

AQABA OVERVIEW

Aqaba is a shared sentiment, a sense of belonging, warmth, and cultural exchange. We invite you to experience the spirit of Aqaba, a spirit that is both nurturing and welcoming, reflecting the deep-rooted values of its inhabitants. Here, in this city, every interaction, every shared story, every embraced visitor is a testament to our natural way of life.

After all, this isn't just our city, it's a feeling that we're eager to share - welcome to Aqaba, where embracing you is not just our tradition; it is who we are - it's Aqaba.



ABOUT AQABA

Welcome to Aqaba, where the authentic spirit of warmth and hospitality radiates from its core. Our city, etched in the hearts of the Aqabawi people, is an enduring symbol of simplicity, authenticity, and a lifestyle deeply woven into the timeless fusion of tradition and modernity.

Here, in the only seaside city of Jordan on the Red Sea, expect a profound immersion into a culture of belonging that has been fostered over centuries, welcoming millions of visitors into its inviting embrace.

Aqaba offers a unique blend of tranquillity and vibrancy, harmoniously merging historical charm with contemporary elegance. As you navigate through its tapestry, the sense of warmth is ever-present, manifesting in the genuine human connections formed, the rich melding of diverse cultures, and the awe-inspiring allure of landscapes, stretching from the enchanting depths of the Red Sea to the soaring peaks of our mountains.

In Aqaba, our commitment to nature is as clear as our crystalline waters, deeply rooted and visible in our dedicated efforts towards sustainable tourism. Engage with tales of our thriving marine life, appreciate the vitality of our ecosystems, and become a part of our eco-conscious endeavours.

We've struck a balance between preserving our natural wonders and providing unforgettable experiences to our guests – a testament to Aqaba's ethos.



HISTORY & CULTURE

Our city invites you to dive into its rich cultural heritage. Explore bustling markets and indulge in culinary delights that will satiate every palate. Meet traditional craftsmen and local fishermen, proud custodians of Aqaba's legacy, each contributing to a deeper understanding of our city's heart and soul.

The locals of Aqaba, AKA: Aqabawis, known for their simplicity, purity, and welcoming nature, imbue Aqaba with an aura of home. Interacting with them, you'll feel comfortable sharing your culture as they love to learn about other people's lives and traditions. Your journey here is as much about gaining new values and meanings of love, friendship, and human companionship as it is about discovering a new city.

Aqaba, in its essence, transcends being a mere destination - it's a shared sentiment, a sense of belonging, warmth, and cultural exchange. We invite you to experience the spirit of Aqaba, a spirit that is both nurturing and welcoming, reflecting the deep-rooted values of its inhabitants.

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ESSENTIAL INFORMATION

Get ready to embark on an unforgettable adventure in Aqaba, Jordan! This city has everything from awesome sandy beaches to a lively culture and fascinating history. Before packing your bags, keep in mind the following tips to help plan your trip:

01. Visa and Travel Requirements:

When entering via the port, airport or land border (with the exception of crossing the southern Wadi Araba).

You will receive a free visa to enter Jordan. There are no obligations associated with this visa as long as you leave within one month of your arrival at the same border and do not need to renew your visa.

If you hold an ASEZA (Aqaba Special Economic Zone) visa and wish to extend your stay beyond one month, you can do so by visiting the ASEZA office in Aqaba.

Please be aware that certain nationalities require obtaining an entry visa prior to travel. While we strive to provide accurate information, the visa requirements may change without prior notice. To ensure you have all the necessary paperwork for your travel, we recommend checking with the Jordanian diplomatic mission in your country before your trip.

If you arrive at a different entry point and plan to travel to Aqaba, you can claim a free visa by declaring your destination to the authorities. However, it is mandatory to register with the ASEZA visa office in Aqaba within 48 hours of your arrival in Jordan. Failure to do so may result in the need to pay for the visa and a fine of 1.5 JD per day for each unregistered day.

Please note that visa regulations are subject to change, and it is always best to stay informed and comply with the latest requirements to ensure a smooth and enjoyable visit to Aqaba.



