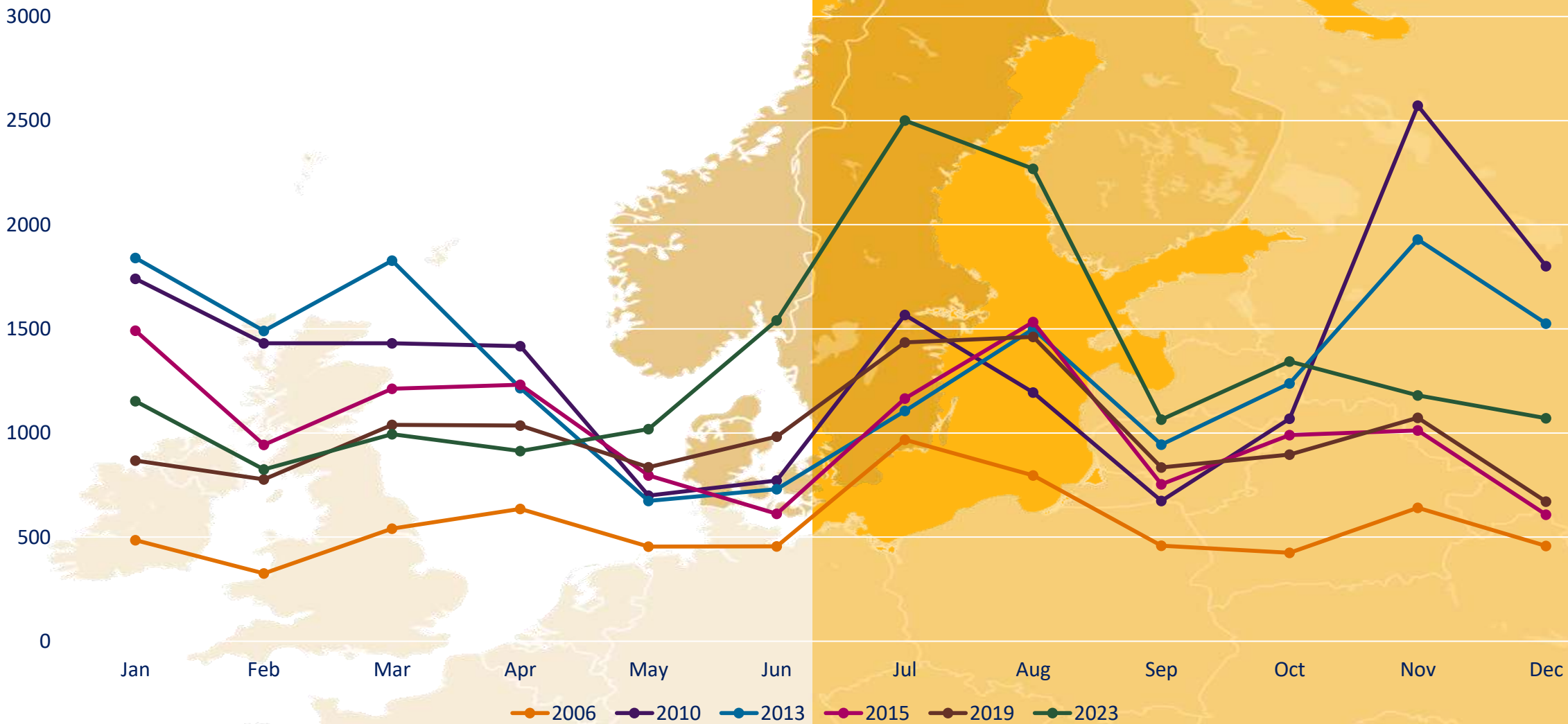




SWEDEN

Historical View on Travel Pattern to Jordan

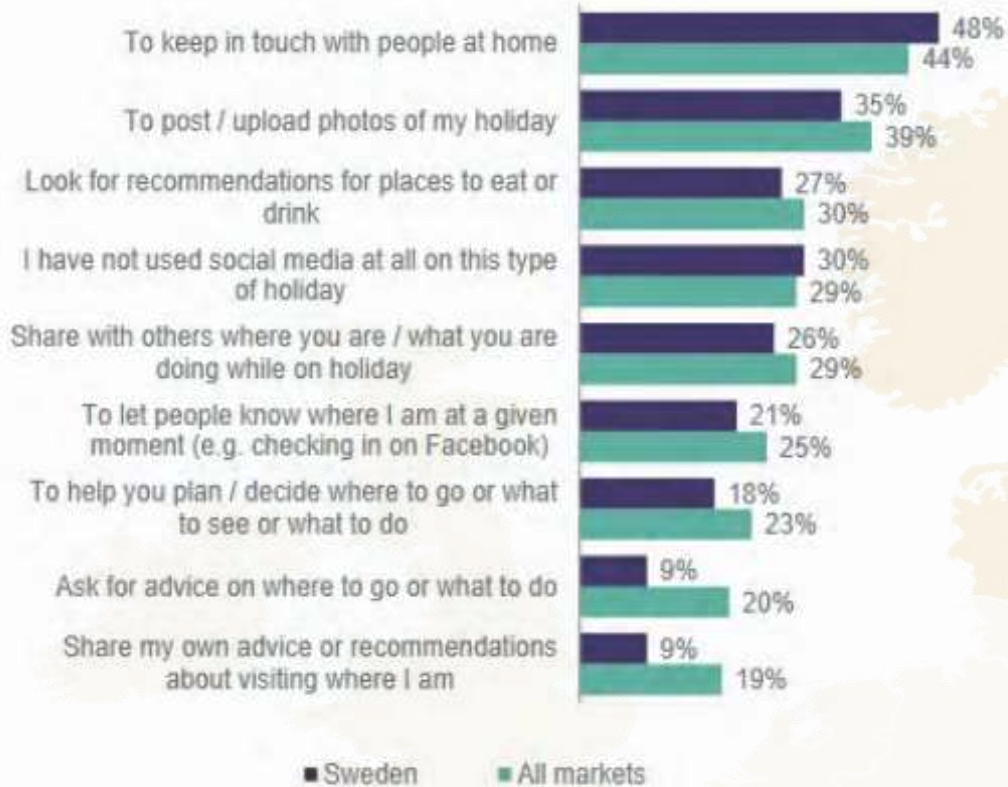
When do they travel to Jordan?



Sweden Internet & Social Media



Use of social media on holiday



YouTube

- 8.53 Million users in early 2024
- 50.3% were Males and 49.7% were Females (ad viewers)

Facebook

- 5.6 Million users in early 2024
- 48.6% were Males and 51.4% were Females (ad viewers)

Instagram

- 5.5 Million users in early 2024
- 44% were Males and 56% were Females (ad viewers)

TikTok

- 3.57 Million users in early 2024
- 47.9% were Males and 52.1% were Females (ad viewers)



DENMARK

Capital:

Copenhagen

Population:

5,930,000 people

Language:

Danish (main language); English very well spoken

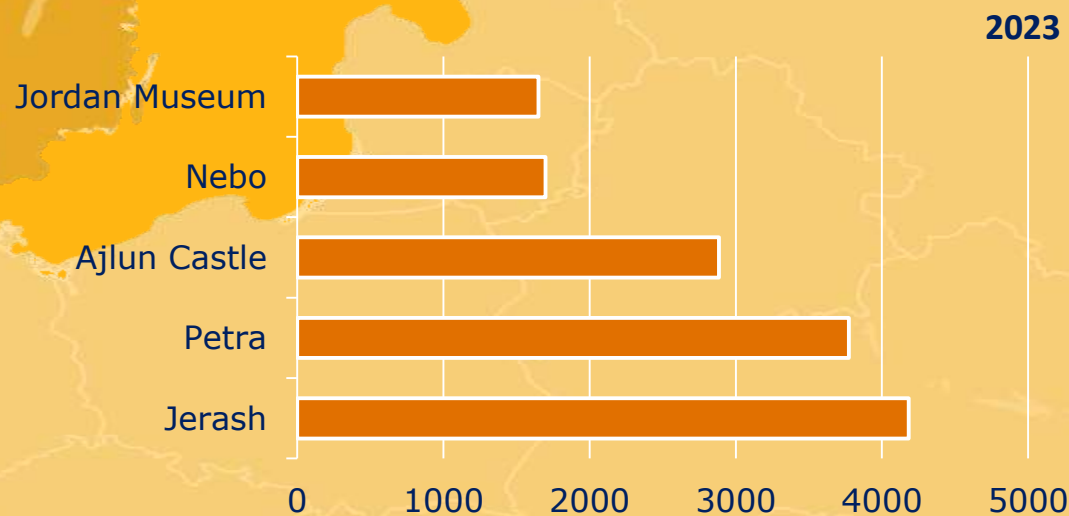
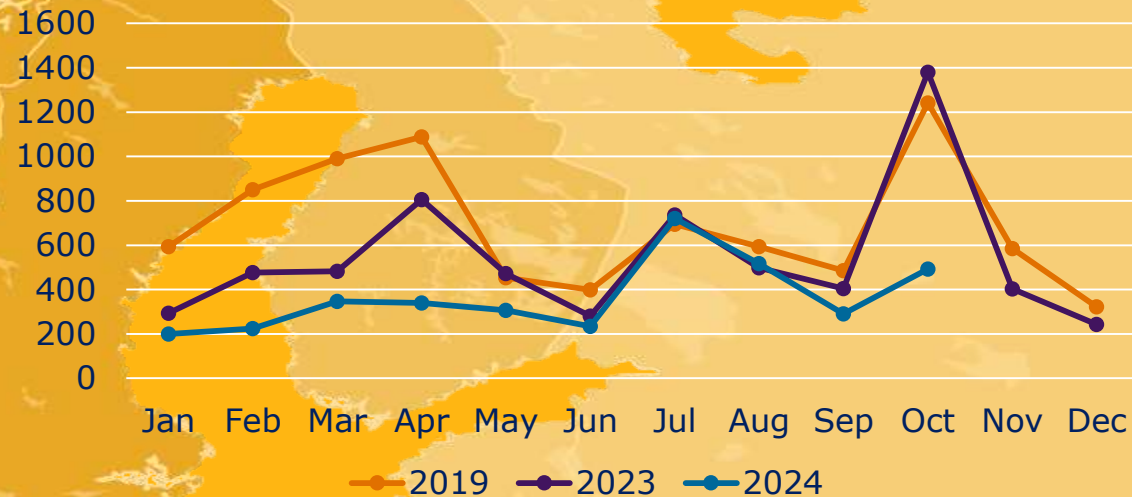
- 25 days of annual leave
- 6.5 million long holidays abroad in 2019 with an average duration of 10 nights
- Look for less crowded places to visit even if this might mean missing some must -see attractions
- The Danish travel market is mature – the Danes are well -travelled and able to book their travel online

The median age of Denmark’s population is **41.3**.

- **5.4 percent** is between the ages of 0 and 4.
- **8.3 percent** is between the ages of 5 and 12.
- **5.7 percent** is between the ages of 13 and 17.
- **8.5 percent** is between the ages of 18 and 24.
- **13.6 percent** is between the ages of 25 and 34.
- **11.6 percent** is between the ages of 35 and 44.
- **12.9 percent** is between the ages of 45 and 54.
- **13.2 percent** is between the ages of 55 and 64.
- **20.8 percent** is aged 65 and above.

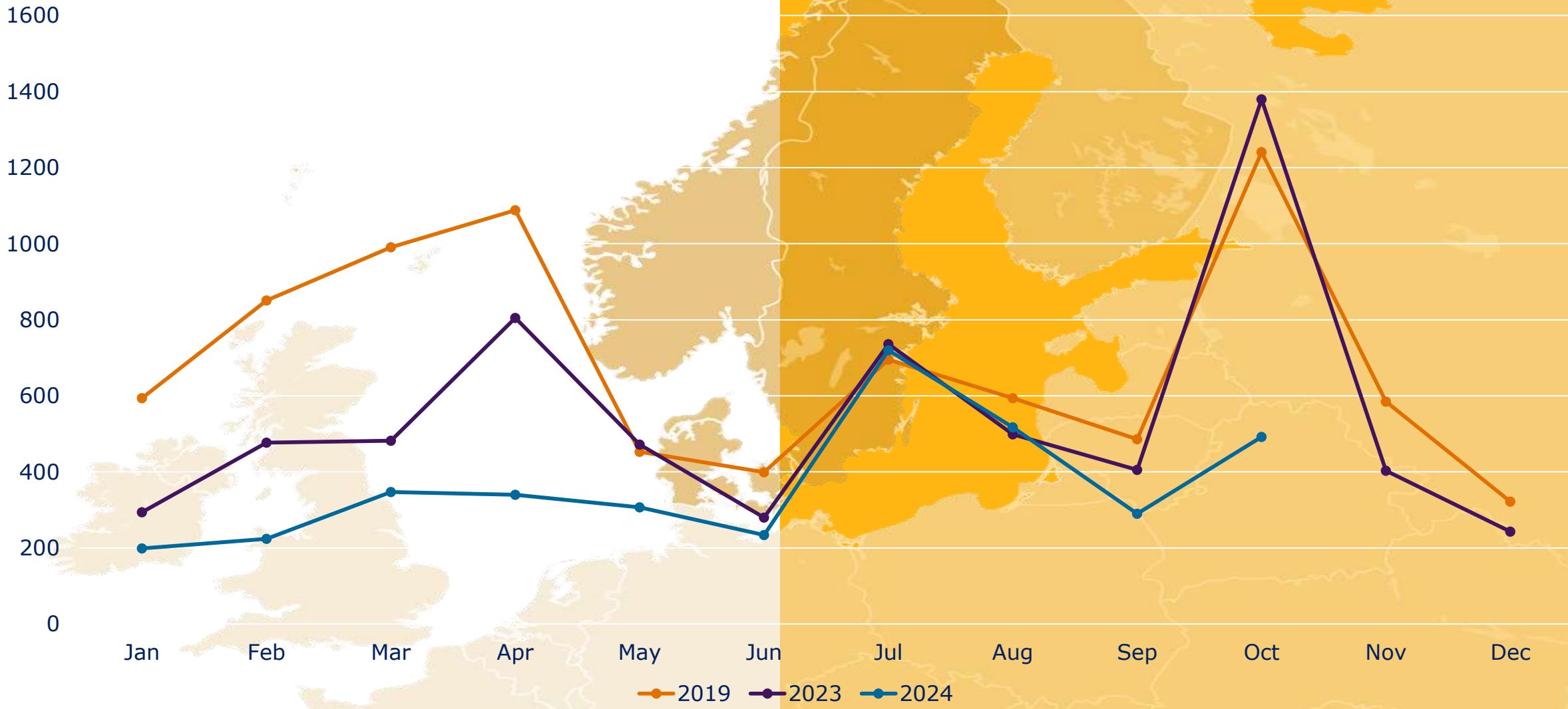


When do they travel to Jordan?



