



MINISTRY OF PLANNING AND INTERNATIONAL COOPERATION

الصندوق الائتماني متعدد
المانحين للنمو في الأردن
JORDAN GROWTH MULTI DONOR TRUST FUND



وحدة دعم تنفيذ
الإصلاحات الاقتصادية
REFORM SECRETARIAT

August – November 2025



Reforms Catalysts

Inclusive Tourism Project Launched to Enhance Accessibility at Tourist Sites



Inclusive tourism emphasizes equal opportunities and access for all, particularly for travelers with disabilities, older adults, families and disadvantaged groups.

In line with a reform under Jordan's Reform Matrix that aims to enhance and facilitate the accessibility of persons with disabilities to main tourist attractions, and recognizing the tourism sector's potential to generate employment (including inclusive employment), Jordan's Higher Council for the Rights of Persons with Disabilities, the Ministry of Tourism and Antiquities, and the Ministry of Labor, in collaboration with the World Bank and the Reform Secretariat at the Ministry of Planning and International Cooperation (MoPIC), launched in October 2025 an advisory project supported by the Jordan Inclusive Growth and

Economic Opportunities Multi-Donor Trust Fund.

The project supports efforts to foster inclusive tourism and job creation by developing practical recommendations to enhance accessibility at historical and archaeological sites and by preparing training materials to strengthen the tourism sector's capacity for inclusivity.

As part of this effort, field visits were conducted during October to several tourist sites across the country to inform these recommendations and identify areas for improvement.

Modernizing Policymaking in Jordan: Transparent, Accountable, Impact-Driven



Under the patronage of the Prime Minister, H.E. Dr. Jafar Hassan, and with the participation of H.E. Zeina Toukan, Minister of Planning and



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International Cooperation, H.E. Badrieh Bilbisi, Minister of State for Public Sector Development, announced on September 9 the enactment of the Legislation and Policies Impact Assessment Bylaw.

The event, organized by the Good Regulatory Practice Unit at the Prime Ministry in cooperation with MoPIC and GIZ Jordan, marks an important milestone in Jordan's efforts to modernize policymaking, strengthen transparency, and improve public accountability.

In her remarks, Minister Toukan highlighted that MoPIC supported the development of the "Tawasal" platform, which allows all stakeholders, including the private sector and civil society, to review draft policies and legislations, share their feedback, and take part in shaping decisions. She noted that MoPIC and partners will continue reviewing implementation outcomes and updating the RIA guidelines adopted in 2022 to keep them responsive and practical.

As part of the ongoing implementation of the RIA framework, and marking a key milestone in strengthening good regulatory practices within government, **the Council of Ministers approved the 2025 Instructions for Preparing Impact Assessment Studies on November 5.**

The instructions clarify the procedural steps to be followed, define the levels and scope of studies, and ensure that stakeholder consultations are systematically documented under the supervision of the Good Regulatory Practices Unit.

To further advance and support implementation, the **first meeting of the Working Group on Good Regulatory Practices co-chaired by the Reform Secretariat at MoPIC and the Good Regulatory Unit at Prim Ministry was held in October**, bringing together representatives from public institutions and development partners to coordinate the implementation of the bylaw and strengthen policy coherence.



This reform falls under the Reform Matrix and the public-sector modernization roadmap, and is supported through the Jordan Growth MDTF, with additional support from GIZ Jordan.

Further details: [Legislation and Policy Impact Assessment Bylaw Enters into Force - Reform Secretariat](#) | [First Meeting of the Working Group on Good Regulatory Practices - Reform Secretariat](#)

Donor Field Visit Showcases Progress in Trade Facilitation Reforms



As part of ongoing efforts to advance Jordan's trade facilitation reforms, the Reform Secretariat at the MoPIC, in collaboration with the World Bank and the Jordan Customs Department (JCD), organized a donor field visit to the New Amman Customs Center on 3 November 2025. The visit highlighted progress achieved under projects financed through the Jordan Growth MDTF.

Representatives from the Governments of the Netherlands, Norway, Germany, Canada, and Switzerland — contributors to the Jordan Growth MDTF — joined the visit, alongside senior officials from JCD, MoPIC, and the World Bank.