ESSENTIAL INFORMATION

02. Weather & Environment

With a hot desert climate, Aqaba has mild winters and scorching summers. For the most pleasant experience, visit between March to May or September to November when temperatures are cooler. During summer, temperatures can soar to 40°C or more, so be sure to pack appropriately and stay hydrated. As Aqaba is situated on the Red Sea, expect to see a stunning array of marine life and have access to fantastic snorkelling and diving opportunities.

03.Language & Currency

Arabic is the official language of Jordan, but fear not, as English is widely spoken in tourist areas. The local currency is the Jordanian Dinar (JOD), which is accepted in most places. However, it's a good idea to carry some cash, especially when venturing out to rural areas.

04.Maps & Guides

Aqaba is a relatively small city, and most major attractions are within walking distance of each other. Still, it's a great idea to bring a map or guidebook to help you navigate the city and plan your itinerary. There are plenty of resources available online, such as maps and travel guides, to assist you in planning your trip to Aqaba.

When planning your trip to Aqaba, ensure you check visa and travel requirements, select accommodations that suit your needs, pack appropriately for the weather and environment, carry local currency, and bring maps and guides to help explore this stunning city. With its gorgeous beaches, incredible history, and vibrant culture, Aqaba is a destination that you won't want to miss!



Accessibility: Getting to Aqaba











PLACE & CONDITIONS

Aqaba is accessible by air through Aqaba's King Hussein International Airport or via Queen Alia International Airport in Amman. You can also reach Aqaba by land through the South Wadi Araba crossing border from Eilat, or by car from the Durra border crossing in the Tabuk Governate, Saudi Arabia. Entry by sea is on ferries from Egypt's Sinai Peninsula.

Aqaba's streets radiate warmth, hospitality, and an enchanting blend of past and present. From its luxurious resorts to its significant role as Jordan's only seaport and a low-tax, custom-free city, Aqaba invites you to experience its splendour, simplicity, and purity. Aqaba serves as a perfect gateway to explore the golden triangle of Jordan's most iconic destinations. It's incredibly accessible, and its proximity to both Wadi Rum and Petra allows for flexible exploration. Wadi Rum, with its stunning desert landscapes, is just a short drive away and can easily be explored on a day trip or a magical overnight stay under the stars. Petra, one of the world's most famous archaeological sites, is also reachable for a day's excursion or an immersive overnight experience.

These three locations form the Golden Triangle, offering a convenient and enriching travel experience that allows visitors to soak in the diverse beauty of Jordan within a compact timeframe. Whether you have a day or a weekend, the combination of Aqaba, Wadi Rum, and Petra provides an unforgettable journey into the heart of Jordan's cultural and natural heritage.



BY AIR

Aqaba is a destination that doesn't just capture hearts with its attractions, but also makes reaching it a breeze. The King Hussein International Airport serves as a gateway not only to the city but also to the world, effortlessly connecting travellers from various corners of the globe. Whether you're jetting in from neighbouring lands or far-flung horizons, the airport offers a hub of convenience, located conveniently close to the city's delights. But that's not all. The travel experience is further enhanced with an array of services and facilities that ensure seamless journeys.

Royal Jordanian and Turkish Airlines are steadfast companions throughout the year, in addition to Edelweiss from Zurich ensuring that Aqaba's welcome is constant. Meanwhile, other esteemed names like EasyJet, Wizz Air, and Ryanair enhance the winter experience with their seasonal flights. For a comprehensive guide to flights, amenities, and services, a quick visit to https://khiaops.com/aac holds the key. With this exceptional air connectivity, Aqaba extends an open invitation to global explorers, inviting them to bask in its exquisite beaches, vibrant culture, and storied past.



BY LAND

Aqaba is accessible from neighbouring countries, adding another layer of convenience to your travels. You can enter by land through the south Wadi Araba Crossing border from Eilat or opt for a scenic drive from Durra Crossing Border in Tabuk Governorate.