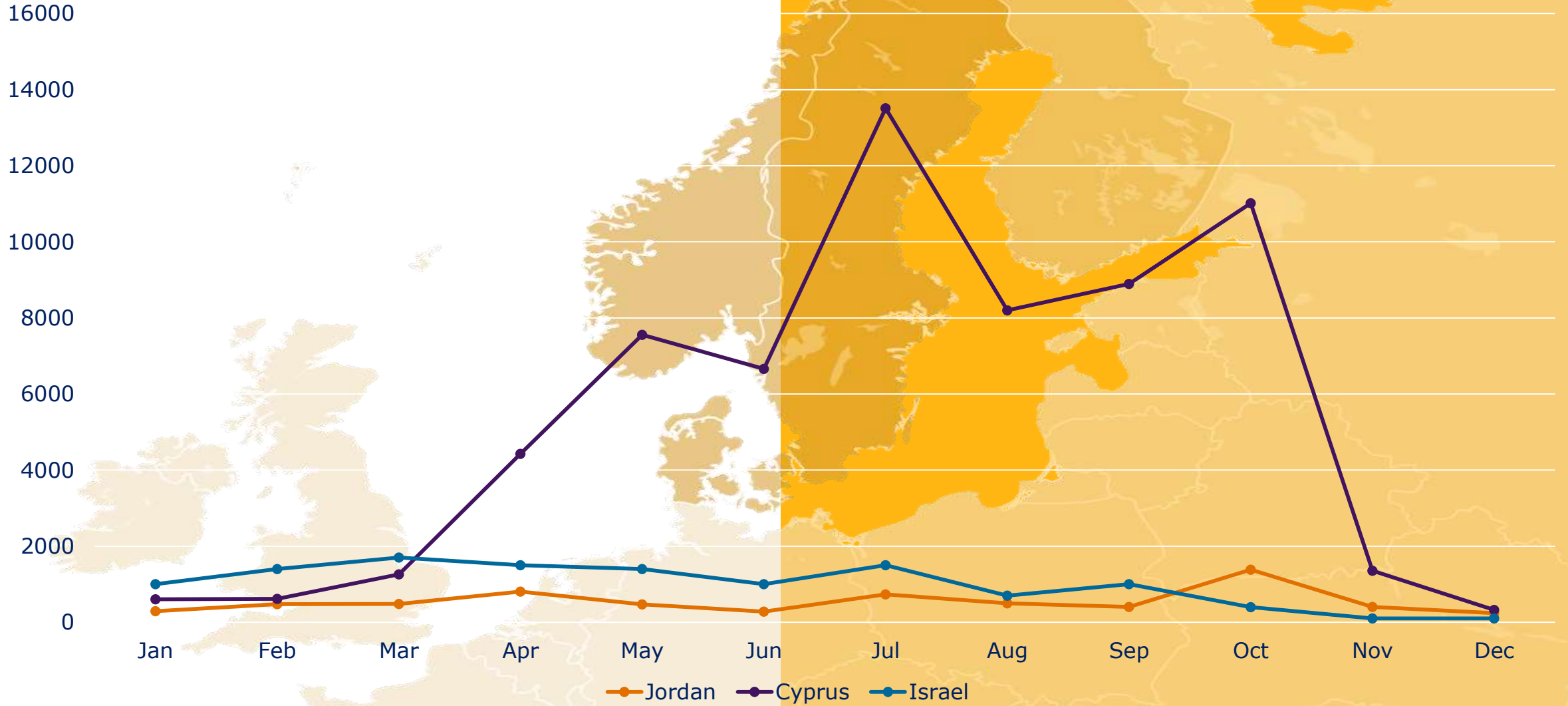


Denmark Travel Months to Jordan 2019 / 2023 / 2024



Denmark

When do they travel?

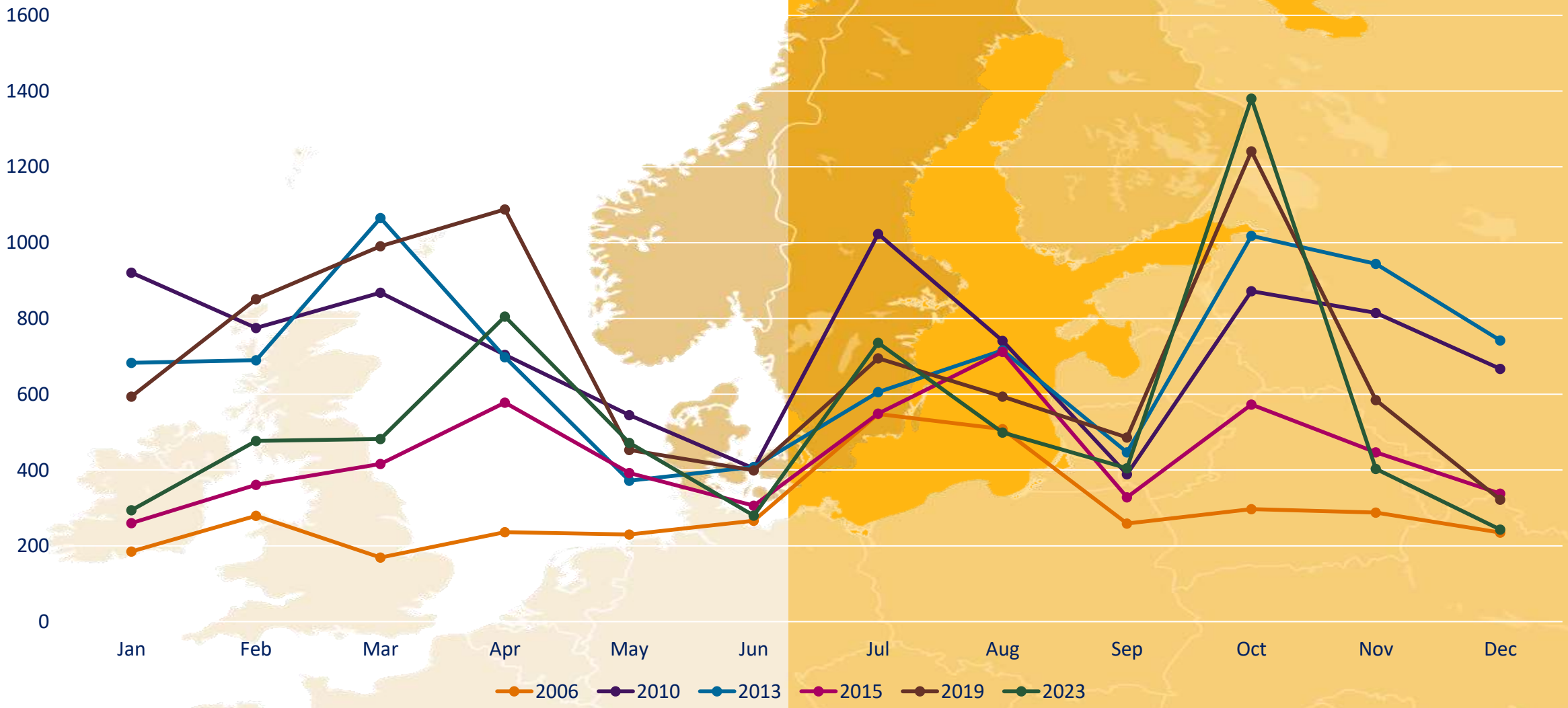




DENMARK

Historical View on Travel Pattern to Jordan

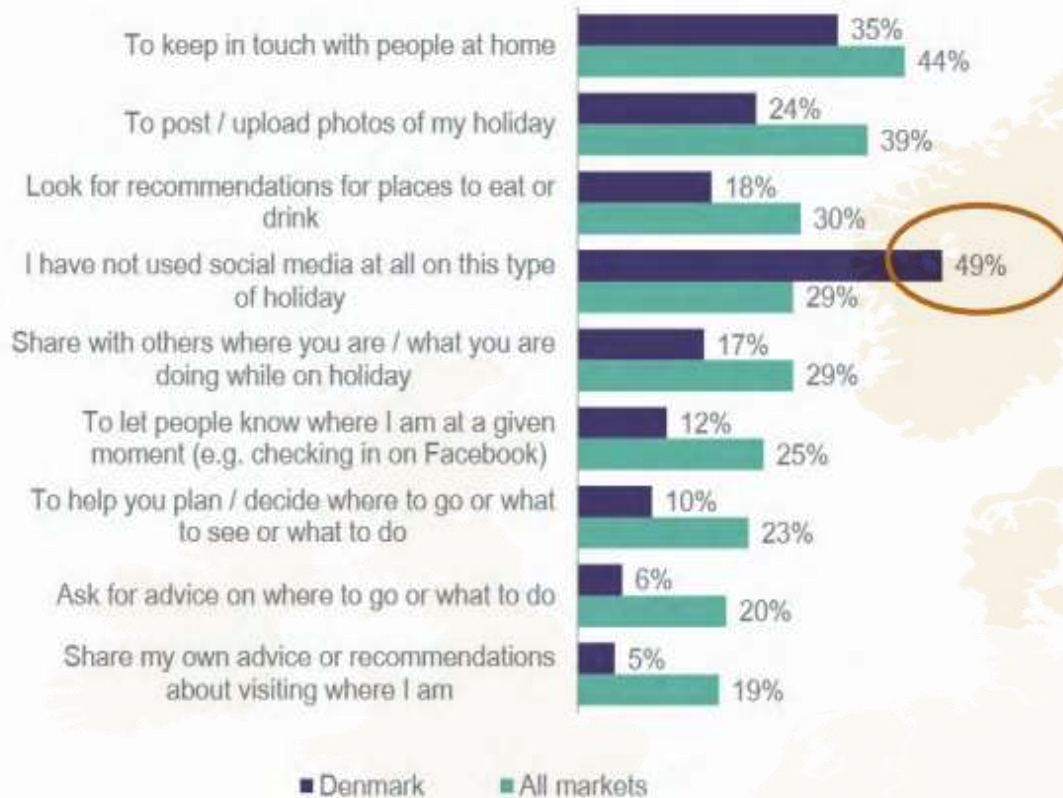
When do they travel to Jordan?