In his opening remarks, Lt. Gen. Ahmad Al Akalik, Director General of the Jordan Customs Department, expressed appreciation for the strong partnership between JCD, MoPIC, the World Bank, and donor countries, noting that

this collaboration has significantly contributed to advancing customs modernization and improving the overall business environment.

The JCD team showcased key MDTF-supported projects. Furthermore, representatives from the private sector also shared their experiences on how these reforms have simplified clearance procedures and improved efficiency and predictability.

The visit reaffirmed the close collaboration between MoPIC, JCD, the World Bank, and donor partners under the Jordan Growth MDTF, driving forward reforms that strengthen Jordan's position as a competitive and reliable trade and logistics hub.

Further details: [Donor Field Visit Showcases Progress in Trade Facilitation Reforms](#)

Feature Story: [Borders Aren't Barriers, They're Opportunities: Lessons from Jordan's Customs Reforms](#)

Council of Ministers Approves New Regulations for Tourism Offices and Tourist Guide Services

In October 2025, the Council of Ministers approved two new regulations, one for tourism and travel offices and another for tourist guide services. The two bylaws aim to organize the work of tourism and travel offices and regulate the profession of tourist guides in accordance with the provisions of the Tourism Law No. 20 of 1988 and its amendments, ensuring the quality of services provided and strengthening professional standards in the sector.

These regulatory updates are supported by the Jordan Growth MDTF as part of the tourism reform agenda under the Reform Matrix.

Training Workshop on Enhancing Women's Empowerment in the Public Transport Sector



The Reform Secretariat at the Ministry of Planning and International Cooperation, in partnership with the World Bank and in collaboration with the Land Transport Regulatory Commission (LTRC) and the consultative implementing firm, held a training workshop under the Enhancing Women Economic Opportunities in Jordan Operation. The initiative, supported by the Jordan Growth MDTF, aims to improve women's access to safe and accessible public transport services that support their participation in the labor market.

The project aims to establish and rehabilitate 30 bus stops across the governorates of Amman, Irbid, Ajloun, Balqa, Tafileh, and Zarqa during the period 2026–2028, in line with modern engineering and environmental standards that ensure safety, accessibility, and sustainability amid climate change challenges. It also includes developing a National Plan to Enhance Women's Safety and Security in Public Transport, and launching national design standards for bus stops that take women's needs into account, ensuring a fair and balanced geographic distribution of stops in selected locations.

During the workshop, LTRC engineers and office managers were trained on applying bus stop design guidelines and linking them with actual sites, based on the reports Bus Stop Design Guidelines and Selection of 30 Bus Stop Locations. The training contributes to developing a comprehensive reference guide to facilitate the selection of bus stop locations and suitable design models.

Advancing Jordan's Trade Facilitation Agenda

In mid-September, Jordan hosted a two-day national workshop which laid the groundwork for a practical, time-bound roadmap aimed at modernizing cross-border trade processes. The session brought together customs officials, private-sector logistics companies, and development partners to identify remaining bottlenecks and agree on concrete next steps. With support from the Jordan Growth MDTF and partner agencies, the initiative accelerates reforms in customs, national single window integration, and risk-based controls to make trade faster, smarter and more predictable.

Jordan Advances Climate-Responsive Investment Objectives

A recent report by the World Bank shows that Jordan has achieved roughly one-third of its targets under the “Inclusive, Transparent and Climate-Responsive Investments Program”.

The program supports the Kingdom in channeling public and private investment into projects that align with its climate commitments, strengthening governance, transparency, and climate finance systems.

Achievements include progress toward issuing the sovereign green bond and green taxonomy, the upgrade of Jordan’s rating in climate-responsive public investment from D to B. Additionally, procedures for 16 sectoral licenses were streamlined, with three of them fully digitalized, while the National Registry of Government Services was launched, adding 2,500 service cards to the system.

Discussing the Draft Roadmap for Citizen Engagement in Climate Action



The Reform Secretariat at MoPIC, in collaboration with the Ministry of Environment, the World Bank, and the consulting firm, held a

roundtable discussion on 23 October on Citizen Engagement in Climate Action Roadmap.