Getting around in Aqaba is easy and convenient with various transportation options available. Special green taxis, public transport cars, and buses are widely used and can take you to various destinations throughout the city. For those looking to visit the south beach area and public beaches, organised shuttle services are also available. With these transportation options, exploring Aqaba is both accessible and enjoyable.

Furthermore, if you're looking to explore beyond Aqaba, public transportation options such as JETT bus company offer services to other governorates in Jordan, including Petra and Wadi Rum. These options allow visitors to easily access some of Jordan's most popular tourist destinations. So, whether you're exploring the city or venturing out to other parts of Jordan, transportation options in Aqaba make it a breeze to get around and experience all that this beautiful country has to offer.



BY SEA

Aqaba, in Jordan, offers a range of sea transit options for travellers. One of the popular methods is through cruise ships that arrive from various parts of the world, including the US, Europe, and the Gulf Area. The Aqaba cruise terminal serves as the primary port for receiving these civil and non-commercial ships.

It provides a gateway for tourists to explore the beauty of Aqaba and its surrounding attractions. For more information on cruise options and schedules, visitors can visit the website https://adcruiseAqaba.com/
Whether arriving by cruise ship or utilizing other sea transit options, Aqaba ensures a memorable and enjoyable experience for travellers seeking to discover the wonders of this city.



WHERE TO STAY

Accommodations in Aqaba

Embarking on a journey to Aqaba, with its unique landscapes and captivating experiences, brings a sense of excitement that only comes from exploring the unknown. Each step unveils new places, new stories, and new memories waiting to be created. Aqaba offers a diverse array of accommodations tailored to various travel styles, whether it's a family adventure, a business trip, a romantic getaway, a group expedition, or a solitary retreat. No matter your budget, there's a perfect option for you.

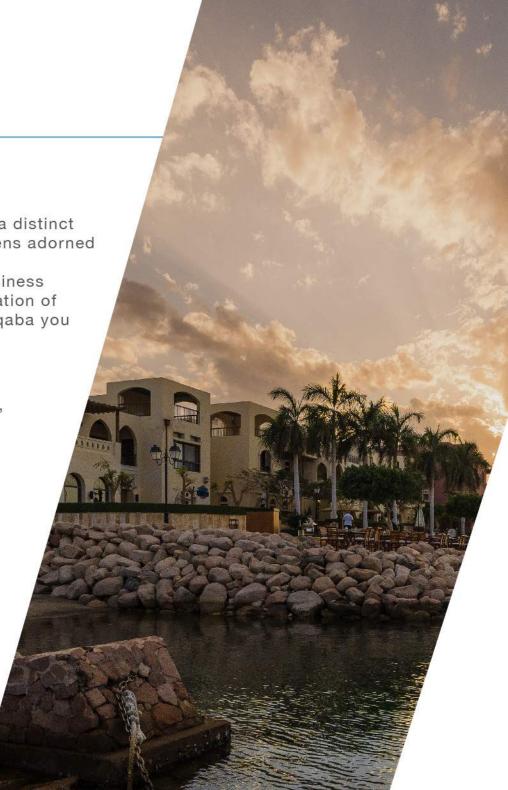
WHERE TO STAY

Hotels & Resorts

Indulge in the allure of Aqaba's Hotels & Resorts, each offering a distinct charm that matches your preferences. From lavish five-star havens adorned with rejuvenating to intimate boutique hotels, cozy family-run establishments, and economical yet comfortable options for business travellers. Immerse yourself in the luxury of the boutique destination of Aqaba or relax in the tranquillity of the surrounding nature. In Aqaba you will find a place to call your own.

Diving Resorts

For those enchanted by the underwater wonders of the Red Sea, Aqaba's dive resorts offer an oasis of adventure and relaxation. Discover our hand-picked selection of accommodations, from refined star resorts to budget-friendly options that guarantee a memorable stay.



City's Unique Selling Propositions (USPs):

Aqaba offers a diverse travel experience, whether you are looking for adventure, culture, sun and beach or culinary delights. Come and discover Aqaba, where genuine people and novel experiences await you "By Nature."



