

# La Beduina Tours MICE & Luxury



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## La Beduina Tours (DMC)\_

Sales & Marketing Company profile for:  
**MICE & Luxury department**

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## □ A word from our CEOs

Dear Business Partner,

*In Jordan, there are no strangers, only friends you have not yet met. This is a saying very often used when talking about Jordan and its people, a country best known for its genuine Arabian hospitality, astonishing heritage and for its welcoming people.*

*Traveling to Jordan can be a one in a lifetime experience, and we at La Beduina tours want to ensure that it will be an exceptional one.*

*Our objective at La Beduina Tours\_is to build dependable, strong and long lasting partnerships with internationally recognized organizations all over the world.*

*As our organization is internationally recognized, we are forwarding you with some relevant information concerning our company in order to give you a better idea as to what La Beduina Tours has to offer.*

*While in Jordan, if you feel like needing any assistance, the La Beduina Tours Team of qualified professionals will be more than happy to help.*

*We look forward to extending to you a Genuine Welcome to Jordan*

Best Regards  
Mr. Ismail Helalat

## □ About La Beduina tours

*Being the number one (1) adventure company in Jordan since 1988 , member of (ASTA) JATOA & JTB , Jordan winning responsible tourism award since 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010.*

*Professional team providing a comprehensive range of services as Inbound Tourism in Jordan with three Offices based in Amman – Petra & Aqaba.*

*We currently operate a large number of adventure tours, including incentive travel, conferences, seminars, classical tailor-made groups, cycling tours, hiking treks, camel caravans, jeep safari's, horse-riding, camping trips as well as any special event request.*

*Whichever tour is chosen, guests leave Jordan with their hearts filled with joy and lasting memories of a very unique and special holiday. Using local Bedouin guides and having first-hand experience ourselves (as former tour guides), La Beduina is able to add a personal touch, ensuring the pleasure and enjoyment of all our clients*

*We offer full assistance to individual travellers , groups and special interest travellers. The services we provide include accommodation arrangements, hotel booking world wide/last minute traveller, car-hire booking, transfers, and assistance at airports, seaports and hotels.*

*We also organize guided and unguided excursions to all tourist attractions in Jordan, either on a separate package basis or as an extension to a pre-designed trip. All field services are provided and monitored by uniformed, professional multilingual representatives.*

## ☐ **Mission / Vision & Values**

### • **Our Mission**

Is to offer you services beyond your expectations at a fair price.

### • **Our Vision**

Is to enhance our cooperation to the benefit of our establishments.

### • **Our Values**

- ☐ Clients First
- ☐ Passion for work
- ☐ Transparency
- ☐ Creativity
- ☐ Consistent Service
- ☐ Value for money
- ☐ Quality Control
- ☐ Efficiency

## □ MICE & services

### Incentives & Events

*Jordan has become a truly (hot) incentive location these days. Why? Our fantastic choice of settings, top hotel properties, fabulous climate, and that whiff of exotic adventure, plus the rich La Beduina tours programs that deliver value for money.*

*Whether your client wants to reward high-achievers with an exploration and relaxation vacation or continue grooming them with team building activities and fun competitors, La Beduina tours has all the resources at hand—including skilled facilitators to lead group sessions and professionals to guide more active explorations.*

*At any location in Jordan, we can organize meals and outings with special effects for unique insights and experiences. Whether on the sidelines of a conference or combined with an incentive or group tour, La Beduina tours can creatively key special events to your clients' particular interests and purposes, with the cost efficiencies only and experienced team can deliver. We guarantee that your incentive clients will be engaged, surprised, challenged and re-energized. Our specialists love setting the stage for a dramatic event, casting that magic spell that creates a lasting memory.*

*Where else could you end a conference with a sunset ride in the hills followed by a traditional steam bath, or a candle lit excursion to the rose-red city of Petra combined with dinner in the caves?*

*You have your wishes, we have our Aladdin's lamp!*

## **Business & Luxury**

*La Beduina Tours is one of the leading DMC's in Jordan in Business & Luxury travel, we can make your dreams come true and we take it to the highest limit to exceed your expectations.*

*private jet handling, luxury yachting, 5 star camping, or any demand is professionally realizable.*

## **Responsible / Sustainable Tourism**

*La Beduina is proud to be one of the few destination management companies in Jordan that also offers visitors the chance to connect with real people, Jordanians living their traditions and aspirations, today.*

*We can arrange for your clients to: Meet Jordanian professional counterparts in exclusive social settings and private homes.*

*Learn how to make Bedouin coffee.*

*How to cook a local dish, dine at home with a Jordanian family or eat at a local restaurant with Jordanians.*

*Visit schools, hospitals or volunteer groups.*

*Visit mosques/churches for services.*

*Learn how to dance the dabbkeh (local folk dance) or find the popular local night spots.*

*Meet Arab artists at contemporary art galleries and studios.*

*Shop for spices, coffee and pastries where Jordanians do.*

*Learn basic phrases in spoken Arabic and how to write their names in Arabic (calligraphy).*

*Here below some pictures of our activities and events:*

## **Amman**

*Amman is a metropolis in the centre of Jordan, the capital of the Hashemite Kingdom and the largest city in the country and even the surrounding countries with an official population of over three million inhabitants, it is the country's political, cultural and commercial centre and one of the oldest continuously inhabited cities in the world .*

