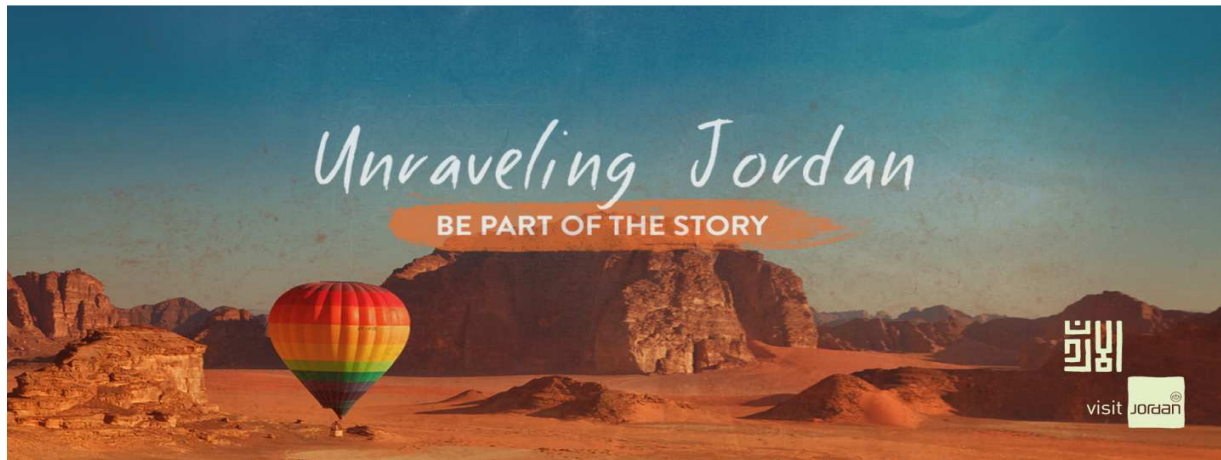


Jordan Tourism “Unravels” New Blogger Campaign



AMMAN, Jordan – A new campaign directed at bloggers, videographers and travel photographers was launched today, Wednesday the 21st of January, by the Jordan Tourism Board. The “Unraveling Jordan” campaign is an online based promotional campaign designed to promote Jordan through the eyes of bloggers, photographers and video makers. The campaign is run by the Jordan Tourism Board and was developed through the EU-funded Twinning Program on tourism.

Dr. Abed Al Razzaq Arabiyat, managing director of the Jordan Tourism Board said: “This new campaign will help us attract passionate bloggers, photographers and video makers and allow them to tell their own stories through our platforms. As a tourism destination we’re always eager for people to paint Jordan from their own perspective and share it with the world.”

Arabiyat added: “While each trip will cover a specific theme like adventure, gastronomy or luxury, bloggers from different backgrounds and interests can apply for all trips, specify their availability and be accommodated as much as possible depending on JTB’s needs. This will be a great chance for us to showcase what we have to offer through new voices and a fantastic opportunity for bloggers to demonstrate their talents on an international scale.”

The five-day trip will be sponsored by the Jordan Tourism Board as outlined in their terms and conditions on the Unraveling Jordan site. The JTB team will continue to collect applications until the 21st of February for the first sponsored blogger trip that will occur in late March of this year. Applications will continue to be accepted for trips planned for the rest of the year after the 21st of February.

To apply for the campaign you can follow the link below:

www.UnravelingJordan.com/

For more information please contact:

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