Diving and unique water sports and experiences:

Aqaba, nestled along the serene Red Sea coast, beckons diving enthusiasts and marine lovers from around the world. The crystal-clear waters, with visibility extending up to 150 meters deep, offer over 20 unique dive sites along its 26 km coastline. Dive spots like the Cedar Pride Wreck, King Abdullah Reef, and the Japanese Garden present a tantalizing aquatic playground for divers. Furthermore, the Aqaba Marine Reserve stands as a beacon of marine conservation, safeguarding over 300 species of corals, 500 species of fish, and numerous endangered species. It's a haven for underwater photography, particularly during night dives, with the waters reflecting a mesmerizing tapestry of marine life.

Not just divers, snorkelers too can revel in the magnificence of Aqaba's vibrant coral gardens, lying just below the water's shimmering surface. For those wanting a more relaxed experience, the Aquatic Safari offers an enchanting view of the marine life below through a glass-bottom boat, while thrill-seekers can satisfy their adrenaline cravings at the Saraya Aqaba Waterpark with its plethora of rides. The adventurous spirit of Aqaba doesn't end with diving; the city also boasts a slew of water sports, from jet skiing and parasailing to wakeboarding and sea trekking.

However, Aqaba isn't just a marine paradise; its terrestrial adventures are equally compelling. One can indulge in quad biking through golden dunes, discover hidden city pathways on a bicycle, or challenge oneself with beach volleyball and golf against breathtaking backdrops. For a truly unique marine experience, Aqaba offers the Royal Sea Trek, simulating the sensation of a lunar walk underwater. Alternatively, visitors can embark on the Neptune Submarine to comfortably witness the underwater wonders or soar high in a gyrocopter for an unparalleled view of Aqaba's picturesque landscapes.



Aqaba is a melting pot of history, tradition, and cultural riches that offers visitors a unique blend of the old and the new. The ancient city of Ayla, a significant Islamic landmark outside Arabia, paints a vivid picture of its once crucial role for Egyptian pilgrims on their way to Mecca. Amidst Aqaba's modern hotels, the remnants of this historic city tell tales of a time long past. Equally captivating is the Aqaba Church from the third century, a historical gem predating even the iconic churches in Jerusalem, standing in silent testimony to the early Christian era. Not far away, Aqaba Castle whispers tales of kingdoms, wars, and the formidable Ottoman Empire, showcasing Jordan's rich tapestry of history and heroism.

While history resonates in every corner, the city's royal legacy shines brightly at the house of Sharif Hussein Bin Ali, a precursor to Jordan's current monarch. Aqaba is not just about its past; the bustling Great Arab Revolt Plaza celebrates Arab independence, offering both cultural experiences and contemporary delights, accentuated by its close proximity to the modern seaport. Dive deeper into Aqaba's heart at the Fishermen Harbour, watch the city's essence come alive through local women's associations, and bask in the authenticity of experiences ranging from traditional music and culinary arts to the thriving jewellery scene.

Aqaba's rich religious tapestry is evident in its varied sacred spaces, each narrating stories of faith, inclusivity, and diversity. The city's traditions, like the age-old henna ceremonies, continue to mesmerize visitors, while the Aqabawi, the city's inhabitants, are the true soul of Aqaba. Known for their hospitality and generosity, these individuals encapsulate all that Aqaba represents. Engaging with them, even over something as simple as a cup of coffee, is akin to living a chapter of Aqaba's compelling story.



Starts at the Aqaba Bird Observatory, where a staggering 390 species of birds converge, making it a haven for birdwatchers. Flocks from Europe, Asia, and Africa create a symphony during migration seasons, nestling amidst diverse habitats from deep waters to lush green surfaces.

For marine enthusiasts, Aqaba's Aquarium, an integral part of the Marine Science Station Complex, showcases the hidden marvels of the Red Sea, with its vibrant corals and mesmerizing marine life, all without taking a dive. For those with a heart for animal welfare, Aqaba beckons with its pioneering shelter dedicated to stray dogs. Operated by the Al Rabee Society for Nature and Animal Protection, the shelter is a testament to Aqaba's rich cultural and natural heritage, presenting an opportunity for visitors to contribute and connect.