Denmark Internet & Social Media



Use of social media on holiday



YouTube

- 4.72 Million users in early 2024
- 50% were Males and 50% were Females (ad viewers)

Facebook

- 3.4 Million users in early 2024
- 48.5% were Males and 51.5% were Females (ad viewers)

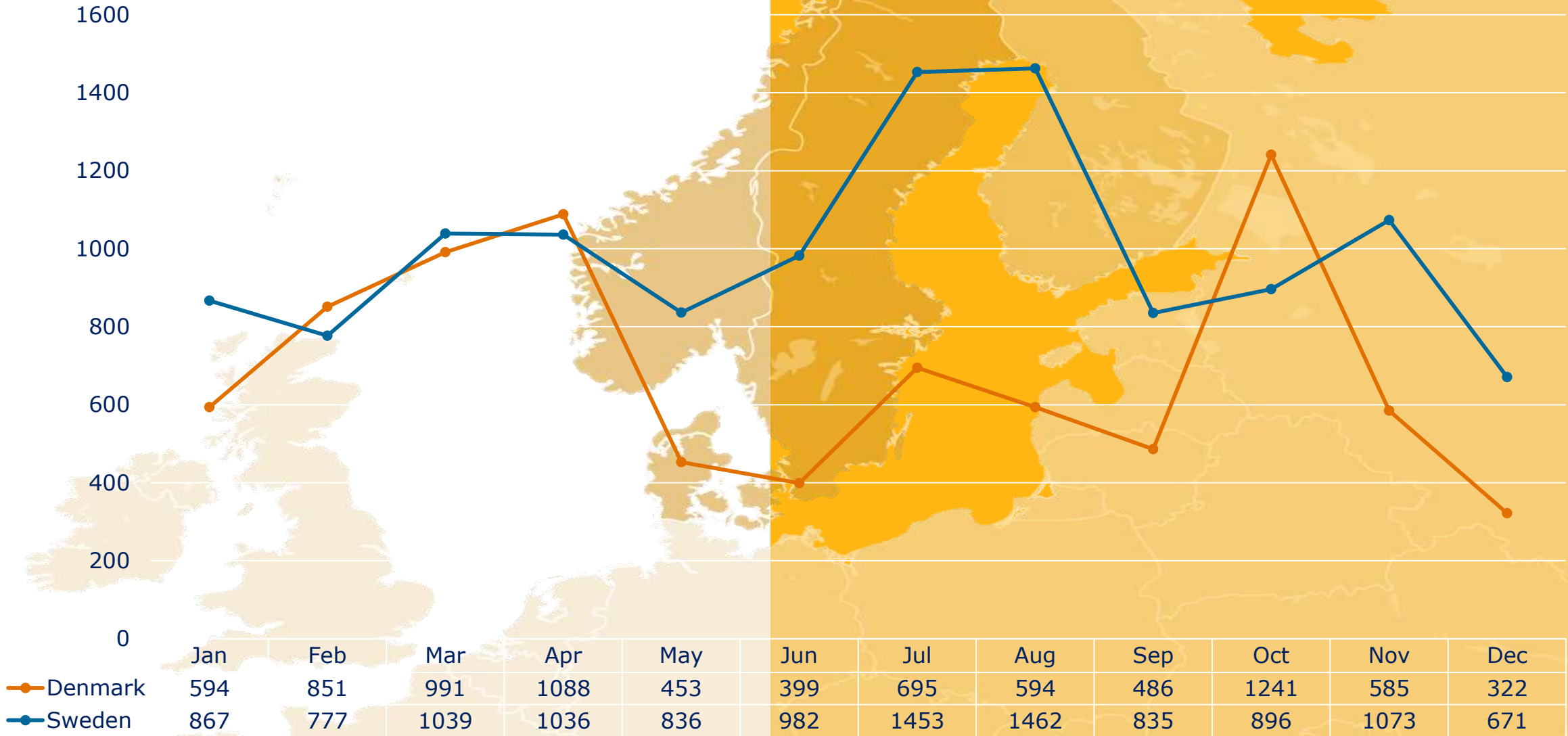
Instagram

- 2.5 Million users in early 2024
- 40.8% were Males and 59.2% were Females (ad viewers)

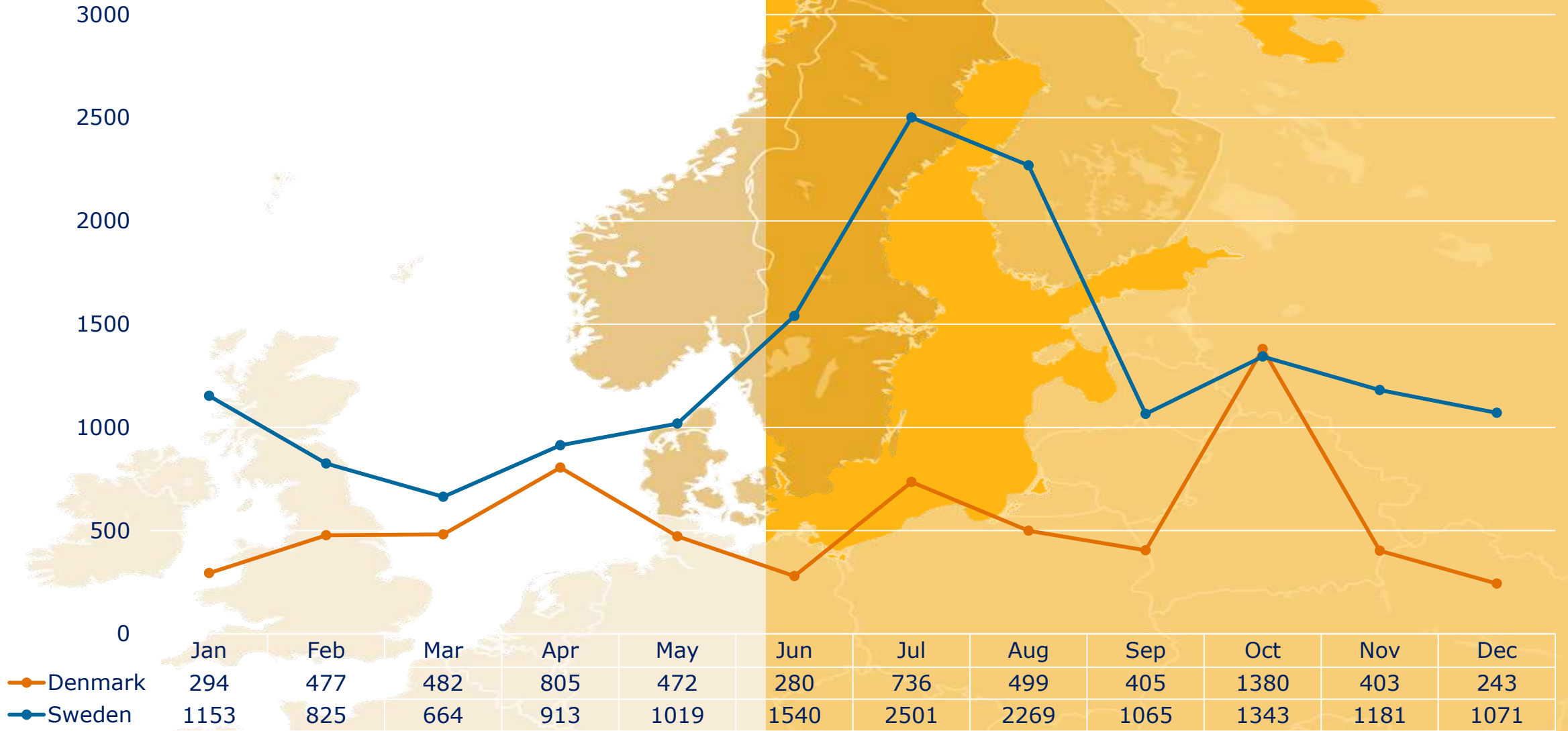
TikTok

- 1.45 Million users in early 2024
- 47.8% were Males and 52.2% were Females (ad viewers)

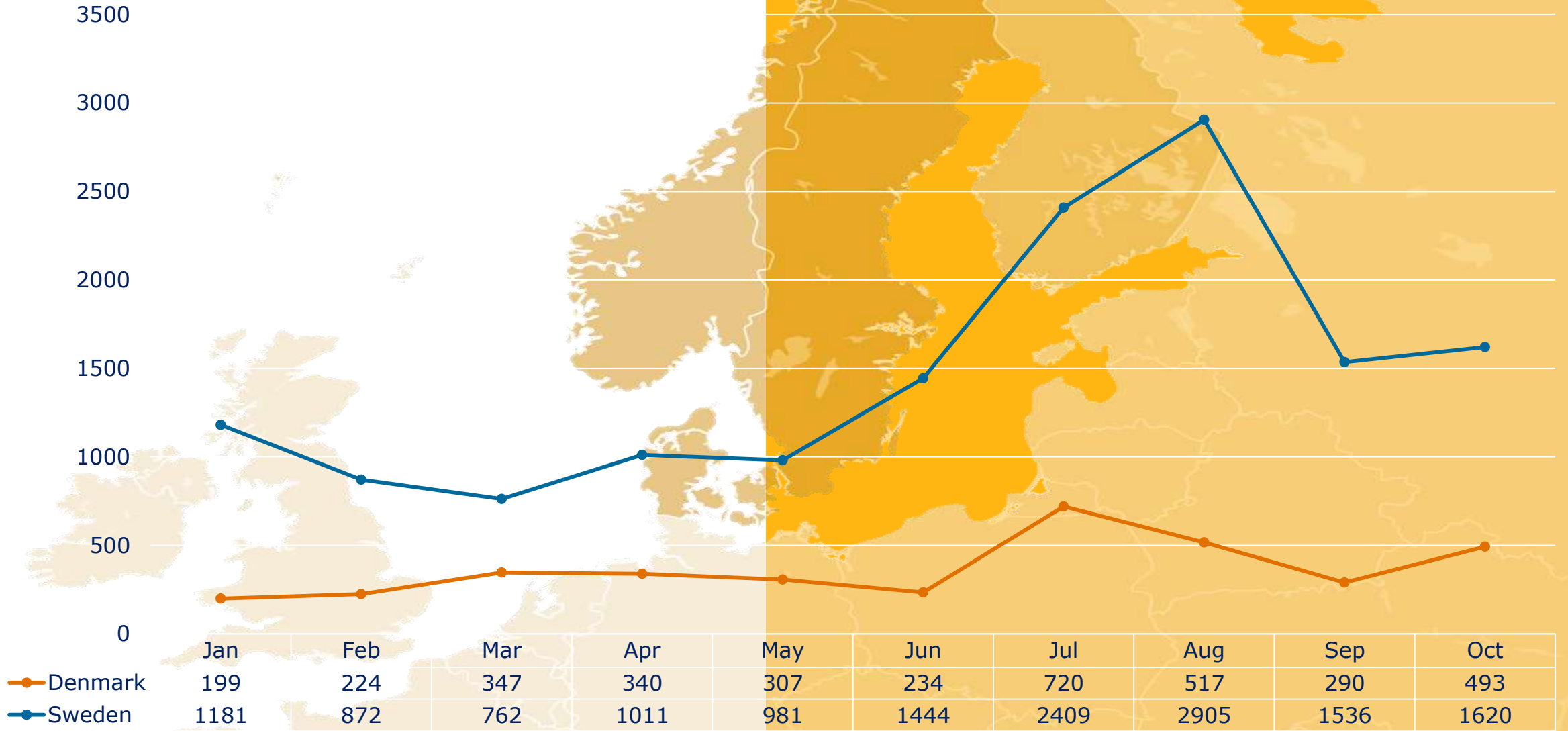
Denmark & Sweden Travel Months to Jordan 2019



Denmark & Sweden Travel Months to Jordan 2023



Denmark & Sweden Travel Months to Jordan 2024





HOW TO MARKET & PROMOTE TO **SCANDINAVIA** ONLINE USING DIFFERENT PLATFORMS





Photo: Hyundai Motor America

Capturing Scandinavian Travelers: Marketing Jordan to Sweden and Denmark

Leveraging Digital Marketing, Messaging, and Visuals

Dominik Wyszogrodzki
Digital Marketing and Travel Expert



The Scandinavian Traveler Profile

Who Are We Talking To?



- ★ Sweden and Denmark have high outbound travel rates. (3–4 trips annually, prioritizing international destinations)
- ★ Scandinavian travelers are among the most environmentally conscious and experience-driven in Europe.
- ★ Preference for cultural, responsible travel, adventure travel, wellness, sun holidays, and active outdoor experiences.
- ★ Both countries have strong economies, making them viable targets for mid- to high-value tourism offerings.

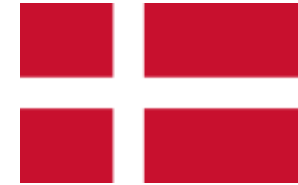


Swedes and Danes share a love for authentic travel experiences but differ in their planning styles: Swedes are meticulous planners, while Danes are more spontaneous.



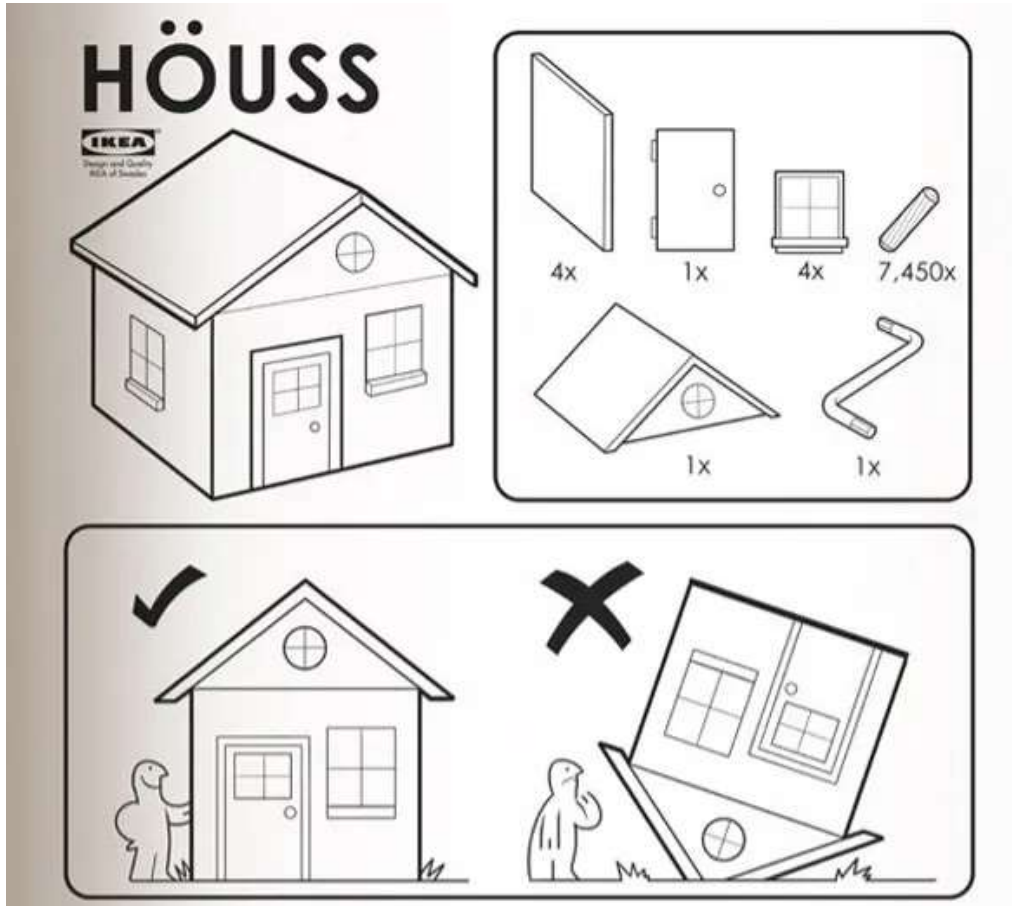
Sweden

- > Population of over 10 million, with a high proportion of frequent travelers
- > Price-sensitive, year-round travelers
- > Preference for cultural, responsible travel, and adventure travel.
- > Detailed planners, heavily influenced by sustainability messaging.



