

Ajloun Tourist Resort

Ajloun is known for its captivating nature, billowing trees, vast forests and moderate summer climate, making it an ideal touristic destination. However, the lack of advertising and the subsequent limited tourism investment in the city compelled Omar Momani and his partner, Ahmad Taifour, to launch a project that would potentially advance Ajloun's touristic scene while maintaining its breathtaking landscape.

Building on their extensive knowledge within the tourism industry, Omar and Ahmad chose to establish a family resort. The resort features a park, several cabins for overnight stays, children's playgrounds, restaurants and cafés in line with efforts to cement Ajloun's standing as a prime vacationing destination. The concept of the resort spiked the interest of members of the Jordan Businessmen Association, who contributed to the project by providing two 10-dunom plots of land to be developed over 33 years.

However, the search for an investor for the construction of the project continued. After Omar and Ahmad heard of the entrepreneurial support offered by the European Union (EU) and Jordan Enterprise Development Corporation (JEDCO), they applied for a grant. JEDCO and the EU reviewed the detailed proposal and provided full funding valued at EUR 127,000.

By mid-2013, and in keeping with the eco-friendly concepts of the resort, seven log cabins were built without using any forest trees or concrete. With the support of JEDCO and the European Union (EU), the cabins were fully furnished and the administration buildings were equipped with all the necessary gear including a computer for making reservations. The location was fenced off entirely to ensure optimum security, and electronic games were installed outdoors to entertain children.

The resort was promoted in cooperation with local tourism offices and through a dedicated promotional website. In addition to financial aid, JEDCO and EU provided the resort with strategic support such as marketing consultation services and feasibility studies, as well as offered Omar and Ahmad access to different seminars on marketing, management, public relations and accounting.

The resort achieved remarkable success immediately after its inauguration in May 2014, recording an occupancy rate of 50% during the first month. Furthermore, the project has managed to create 25 job opportunities for local community members. Following their success, Omar and Ahmad are eager to carry out further expansions, double the number of existing cabins, as well as open new cafés and restaurants.

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