Nature's canvas unfolds further with Aqaba's sky, where sunsets paint breathtaking masterpieces, changing with the seasons but always leaving onlookers in awe. On the streets of Aqaba, the Green Chronicles narrate tales of survival through the unique flora, with every plant, from the historical Ziziphus spina-cristi to the resilient Doum Palm, telling stories of nature's adaptability and the deep bond between the local people and their environment. Beyond the sun-kissed beaches, Aqaba's seaside harbours geological wonders. Fossil reefs, some towering up to 75 meters, stand as sentinels of Earth's history, dating back to the early Oligocene era. These ancient structures, laden with clues about prehistoric sea-level shifts, offer both relaxation and a captivating lesson in time. In Aqaba, nature, history, and culture converge, promising an immersive experience for every traveller.



Aqaba, perched on the edge of the Red Sea, offers a kaleidoscope of sea activities that promise both relaxation and adventure. Imagine embarking on a serene cruise, where the gentle rhythm of the waves complements the panoramic views of Aqaba's seaside. Onboard, you can dive into the clear waters for a snorkelling session, enjoy a sumptuous buffet, or simply bask in the sun on the deck. For those seeking a deeper connection with the sea, fishing excursions provide an opportunity to mingle with local fishermen, learn from their tales, and perhaps, reel in a fresh catch for lunch. Prioritizing sustainability, Aqaba takes pride in its Blue Flag beaches and Green Key facilities, emblematic of its dedication to environmental conservation and high-quality tourism.

These programs ensure pristine beaches and an unwavering commitment to minimizing environmental impact. For those seeking romance, Aqaba's shores set the perfect backdrop. From renting honeymoon suites and enjoying intimate pier dinners to the possibility of a beachfront wedding, love certainly floats in the air.

As the day concludes, nothing compares to a sunset cruise. Drift on the Red Sea, a drink in hand, soft melodies in the background, and witness the sun's descent behind the mountains—a picturesque end to a day in Aqaba's marine paradise.



While visiting Aqaba, don't miss the chance to experience Jordan's first 18-hole par-72 golf course. Ayla Golf Course ranked among the world's top three eco-friendly golf destinations, is set against the stunning backdrop of Aqaba Bay's majestic mountains. With 120 hectares of lush modern and natural landscape, this stunning course showcases organic architecture, artfully crafted man-made waterfronts, and a serene, contemporary clubhouse.

Designed by golf legend Greg Norman, the Ayla Golf Course adheres to a philosophy that enhances the property's natural features while blending harmoniously with its surroundings. The course stands as a beacon for golf enthusiasts and tourists alike, becoming a go-to destination for those seeking an extraordinary golfing experience.

What sets Ayla Golf Course apart is its commitment to environmental sustainability. Floodlit practising facilities powered entirely by solar energy allow golfers to refine their skills long after sunset, enjoying the cool Aqaba evening breeze with friends. Experience the pinnacle of golf in Aqaba, where innovation meets tradition, and luxury meets eco-consciousness.



Aqaba entices the palate with its rich tapestry of culinary delights. A melting pot of diverse cultures, Aqaba's food scene offers a symphony of flavours from traditional Arabic to international.

Whether it's the comforting bite of mansaf, the tang of fresh humus, or the spiced allure of sayyadieh, every dish tells a story. The city's restaurants combine gastronomic excellence with atmospheric dining, often accompanied by views of the shimmering Red Sea. Those with a sweet tooth should not miss the Aqabawi dessert, Al-Hooh, a confection of pastry, nuts, and syrup. Mornings in Aqaba can start with a traditional breakfast rich in Mediterranean and Jordanian influences, while afternoons can be spiced up with sandwiches like falafel and shawarma, and baked delights like Manakish Zaatar and Mua'janat.