Denmark

- > Population of nearly 6 million, slightly more adventurous in travel preferences.
- > Independent planners (FITs)
- > Spontaneous, with a strong preference for wellness and relaxation, authentic adventures and experiences.



Think of it like IKEA vs. LEGO: Swedes carefully assemble their travel plans, while Danes build experiences brick by brick.



“Who Are Scandinavian Travelers, and What Do They Want?”



Gen Z 1997 – 2012 (12-27)



Millennials 1981 – 1996 (28-43)



Gen X 1965 – 1980 (44-59)



Boomers 1955 – 1964 (60-69)



Gen Z

(Born 1997 – 2012 Current age 12 – 27)

Characteristics:

Digital natives, in love with TikTok, Instagram, and visually dynamic content.

Attracted to adventure and unique, Instagrammable moments

Priority on time spent with family, friends and personal hobbies.

Travel Motivations:

Fun, Nightlife, Affordability, Visual Appeal

Examples of Preferred Activities:

City Tours, Hiking, Snorkeling, Selfies!





Millennials

(Born 1981 – 1996 Current age 28 – 43)

Characteristics:

Responsible Travel, Experience-driven
Instagram and Facebook users appreciating visually rich content. Socially conscious, value personalisation, UGC, travel tips.

Travel Motivations:

Uniqueness, Responsible Travel, Low Impact - High Value, Immersive Experiences

Examples of Preferred Activities:

Trekking, Cultural Immersion, Red Sea Watersports





GEN X

(Born 1965 – 1980 Current age 44 – 59)

Characteristics:

Tech-Savvy but traditional, comfortable with social media mainly Facebook, does watch YouTube. Finds information in travel guides and magazines, reads newsletters and online magazines. Seeks cost-effective yet high-quality travel experiences, special offers and deals.

Travel Motivations:

Value-driven, Family-friendly options, Convenience and Safety, Wellbeing, Cultural Experiences.

Examples of Preferred Activities:

Sun and Beach, Wellbeing Packages, Soft Adventure





BOOMERS

(Born 1955 – 1964 Current age 60 – 69)

Characteristics:

Value relaxation, cultural enrichment, and are less tech-dependent or savvy. Focus on traditional media, travel magazines, online forums and informative websites. Using Facebook to some extent.

Culturally curious, prefer relaxation.

Travel Motivations:

History, comfort, and cultural immersion.

Examples of Preferred Activities:

Wellbeing packages, Cultural Experiences, Heritage sites.





Each generation has distinct traits.

Gen Z and Millennials are adventure-focused, social and value responsible travel, while Gen X and Boomers prioritise wellness, relaxation, and cultural immersion.

Gen Z & Millennials

- **Authenticity Matters:** Love cultural immersion and local experiences
- **Adventure Seekers:** Prefer trekking, snorkeling, and unique outdoor activities.
- **Social Media-Driven:** Highly influenced by Instagram and TikTok; prioritize "Instagrammable" moments.
- **Eco-Conscious Travelers:** Value sustainable tourism and low-impact travel.
- **Experience-Focused:** Seek flexible, customizable itineraries with off-the-beaten-path options.
- **Tech-Savvy:** Research through online reviews, blogs, and influencers.

Gen X & Boomers

- **Cultural Enthusiasts:** Drawn to history and heritage sites.
- **Relaxation Seekers:** Value wellness and comfort
- **Family-Oriented:** Prefer destinations suitable for multi-generational travel.
- **Trust Traditional Sources:** Rely on travel magazines, brochures, and trusted recommendations.
- **Prefer Guided Experiences:** Enjoy structured itineraries with expert guides.
- **Safety-Conscious:** Seek destinations perceived as safe and reliable for travelers of all ages.



"What Makes Sweden and Denmark Unique as Travelers?"

What do Swedes and Danes look for when they travel?

Adventure?

Relaxation?

Or a bit of both?

"Also...is there a way to lure them away from Spain's beaches?"



Why Jordan?

- **Unique Fit for Scandinavian Preferences**
 - Jordan's cultural heritage, adventure opportunities, and wellness experiences align with Scandinavian motivations and preferences.
- **Comparative Underexposure**
 - Scandinavians are less familiar with Jordan compared to destinations like Spain, Italy, and Greece.





What Content Works for Scandinavians?

The key to resonating with Scandinavian audiences is authenticity, sustainability, and adventure.

Use humor and visual storytelling to make Jordan relatable and aspirational for Swedes and Danes.

Scandinavians want visuals that feel genuine and align with their travel values—adventure, authenticity, and responsible travel."

Avoid overly staged, commercial-looking or stock images. Instead, focus on natural, relatable moments.





Messaging That Resonates

1. Authenticity is Key:

- Highlight Jordan's unique culture: hospitality, local cuisine, traditional markets.
- Use real stories and testimonials from Scandinavian travelers.

2. Sustainability Matters:

- Showcase responsible travel practices showcase high-value/low-impact tourism.
- Emphasize Jordan's efforts to protect its cultural and natural heritage.

3. Focus on Adventure and Relaxation:

- Appeal to Gen Z and Millennials with outdoor adventures (e.g., trekking, cycling, diving).
- Attract Gen X and Boomers with relaxation (e.g., wellness packages, guided tours).

4. Storytelling Approach:

- Use relatable narratives, such as "Discover Jordan through Scandinavian Eyes."
- Focus on journeys of discovery, adventure, and relaxation.

5. Incorporate Humor and Relatability:

- Playful captions like, "Swap Your Wool Socks for Warm Sand Between Your Toes" or "Trade the Midnight Sun for the Midnight Stars!"





Visual Content That Wins

Showcase Authentic Experiences

Highlight Real Interactions

- For example: use photos or videos of:
 - **Travelers sharing tea with Bedouins** in Wadis, or at a local souq emphasizing Jordanian hospitality and openness.
 - Guests participating in **cooking traditional Jordanian dishes**, like mansaf or makloubeh, with locals.
 - **Markets in Amman**: tourists exploring vibrant stalls of spices, crafts, and textiles.

Celebrate Local Culture

- Focus on experiences that showcase **Jordanian traditions**:
 - **Music and dance**: joining local Dabke dances.
 - **Artisan crafts**: watching or participating in pottery-making or weaving.





Visual Content That Wins

Showcase Authentic Experiences

Humanise Travel Stories

- Use storytelling visuals:
 - A **traveler's journey through Petra**, stopping to engage with local guides.
 - Sharing a **meal with a Jordanian family**, evoking warmth and connection.
- Real-life testimonials paired with candid visuals amplify the sense of relatability.

Appeal to Scandinavian Values

- Show how travelers can immerse themselves in a culture while **leaving a positive impact**:
 - Volunteering at projects or participating in sustainable travel initiatives.
 - Small group tours in rural villages, learning about **Local life**.





Visual Content That Wins

Focus on Adventure and Nature

Highlight Iconic Landscapes

- **Wadis:**
 - Showcase the dramatic desert, towering sandstone cliffs, and unique formations.
 - Use visuals of travelers exploring on foot, in jeeps, or on guided stargazing tours.
 - Appeal to Scandinavians' love for the outdoors by emphasizing the remoteness and tranquility.
- **Trails**
 - Highlight hiking trails with lush greenery contrasting against rugged terrain.
 - Show tourists walking through quiet, scenic valleys.
- **Trekking and Hiking:**
 - Capture treks through **lesser known trails**, show **canyoning adventures**.
 - Show groups of friends or families scaling rock faces or celebrating at a scenic overlook.



Photo: @hernomadeyes



Visual Content That Wins

Focus on Adventure and Nature

Water Adventures:

- **Red Sea snorkeling and diving:** Highlight the colorful coral reefs, wrecks exploration and crystal-clear waters.
- Images of visitors **kayaking or paddleboarding** in Aqaba.

Appeal to Scandinavians' Sense of Exploration

- Focus on **off-the-beaten-path experiences:**
 - Treks to less-visited sites, like Little Petra or Shobak Castle.
 - Emphasize the sense of discovery and quiet solitude they can find in Jordan.





Visual Content That Wins

Focus on Adventure and Nature

Integrate Sustainability

- Combine adventure with eco-friendly options:
 - Trekking routes in **Dana Biosphere Reserve**.
 - Highlight activities that leave minimal environmental impact, such as hiking or guided bird-watching tours.

Emphasize Unique Natural Wonders

- **Dead Sea Adventures:**
 - While known for relaxation, emphasize activities like:
 - Dead Sea walks
 - Natural mud treatments as part of an adventure into wellness.
- **Desert Stargazing:**
 - Show stunning night skies and small groups camping under the stars.



Visual Content That Wins

Incorporate Wellness and Relaxation

Emphasize the Dead Sea Experience

- **Floating and Healing Waters:**
 - The Dead Sea is a natural wellness haven. Show travelers effortlessly floating, reading a book, or meditating on its calm surface.
- **Natural Mud Treatments:**
 - Highlight visuals of tourists applying Dead Sea mud, known for its therapeutic properties.
 - Focus on the restorative benefits of the minerals and salts.
- **Wellness Resorts:**
 - Showcase sustainable accommodation options such as resorts offering spa treatments, yoga, and wellness programs along the Dead Sea.



Photo:@davidsbeenhere



Visual Content That Wins

Incorporate Wellness and Relaxation

Promote Tranquility in Nature

- **Serene Desert Escapes:**
 - Wadi Rum is not just about adventure—it's a place to unplug and reconnect with nature.
 - Use visuals of peaceful desert scenes: small camps lit by lanterns, travelers meditating on dunes, or sunrise views.
- **Eco-Lodges:**
 - Highlight stays in the **Dana Biosphere Reserve**, where eco-lodges offer quiet retreats surrounded by nature.
- **Desert Yoga Sessions**
 - Highlight yoga sessions in small groups, in secluded environment.
 - Mind, body and spiritual products and experiences supporting inspirational ideas.



Photo:@Vinyasa Flow Yoga



Visual Content That Wins

Incorporate Wellness and Relaxation

Integrate Local Traditions into Wellness

- **Jordanian Hammams:**
 - Introduce Scandinavians to the traditional Middle Eastern bathhouse experience.
 - Visuals of guests enjoying a relaxing hammam treatment in an authentic setting.
- **Culinary Wellness:**
 - Highlight healthy, flavorful Jordanian dishes made with fresh, local ingredients (e.g., hummus, za'atar salads).

Combine Wellness with Adventure

- **Post-Trek Relaxation:**
 - Pair hiking or diving with rejuvenating wellness activities.
 - Example: Show travelers soaking in the Dead Sea after a Wadi trek.



Photo:@Petra Kitchen



Visual Content That Wins

Sustainability Story Visuals

Highlight Eco-Friendly Accommodations

- **Dana Biosphere Reserve:**
 - Showcase eco-lodges nestled in the Reserve's natural beauty, such as Feynan Ecolodge.
 - Visuals: Guests dining by candlelight or exploring solar-powered facilities.
- **Sustainable Stays in Wadi Rum:**
 - Capture camps that operate with low environmental impact (e.g., solar panels, biodegradable facilities).

Show Responsible Tourism in Action

- Emphasize Jordan's efforts to preserve cultural and natural heritage:
 - Visuals: Tourists participating in clean-up initiatives in Wadi Rum, Aqaba or learning about conservation projects.
- Include guides educating small groups about protecting local ecosystems or cultural sites



Photo: @KimKim



Visual Content That Wins

Sustainability Story Visuals

Promote Community-Based Tourism

- **Local Partnerships:**
 - Depict travelers interacting with local artisans or farmers, supporting the community.
 - Visuals: Guests buying handcrafted items in a rural market or watching Bedouins weave traditional rugs.
- **Cultural Immersion:**
 - Highlight homestays or visits to Bedouin villages where travelers contribute directly to local incomes.