*Amman was named one of the Arab World's best cities according to economic, labor, environmental, and socio- cultural factors.*



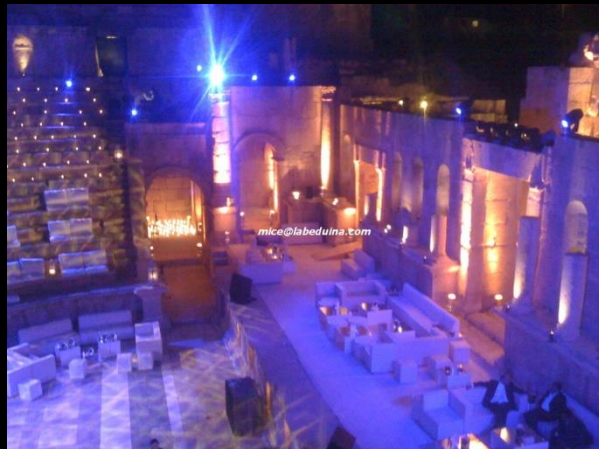


## Jerash

*Jerash, the Gerasa of Antiquity, is the capital and largest city of Jerash Governorate which is situated in the north of Jordan, 48 kilometers north of the capital Amman towards Syria.*

*Jerash is known for the ruins of the Greco-Roman city of Gerasa, also referred to as Antioch on the Golden River. It is sometimes misleadingly referred to as the "Pompeii of the Middle-East or Asia", referring to its size, extent of excavation and level of preservation (though Jerash was never buried by a volcano). Jerash is considered one of the most important and best preserved Roman cities in the Near East.*





## Dead Sea

*Without a doubt the world's most amazing place, the Jordan Rift Valley is a dramatic, Beautiful landscape, which at the Dead Sea, is over 400m (1,312 ft.) below sea level. The lowest point on the face of the earth, this vast, stretch of water receives a number of incoming rivers, including the River Jordan. Once the waters reach the Dead Sea they are land-locked and have nowhere to go, so they evaporate, leaving behind a dense, rich, cocktail of salts and minerals that supply industry, agriculture and medicine with some of its finest products.*







## Petra

*Petra, the world wonder,  
is without a doubt  
Jordan's most valuable treasure and  
greatest tourist attraction.*

*It is a vast, unique city,  
carved into the sheer rock face by the  
Nabataeans, an industrious Arab people  
who settled here more than 2000 years ago,  
turning it into an important junction for the  
silk, spice and other trade routes that linked  
China, India and southern Arabia with Egypt,  
Syria, Greece and Rome.*



## Wadi Rum

*Wadi Rum also known as The Valley of the Moon is a valley cut into the sandstone and granite rock in south Jordan at 60 km to the east of Aqaba. It is the largest wadi in Jordan.*

*The name Rum most likely comes from an Aramaic root meaning 'high' or 'elevated'. To reflect its proper Arabic pronunciation, archaeologists transcribe it as Wadi Ramm. The highest elevation in Wadi rum is Mount Um Damri at more than 1800m above sea level.*





## Aqaba

*It is the capital of Aqaba Governorate. Aqaba is strategically important to Jordan as it is the country's only seaport, located at the head of the Gulf of Aqaba. Best known today as a diving and beach resort, but industrial activity remains important to the area, and the town is a free zone and an exporter of phosphate and some shells.*





## □ Why Choose La Beduina tours?

### **Customer Satisfaction!**

We master the details and guarantee your peace of mind. We make your clients happy and make you look good!

### **Experience:**

Our family has been upholding a tradition of superior customer service in the tourism business for more than a 20 years in Jordan.

### **Professionalism:**

We are a full-service destination management company, member of JITOA, JTB, fully-bonded and insured, working with top tour operators from around the world, with our own more than 30-member, multi-cultural team of experienced guides and program managers. Guides are proficient in English, German, French, Spanish, Italian, Russian, Turkish, German, Dutch, Rumanian, Filipino, Japanese and Arabic.

### **Network:**

We enjoy well-established partnerships with reputable hotels, restaurants, transport companies and venues, selected for reliability and quality-cost effectiveness.

### **Strong Financial Ability:**

Which makes us credible with our suppliers, employees and customers.

### **Buying Power:**

We handle over than 20,000 visitors each year, which helps us leverage the best services at the best price for our clients.

### **Creativity:**

We access unique ideas, venues and resources to customize your program.

### **Personal Touch:**

We never miss a chance to make your clients feel special-from birthday celebrations to welcome letters and individual opinion surveys on departure.

### **Reliability & Efficiency:**

We are a fully computerized operation, from reservations to accounting and tour management providing swift, accurate cost estimates and billings.

### **Quality Controls:**

Our own inspection teams assess service outlets, check set-ups, inspect vehicles and solve potential problems before they happen. Every tour group is personally supervised by a customer service rep that meets the tour leader on arrival and obtains evaluations on departure, as well as individual client satisfaction surveys.

### **24-Hour Hotline:**

Our support team is on call to serve your clients in-country 24 / 7