For those keen on a taste of the sea, the grilled offerings of hammur or sultan ibrahim beckon, are perfectly complemented by a chilled drink from a local juice stall. The city's international food scene is equally vibrant, catering to global tastes from Mediterranean to Chinese. Coffee enthusiasts are in for a treat with the city's array of cafés and Turkish coffee stalls, which turn coffee brewing into an art form, accompanied by ambient oriental tunes.

As the sun sets, Aqaba awakens to a pulsating nightlife. Musical events featuring global and Middle Eastern artists set the tempo, while beachside bars in places like Ayla Oasis and Tala Bay resonate with laughter and lively conversations. Trendy spots like Romero, Rover's Return, and Bar Thirteen offer the perfect blend of food, cocktails, and music, ensuring that nights in Aqaba are as vibrant and unforgettable as its days.



Picture yourself wandering through bustling marketplaces where artisans craft woven rugs and intricate wood carvings, a piece of Aqaba's unique culture that you can take home. Feel the fabric, smell the freshly carved wood, and let the local traditions envelop you.

Now imagine stepping into the soothing warmth of a traditional Turkish bath. The steam wraps around you as skilled attendants guide you through a rejuvenating ritual of scrubbing and massage. It's a luxury that transports you back in time, a moment of indulgence that leaves you feeling refreshed and alive.

But Aqaba doesn't just pamper your body; it offers a feast for your eyes and soul as well. As the day winds down and the temperature cools, take a leisurely stroll through the city's charming streets. Explore on foot and let the city reveal its secrets. Every corner holds a new discovery and you're free to lose yourself in the wonder of it all.

If the beach is calling you, you can even invest in a piece of this paradise. With liberal laws and a warm climate year-round, why not make Aqaba your holiday or retirement destination? Choose a cosy apartment in town or a beachfront property with an endless view of the sea. The choice is yours.

In Aqaba, every day is a story waiting to be written, and you're the author. Whether it's the embrace of local culture, the indulgence of relaxation, the adventure of exploration, or the opportunity for investment, Aqaba invites you to pen your own unforgettable tale. Come, be part of Aqaba's story, and let it become a part of yours.

Sustainability in Aqaba and its Tourism



SUSTAINABILITY IN AQABA AND ITS TOURISM

In recent years, Aqaba has taken significant steps to promote sustainable tourism and protect its natural environment. One of the most notable initiatives is the Green Fins program, which certifies dive operators and snorkelers on their sustainable practices. The Green Fins program has been successful in reducing pollution and damage to coral reefs in Aqaba.

Another initiative is the comprehensive environmental campaign launched by the Public Security Directorate at Aqaba Beach. This campaign includes regular beach cleanups, educational programs for tourists, and strict enforcement of environmental regulations.

In addition to these government-led initiatives, a number of private companies and organizations are also promoting sustainable tourism in Aqaba. For example, the Ayla development has launched a sustainability initiative to clean Aqaba's beaches and reduce its environmental impact.

The Aqaba Container Terminal has also released its 12th annual sustainability report, which highlights its efforts to reduce energy consumption, emissions, and waste.

These initiatives are having a positive impact on the sustainability of Aqaba's tourism industry. A recent study found that Aqaba is becoming more resilient to climate change and more sustainable overall.



SUSTAINABILITY IN AQABA AND ITS TOURISM

Here are some specific examples of the benefits of sustainable tourism in Aqaba: Improved water quality:

- Sustainable tourism practices can help to improve water quality in Aqaba and protect its marine ecosystems. For
 example, the Green Fins program encourages dive operators and snorkelers to use environmentally friendly products
 and practices.
- This helps to reduce pollution and protect coral reefs.
- Increased biodiversity: Sustainable tourism can also help to increase biodiversity in Aqaba by protecting its natural habitats. For example, the comprehensive environmental campaign launched by the Public Security Directorate at Aqaba Beach includes measures to protect sea turtles and other marine life.
- Enhanced community resilience: Sustainable tourism can also help to enhance community resilience in Aqaba. For
 example, the Ayla development's sustainability initiative includes programs to provide jobs and training
 opportunities to local residents. This helps to improve the lives of local people and make the community more
 resilient to economic shocks.