Focus on Low-Impact Adventures

- **Hiking and Trekking:**
 - Show tourists enjoying Jordan's natural beauty while staying on marked trails.
 - Visuals: Eco-tourists hiking in Dana or Wadi Mujib with reusable water bottles and minimal gear.
- **Non-Motorized Activities:**
 - Promote cycling, walking tours, or camel treks in Wadi Rum as alternatives to motorized tours.



Photo: @IntrepidTravel



Visual Content That Wins

Sustainability Story Visuals

Integrate Conservation Efforts

- Address the scarcity of water in Jordan:
 - Visuals: Resorts implementing water-saving technologies or encouraging reusable bottles for guests.
- Highlight projects or campaigns that promote reforestation such as **Himmeh w Lammeh**

Appeal to Scandinavian Values

- **Transparency:**
 - Use infographics or visuals that highlight Jordan's eco-friendly initiatives, such as reductions in energy use or preservation efforts.
- **Small Group Tours:**
 - Scandinavians value quieter, less crowded experiences. Show intimate groups enjoying Jordan's vast landscapes responsibly.



Photo: @CBI



Tailor to Platforms

Adapt visual and messaging content to the specific strengths of each platform



Instagram

- **Why It Works:**

- Scandinavians (especially **Gen Z and Millennials**) are heavy Instagram users.
- The platform emphasizes visually striking, aspirational content, which aligns with Jordan's stunning landscapes and adventures.

- **Content Suggestions:**

- **Reels/Stories:**

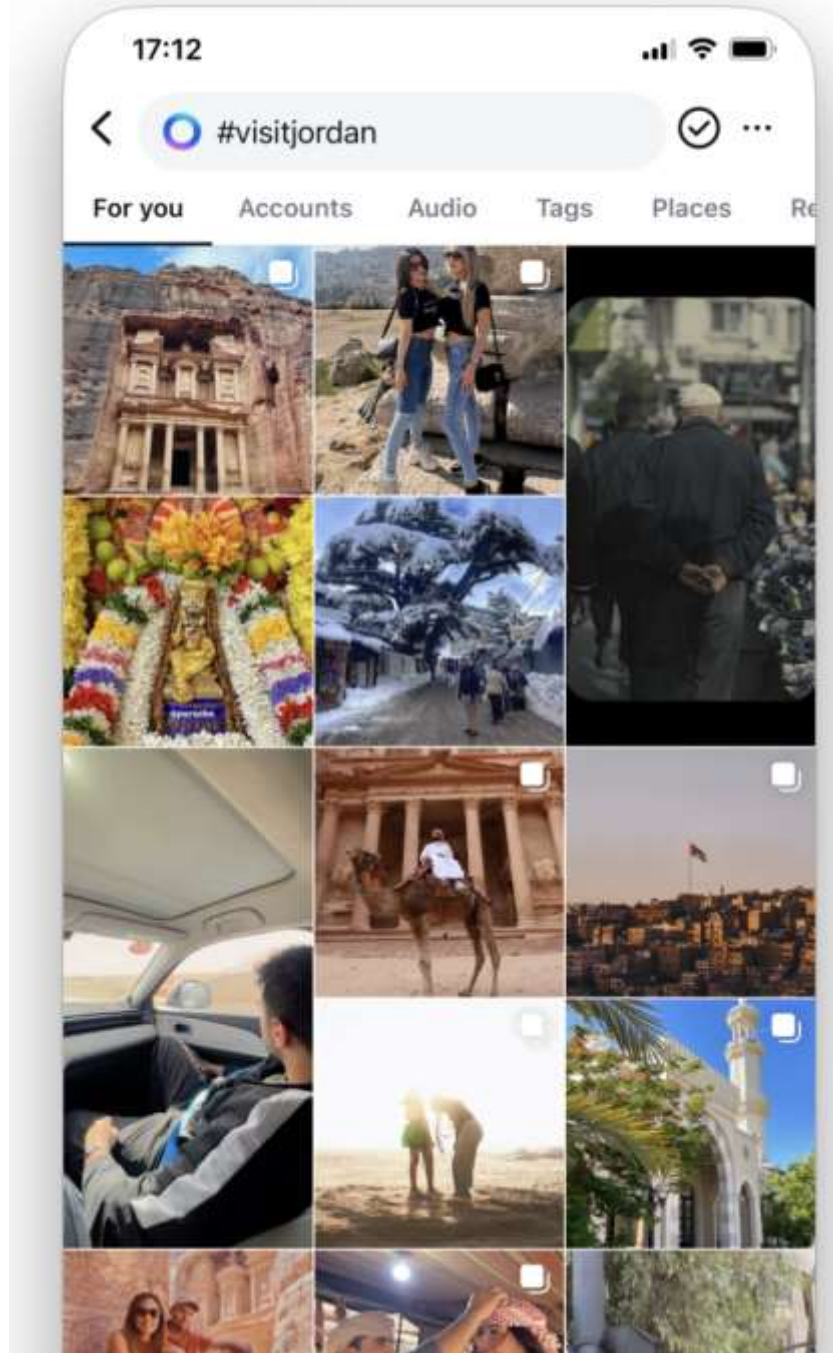
- Quick, captivating clips of hiking in Wadi Rum, floating in the Dead Sea, or exploring Petra.

- **Photo Posts:**

- High-quality images of Jordan's iconic sites (e.g., Petra, Red Sea coral reefs) with relatable captions.

- **Carousel Posts:**

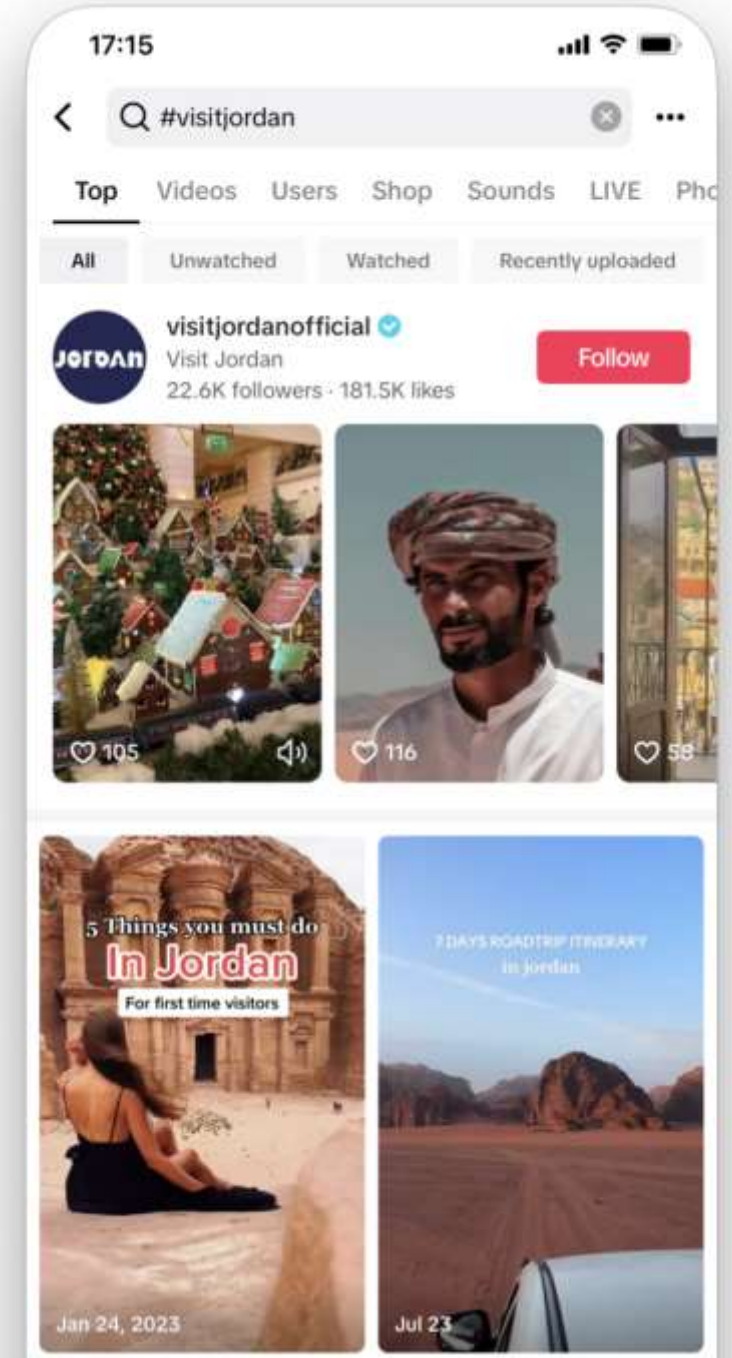
- Share themed slides, like "5 Things to Do in Jordan for Adventure Lovers" or "A Day at the





TikTok

- **Why It Works:**
 - Gen Z and younger Millennials dominate TikTok, looking for fun, shareable, and authentic travel content.
 - TikTok's algorithm rewards creativity and relatability.
- **Content Suggestions:**
 - **Travel Hacks:**
 - Quick tips for "How to Pack for Wadi Rum" or "Best Times to Visit Petra."
 - **Challenges:**
 - Create fun trends like "*Float Your Worries Away in the Dead Sea Challenge.*"
 - **Behind-the-Scenes:**
 - Clips of locals preparing Jordanian dishes, walks in the souqs, setting up desert camps, or unique Bedouin traditions





Facebook

- **Why It Works:**

- Popular among **Gen X and Boomers**, especially in Denmark and Sweden.
- Ideal for sharing in-depth posts, event announcements, and family-focused content.

- **Content Suggestions:**

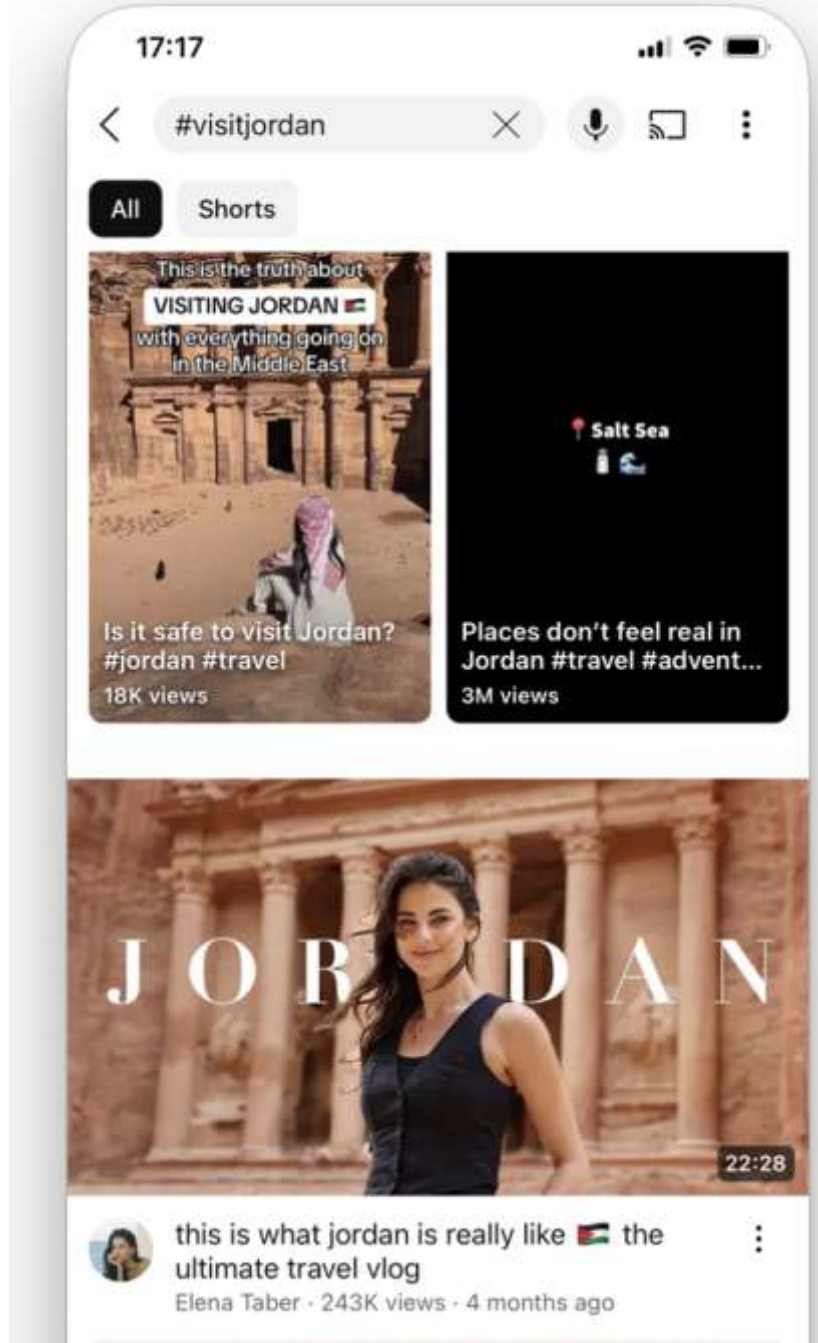
- **Detailed Posts:**
 - Stories about Jordan's historical sites or family-friendly activities, such as camel treks or spa resorts.
- **Event Promotions:**
 - Ads or posts targeting festivals or cultural events in Jordan.
- **Groups:**
 - Participate in Scandinavian travel-related Facebook groups to promote Jordan's unique offerings





YouTube

- **Why It Works:**
 - Scandinavians often turn to YouTube for destination research and detailed travel guides.
 - Great for storytelling and longer-form content.
- **Content Suggestions:**
 - **Destination Highlights:**
 - Videos like "5 Must-See Places in Jordan" or "A Viking Guide to Jordan".
 - **Cultural Stories:**
 - Mini-documentaries featuring Bedouin traditions or Jordan's sustainability efforts.
 - **Adventure Diaries:**
 - Showcase immersive experiences like canyoning in Wadi Mujib or stargazing in Wadi Rum.
- **Key Metrics:**
 - Videos should be 3–10 minutes long with engaging





Online Magazine Readership

High Readership Levels:

- Online travel magazines are widely trusted for inspiration and planning among Gen X and Boomers.
- Millennials and Gen Z often refer to online features for unique experiences and sustainable travel tips.

Preferred Content:

- Adventure travel guides, wellness retreats, and cultural itineraries.
- Articles on eco-tourism and responsible travel resonate strongly.

Audience Behavior:

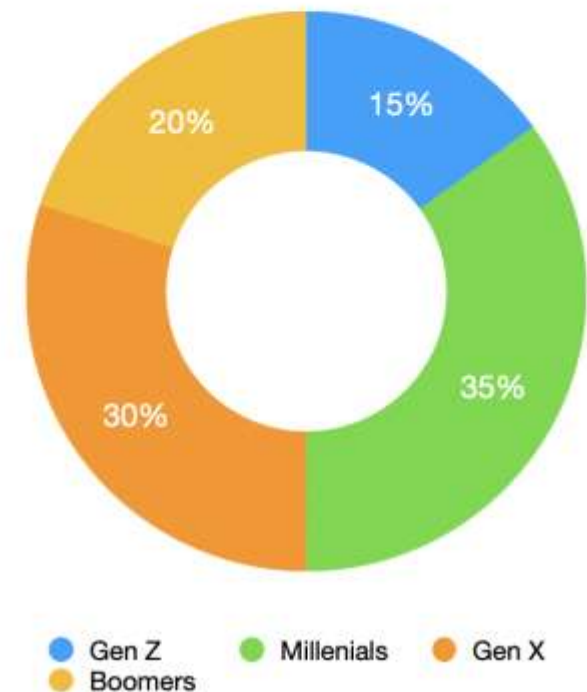
- Scandinavians rely on detailed, well-researched articles when choosing destinations.
- Online travel magazines serve as a bridge between inspiration and decision-making.

Marketing Potential:

- Opportunity to feature Jordan through sponsored articles, destination highlights, and native ads.

2024 Sweden and Denmark Online Publications Readership Estimate

Gen Z	270,000
Millenials	630,000
Gen X	540,000
Boomers	360,000
Total	1,800,000





Vagabond

Sweden's leading travel magazine, offering in-depth destination guides, travel tips, and sustainability features.

- **Audience:**
1.2M+ monthly readers.
Primarily Millennials and Gen X travelers.

Why It Works for Jordan:

- Perfect for promoting advent as nature and heritage sites, accommodation options.

Website: vagabond.se





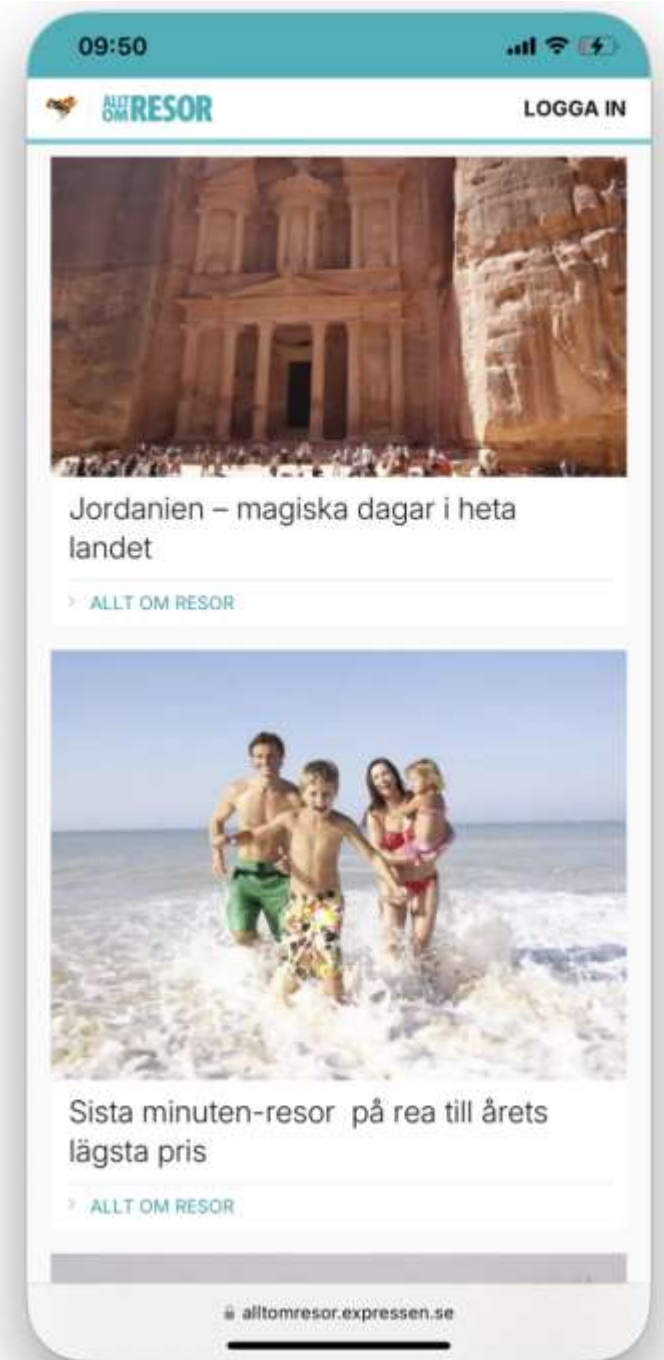
Allt om Resor (All About Travel)

A widely-read travel section within Sweden's popular Expressen newspaper with focus on Family-friendly trips, wellness, and cultural immersion.

- **Audience:**
1.5M+ monthly readers online

General public, with a mix of Boomers, Gen X and Millennials.

- **Why It Works for Jordan:**
 - Opportunity to share fan wellness options like the
- **Website:** expressen.se/resor





Travel Niche Magazines Sweden

Utemagasinet: Sweden's leading outdoor magazine, covering hiking, trekking, and nature-based travel.

Audience: Adventure-seekers, nature-conscious Millennials, and Gen X.

Why it Works for Jordan? Perfect for promoting trekking, hiking and outdoor adventures.

Website: utemagasinet.se

Turist: Swedish Tourist Association's magazine focusing on eco-tourism, trekking, and sustainable travel.

Audience: Nature and outdoors loving Gen X and Boomers.

Why It Works for Jordan? Ideal to promote Jordan's outdoor and nature-focused experiences

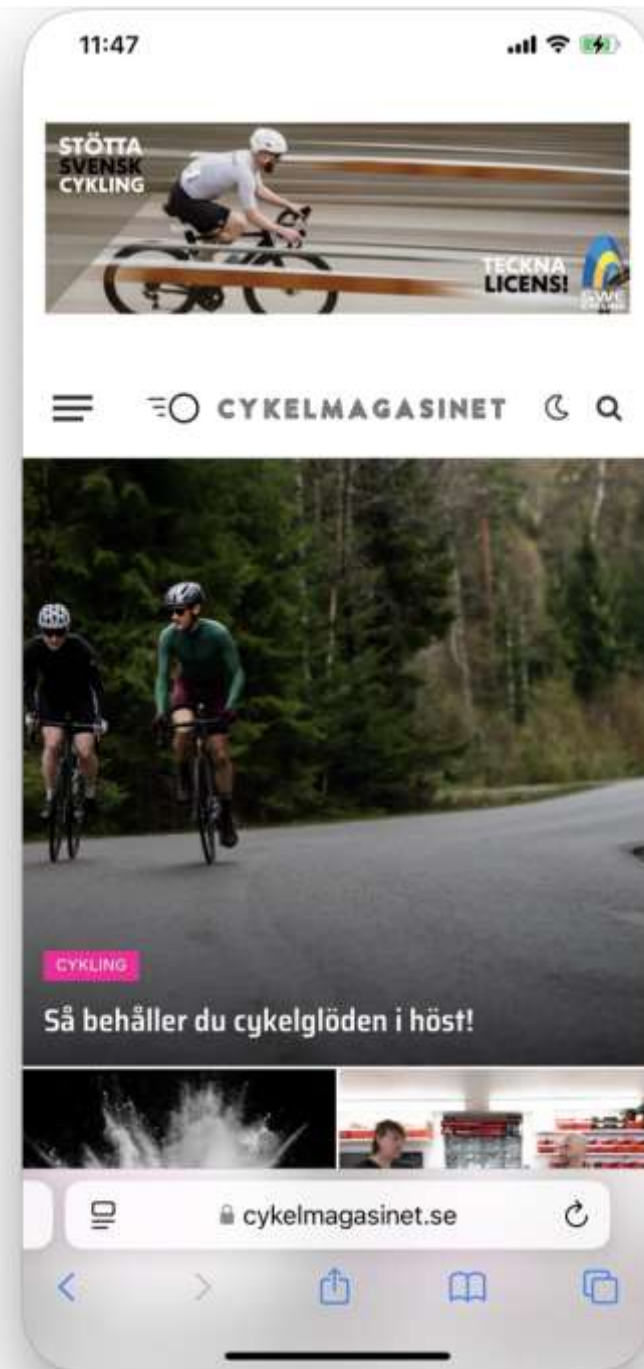
Website: stfturist.se

Cykelmagasinet.se Sweden's leading online cycling magazine, covering road cycling, mountain biking, recreational rides, and gear reviews.

Audience: Swedish cycling enthusiasts, primarily Millennials and Gen X, including competitive cyclists and leisure riders.



tes

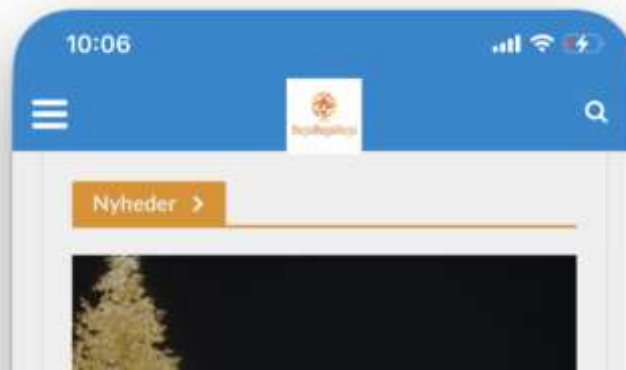


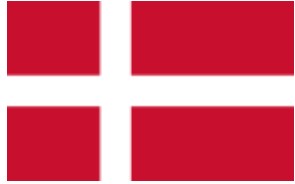


RejsRejsRejs.dk

Largest Online Travel Magazine offering a mix of travel tips, destination features, and insider advice. Highly respected for travel advice on Adventure, Responsible Travel, and Off-the-Beaten-Path destinations.

- **Audience:**
 - 500K+ monthly users online
 - Mix of Millennials and Gen X
- **Why It Works for Jordan:**
 - Opportunity to promote outc travel, and low impact/high
- **Website:** rejsrejsrejs.dk





Politiken Travel Section

The travel section of Denmark's leading national newspaper, with in-depth cultural and historical destination features

- **Audience:**

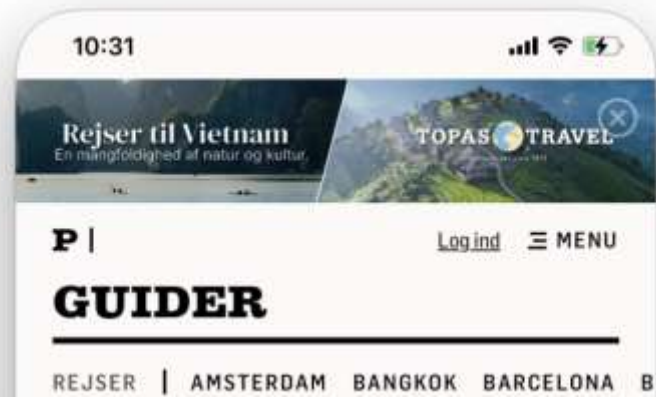
700K+ monthly readers

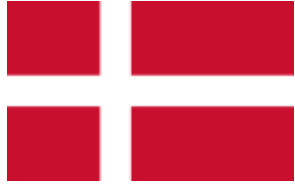
Trusted by Boomers and Gen X, looking for informative destination insights.

- **Why It Works for Jordan:**

Great for detailed features a wellness tourism, and cultur

- **Website:** politiken.dk/rejse





Travel Niche Magazines Denmark

Opdag Verden: Danish magazine on trekking, hiking, and nature adventures worldwide.