Overall, sustainable tourism is essential for the long-term success of Aqaba's tourism industry. By taking steps to protect its natural environment and support local communities, Aqaba can ensure that it remains a popular and sustainable tourist destination for many years to come.





INTRODUCTION TO THE NEW BRAND:

"By Nature" is more than a tagline; it encapsulates the heart and soul of a land defined by its mesmerizing seas, pristine beaches, radiant sun, and majestic mountains. But nature's allure doesn't stop at the landscape. Equally captivating is the human nature of the Aqabawi people, known for their warmth, authenticity, and genuine interactions.

The phrase:

By Nature

beautifully embodies this duality, bringing together the enchanting natural elements with the rich tapestry of human connection that defines the region. With every visual captured, be it a sun-kissed beach or an intimate moment between locals, the tagline evokes a profound sense of belonging and genuine experience.

"By Nature" resonates deeply, appealing to those who seek not just the beauty of nature but the purity of human interactions. Through this blend of natural splendour and authentic human essence, every encounter in Aqaba becomes a timeless story, truly defined as "By Nature".



MEDIA SHOWCASE

Tagline design



By Nature

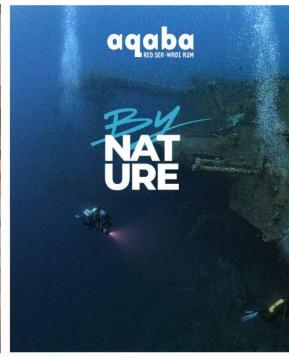
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MEDIA SHOWCASE

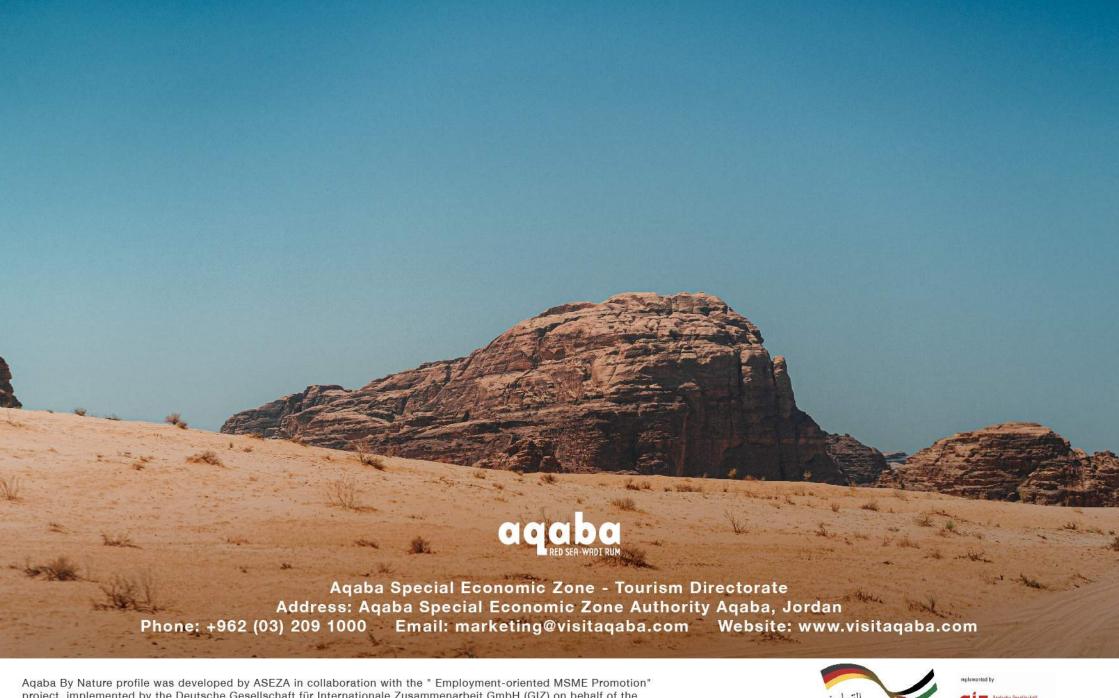












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