Audience: Millennials and Gen X who enjoy trekking and adventure holidays.

Why It Works for Jordan: Perfect platform for Wadi treks, hiking the Jordan Trail, and outdoor adventures.

Website: opdagverden.dk

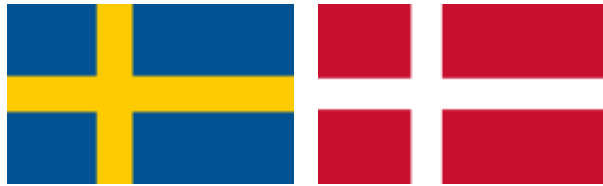
Cyklistforbundet.dk Dedicated to cycling enthusiasts in Denmark, promoting cycling as a sustainable and enjoyable mode of travel and recreation.

Audience: Eco-conscious Millennials and Gen X, as well as families interested in cycling holidays.

Why It Works for Jordan: Potential to highlight Jordan's growing cycling tourism, Scandinavian cyclists value unique landscapes and responsible travel options, which align with Jordan's offerings.

Website: cyklistforbundet.dk





Scuba Diving Magazines

DYK Magazines Leading diving magazines and online platforms, with **DYK.dk** targeting Danish divers and **DYK.net** serving Swedish an international audience. Both offer diving destination guides, gear reviews, and environmental insights.

Audience: Diving enthusiasts across all skill levels, primarily **Millennials and Gen X**, including both hobbyists and professionals.

Why They Work for Jordan: Perfect for showcasing Aqaba’s Red Sea diving sites, including coral reefs, marine biodiversity, and shipwreck dives. Appeals to divers seeking new destinations and unique underwater experiences.

Websites:

DYK.dk: dyk.dk

DYK.net: dyk.net





What to Avoid?

Mistakes When Marketing to Scandinavian Markets



Overly Polished or Generic Imagery:

- Avoid stock photos that lack authenticity.
- Scandinavians prefer relatable, real-life visuals that feel genuine.

Ignoring Sustainability:

- Messaging or campaigns that fail to address responsible travel practices will alienate eco-conscious travelers.

Too Much Luxury Focus:

- Scandinavians value experiences over opulence. Don't overemphasize luxury without showcasing cultural depth or adventure.

Hard-Sell Tactics:

- Scandinavians dislike aggressive marketing. Focus on storytelling and informative, soft-sell approaches.

Unclear or Inflexible Itineraries:

- Avoid promoting rigid, one-size-fits-all travel plans. Scandinavians appreciate tailored, flexible options.





When to post?

Timing is crucial when posting both organic and paid content to engage audiences in Sweden and Denmark effectively.



Seasonal Posting Strategy

- **Winter (November–February):** Emphasize warm destinations like Jordan to attract Scandinavians planning to escape the cold.
- **Spring (March–May):** Focus on cultural experiences and adventure activities for those planning summer vacations.
- **Summer (June–August):** Target last-minute travelers with offers and family-friendly itineraries.
- **Autumn (September–October):** Highlight off-peak travel opportunities and immersive cultural experiences.





Organic Content

Best Days:

- **Tuesday to Thursday:** Mid-week tends to see higher engagement rates for professional and leisure audiences alike.
- **Sunday:** Many Swedes and Danes use Sundays for leisure and planning activities, making it a good time for inspirational travel content.

Best Times:

- **Morning (7:00–9:00 AM):**
 - Ideal for catching commuters and early risers checking their phones.
 - Perfect for Instagram Stories, TikTok, or short-form video content.
- **Lunch Break (11:30 AM–1:30 PM):**
 - High engagement during lunch breaks, especially on Facebook and LinkedIn.
- **Evening (8:00–10:00 PM):**
 - Prime browsing time for Instagram, Facebook, and TikTok. Audiences are more relaxed and open to travel inspiration.

Pro Tips:

- **Social Media-Specific Patterns:**
 - **Instagram & TikTok:** Post engaging and visual content during evenings and weekends.
 - **Facebook:** Effective during lunch hours and evenings, especially for detailed posts.
 - **LinkedIn:** Best for professional content during weekdays between 8:00–10:00 AM.



Paid Content

Best Days:

- **Monday to Friday:** Paid content performs better on weekdays, as people actively plan their trips and research options.
- **Key Holidays:** Target holiday periods like Christmas and summer vacations when Scandinavians are most likely to plan travel.

Best Times:

- **Weekday Mornings (8:00–10:00 AM):**
 - Paid ads targeting work commuters and morning coffee audiences see strong click-through rates.
- **Afternoon (2:00–4:00 PM):**
 - A key window for targeting professionals taking mid-day breaks.
- **Evening (7:00–9:00 PM):**
 - Scandinavians browse more casually in the evenings, ideal for visually driven, inspiring paid campaigns.

Pro Tips:

- **Optimize for Platforms:**
 - **Facebook Ads:** Focus on lunch breaks and evening hours.
 - **Instagram Ads:** Evenings work best, especially for Stories and Reels.
 - **Google Ads:** Target early mornings and late evenings when searches for travel-related keywords spike.
 - **YouTube Ads:** Peak hours include evenings (8:00–10:00 PM) when users stream video content.



General Posting Tips

- **Consistency:** Post consistently (2–3 times per week for organic, depending on platform) to stay top-of-mind.
- **A/B Testing for Paid Ads:** Test different posting times, formats, and messaging to identify optimal engagement windows.
- **Localize Messaging:** Ensure captions, hashtags, and CTAs resonate with Swedish and Danish cultural values (e.g., sustainability, adventure, and authenticity).





Checklist for Scandinavian-Friendly Visual Campaigns

Use this checklist to design effective campaigns and content for Swedish and Danish travelers. Highlight adventure, culture, and sustainability, and adapt to generational preferences.

Scan the QR code to download and start creating!





Sources and References

CBI Reports www.cbi.eu/market-information

Scandinavia - Market Potential for Jordan

- Description: Insights into the travel behavior, preferences, and opportunities in the Scandinavian market, focusing on eco-tourism and adventure travel.

Entering the Scandinavian Tourism Market

- Description: A guide for businesses targeting Scandinavian travelers, including tips on sustainability, digital marketing, and aligning with traveler preferences.

Sustainable Tourism in Europe

- Description: Explores the importance of sustainability in European tourism, with actionable insights for targeting eco-conscious travelers in Scandinavia.

Adventure Tourism Trends

- Description: Provides an overview of trends in adventure tourism, highlighting activities such as hiking, diving, and cultural experiences, relevant to Scandinavian travelers.

Cultural Tourism in Europe

- Description: A detailed analysis of cultural tourism trends, focusing on heritage, authenticity, and immersive experiences that resonate with Scandinavian markets.

General Scandinavian Market Insights

- **Statista:**
 - [Social Media Usage in the Nordics](#)
- **Eurostat:**
 - [European Travel and Tourism Statistics](#)
- **Visit Denmark:**
 - [Travel Insights from Denmark](#)
- **Visit Sweden:**
 - [Insights on Swedish Travelers](#)
- **Social Media and Platform Usage**
- **Hootsuite Social Media Reports:**
 - [Global Social Media Trends](#)
- **Travel Influencers and Digital Campaigns:**
 - [General references to Scandinavian travel influencers on Instagram, TikTok, and YouTube.](#)
- **Jordan-Specific Insights**
- **Jordan Tourism Board:**
 - [Official Tourism Site](#): Adventure, wellness, and cultural insights.
- **Adventure Publications:**
 - [Utemagasinet \(Sweden\)](#): Hiking and trekking focus.
 - [Ondag Verden \(Denmark\)](#): Outdoor adventure and



LET'S TALK SEASONALITY!

When is our Low Season?

When is our High Season?

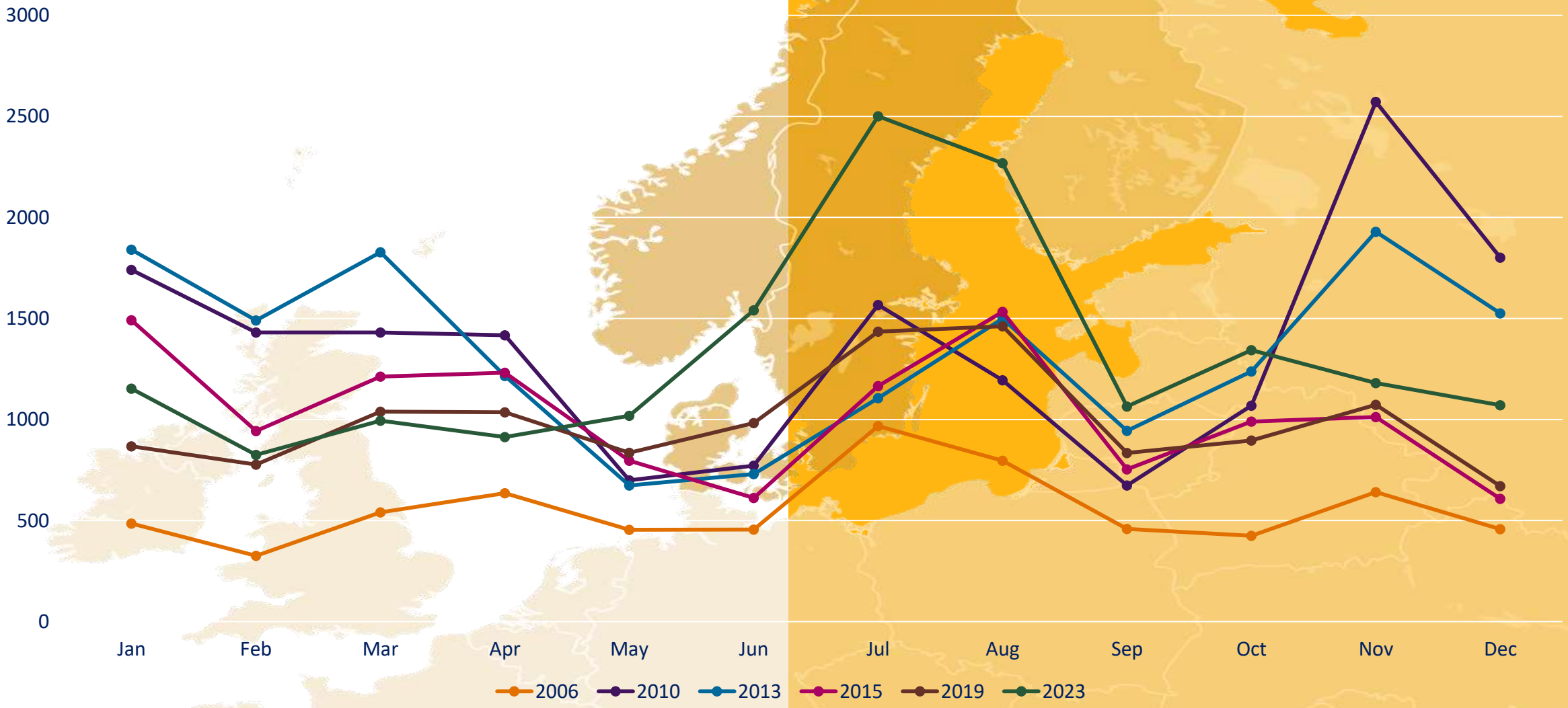
Do we have a Shoulder Season?



SWEDEN

Seasonality Travel Pattern to Jordan

When do they travel to Jordan?

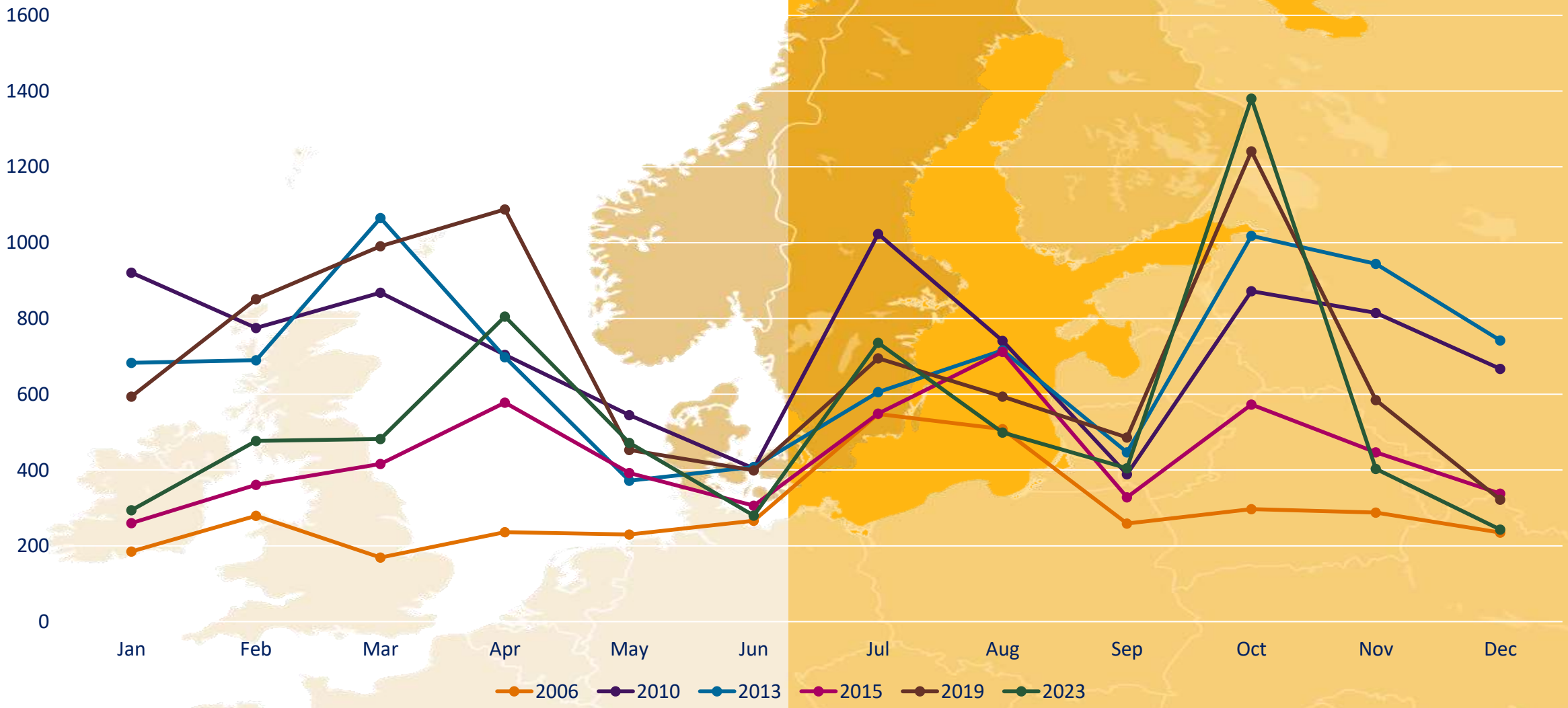




DENMARK

Seasonality Travel Pattern to Jordan

When do they travel to Jordan?





Exercise



Flashback

- ✓ Scandinavian tourists, including those from Sweden, Denmark, and Norway, seek a diverse range of experiences in their travel destinations.
- ✓ While "sun and fun" (beach holidays and relaxation) are major draws, especially during colder months, their preferences extend beyond this.
- ✓ Budget-friendly accommodations are also popular, particularly among younger travellers.
- ✓ Scandinavian tourists, typically prefer mid-range to upscale accommodations when traveling. This includes four-star and five-star hotels.
- ✓ The demand for luxury or unique accommodations is growing, as seen in preferences for boutique hotels, sustainable lodgings, and experience-driven stays.
- ✓ For business or conference travel, travellers often opt for higher-end accommodations with good amenities.



- ❑ Nature and Adventure Tourism
- ❑ Cultural and Historical Experiences
- ❑ Sustainable Tourism
- ❑ Wellness and Relaxation
- ❑ Gastronomy

Summer (June-August): The high season for travel, when the weather in Scandinavia is at its best, and school vacations make family travel more common. Scandinavians often travel to warm destinations in Southern Europe, the Mediterranean, and beyond. This is the peak period for beach holidays, city breaks, and family vacations

Winter (December-February): Winter holidays are also popular, especially for ski trips to places like the Alps, Norway, or the Swedish Lapland. The Christmas and New Year period sees a surge in travel for those seeking winter sports, festive experiences, and unique winter getaways



The median age of Sweden's population is **39.8**.

- **5.5 percent** is between the ages of 0 and 4.
- **9.4 percent** is between the ages of 5 and 12.
- **6.0 percent** is between the ages of 13 and 17.
- **8.0 percent** is between the ages of 18 and 24.
- **13.4 percent** is between the ages of 25 and 34.
- **12.9 percent** is between the ages of 35 and 44.
- **12.3 percent** is between the ages of 45 and 54.
- **11.9 percent** is between the ages of 55 and 64.
- **20.5 percent** is aged 65 and above.

The median age of Denmark's population is **41.3**.

- **5.4 percent** is between the ages of 0 and 4.
- **8.3 percent** is between the ages of 5 and 12.
- **5.7 percent** is between the ages of 13 and 17.
- **8.5 percent** is between the ages of 18 and 24.
- **13.6 percent** is between the ages of 25 and 34.
- **11.6 percent** is between the ages of 35 and 44.
- **12.9 percent** is between the ages of 45 and 54.
- **13.2 percent** is between the ages of 55 and 64.
- **20.8 percent** is aged 65 and above.



Gen Z 1997 – 2012 (12-27)



Millennials 1981 – 1996 (28-43)



Gen X 1965 – 1980 (44-59)



Boomers 1955 – 1964 (60-69)



Each generation has distinct traits.

Gen Z and Millennials are adventure-focused, social and value responsible travel, while Gen X and Boomers prioritise wellness, relaxation, and cultural immersion.

Gen Z & Millennials

- **Authenticity Matters:** Love cultural immersion and local experiences
- **Adventure Seekers:** Prefer trekking, snorkeling, and unique outdoor activities.
- **Social Media-Driven:** Highly influenced by Instagram and TikTok; prioritize "Instagrammable" moments.
- **Eco-Conscious Travelers:** Value sustainable tourism and low-impact travel.
- **Experience-Focused:** Seek flexible, customizable itineraries with off-the-beaten-path options.
- **Tech-Savvy:** Research through online reviews, blogs, and influencers.

Gen X & Boomers

- **Cultural Enthusiasts:** Drawn to history and heritage sites.
- **Relaxation Seekers:** Value wellness and comfort
- **Family-Oriented:** Prefer destinations suitable for multi-generational travel.
- **Trust Traditional Sources:** Rely on travel magazines, brochures, and trusted recommendations.
- **Prefer Guided Experiences:** Enjoy structured itineraries with expert guides.
- **Safety-Conscious:** Seek destinations perceived as safe and reliable for travelers of all ages.



Messaging That Resonates

1. Authenticity is Key:

- Highlight Jordan's unique culture: hospitality, local cuisine, traditional markets.
- Use real stories and testimonials from Scandinavian travelers.

2. Sustainability Matters:

- Showcase responsible travel practices showcase high-value/low-impact tourism.
- Emphasize Jordan's efforts to protect its cultural and natural heritage.

3. Focus on Adventure and Relaxation:

- Appeal to Gen Z and Millennials with outdoor adventures (e.g., trekking, cycling, diving).
- Attract Gen X and Boomers with relaxation (e.g., wellness packages, guided tours).

4. Storytelling Approach:

- Use relatable narratives, such as "Discover Jordan through Scandinavian Eyes."
- Focus on journeys of discovery, adventure, and relaxation.

5. Incorporate Humor and Relatability:

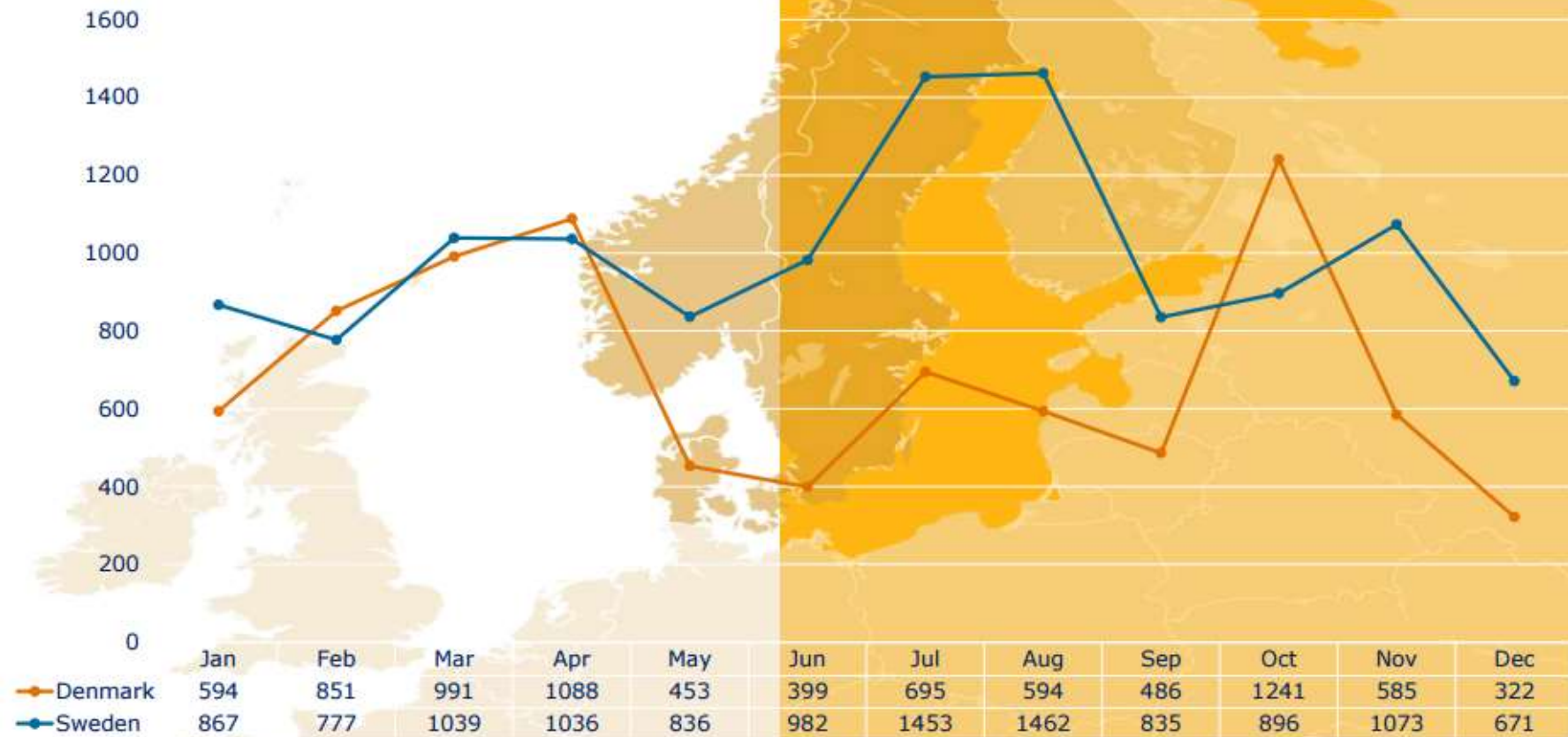
- Playful captions like, "Swap Your Wool Socks for Warm Sand Between Your Toes" or "Trade the Midnight Sun for the Midnight Stars!"





Denmark and Sweden Travel patterns to Jordan 2019

Denmark & Sweden Travel Months to Jordan 2019





Overly Polished or Generic Imagery:

- Avoid stock photos that lack authenticity.
- Scandinavians prefer relatable, real-life visuals that feel genuine.

Ignoring Sustainability:

- Messaging or campaigns that fail to address responsible travel practices will alienate eco-conscious travelers.

Too Much Luxury Focus:

- Scandinavians value experiences over opulence. Don't overemphasize luxury without showcasing cultural depth or adventure.

Hard-Sell Tactics:

- Scandinavians dislike aggressive marketing. Focus on storytelling and informative, soft-sell approaches.

Unclear or Inflexible Itineraries:

- Avoid promoting rigid, one-size-fits-all travel plans. Scandinavians appreciate tailored, flexible options.





Exercise – Attract Scandinavian Tourists to Jordan

What you need to do per group:

- Select the promotion platform that you will work with
- Identify travel season that you will target
- Develop relevant itinerary for 14 nights / 15 days or more
- Develop core message that you will use for promoting this program on the select platform



Divide into 3 different Groups – 5 people X group

Group 1

- > Swedish nationals
- > Baby Boomers
- > November / December

Group 2

- > Danish Nationals
- > Families
- > July/ August

Group 3

- > Swedish and Danish Nationals
- > Young Groups / Solo travelers
- > February/ March



High Value Low Impact Activities in Jordan

- Hiking Jordan Trail
- Visit Nature Reserves
- Bird Watching
- Cycling Jordan Bike Trail
- Walk Jordan Biblical Trail
- Diving in Aqaba
- Snorkeling
- Kayaking
- Meditation and yoga
- Canyoning
- Mountain climbing
- Spa and wellness
- Historical sites
- Museums
- Islamic sites
- Arabic language learning
- Walking city tours
- Music and Dance
- Art tours and sessions
- Photography
- Thematic Forums (ندوات)
- Accessible tourism

CBT experiences

- Salti wedding
- Henna
- Embroidery
- Hadab
- Palm tree leaves products
- Carpet weaving
- Pottery making
- Jewelry making
- Mosaic art
- Kohol making
- Soap making
- Herbal education
- Calligraphy writing

Culinary experiences

- Cooking
- Tasting
- Farm to fork
- Jameed making,
- White cheese making
- Olives brining
- Wine tasting

Agritourism

- Beekeeping
- Farming
- Olive picking
- fruits and veggies picking
- Herding sheep/goats
- Camel milking

Volunteering

- Archaeological digs
- Tree planting
- Clean ups
- Schools maintenance
- Habitat support
- Conservation projects

Local festivals

- Olive festival
- Recycled products
- Women cooperatives
- Film festivals
- Food festival
- Cultural festivals
- Poetry
- Local fashion
- Local markets (souk Jara, Aqaba by the sea)
- Amman design week



THANK YOU