The session brought together key voices from government, civil society, and development partners to review and discuss the draft roadmap, developed through a support from the Jordan Growth MDTF, which will be further refined in the coming period. Discussions focused on current status, challenges and gaps, and opportunities for citizen engagement, as well as the proposed establishment of a citizen engagement taskforce to promote inclusive and sustained participation and engagement.

Jordan Reaches 17%-Progress Milestone in People-Centric Digital Government Program

Jordan has achieved a 17% progress rate in its “People-Centric Digital Government Program,” according to the World Bank’s report.

Launched in March 2024 and running until mid-2028, the program focuses on making government services more accessible, responsive, and transparent for all citizens—including women, the elderly and refugees. Key advances include enhanced digital ID workflows, expanded e-health and e-education services, and improved data-sharing across government agencies.

Further details: [Jordan Achieves 17% Progress in People-Centric Digital Government Program - Reform Secretariat](#)

Expanding Childcare Services to Empower Women Economically



A multi-stakeholder consultation session was held in August 2025 in partnership with the

World Bank and the Ministry of Social Development, as part of the Government of Jordan's ongoing efforts to enhance women's participation in the labor market. The session brought together representatives from government institutions, civil society, women-led businesses, and the private sector to discuss how expanding childcare services can enable greater female participation in the workforce.

Discussions focused on lowering barriers for working mothers, increasing access to affordable and quality childcare, and aligning policy and investment efforts to create an enabling environment for women's economic empowerment.

This activity is under the Enhancing Women's Economic Opportunities (EWEO) operation.

“National Carrier”: Jordan Approves Final Agreement to Address Water Crisis

In November 2025, the Council of Ministers approved a new financing agreement for the National Water Carrier Project, which will desalinate and transport water from Aqaba to Amman. The agreement was signed by the government, through the Ministry of Water and Irrigation and MoPIC, together with a group of donor partners. This step represents a major advancement in efforts to strengthen Jordan's water security and ensure a reliable, long-term supply of drinking water.

The agreement is a central milestone toward completing the project's financial closure, securing the full funding required to move ahead with one of the country's largest and most strategic water projects. Once operational, the National Carrier is expected to deliver 300 million cubic meters of desalinated water each year from Aqaba to Amman, helping meet the rising demand for potable water.

This is one of the major reforms included in Jordan's Reform Matrix, as it addresses key challenges related to water scarcity and the increasing demands driven by population and

economic growth. Its impact, both social and economic, is expected to be felt directly by communities across the Kingdom.

The project will also support a better investment environment, lower the overall economic burden of water supply, and strengthen the financial and environmental sustainability of Jordan's water sector.

IMF Projects Jordan's Growth to Reach 2.9% by 2026

The International Monetary Fund (IMF) has projected that Jordan's economic growth will reach **2.9% in 2026**, according to the *Regional Economic Outlook for the Middle East and Central Asia*. This reflects a continued recovery supported by stronger performance in tourism, industrial exports, and remittances.

The IMF also highlighted Jordan's ongoing commitment to structural reforms aimed at boosting competitiveness and ensuring fiscal sustainability, noting that these reforms remain essential for strengthening economic resilience and supporting medium-term growth.

Source: [IMF projects Jordan's economic Growth to reach 2.9% by 2026 | Jordan Times](#)



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The Jordan National Green Taxonomy

This is a national initiative to establish a unified framework for identifying economic activities that qualify as environmentally sustainable. The taxonomy will help direct public and private investments toward green, low-emission, and climate-resilient projects, while reducing greenwashing and increasing transparency for investors.

🔗 [Download and read the full draft](#)

🔗 [External survey](#)



Deadline: 30 November 2025



Jordan's Journey Towards Sustainable and Inclusive Transformation in Tourism



As the world celebrated World Tourism Day 2025 under the theme “Tourism and Sustainable Transformation”, Jordan reflects on its unique journey. With its rich cultural heritage, diverse landscapes, and central position in the region, Jordan has worked to shape a tourism sector that not only attracts visitors but also supports communities, safeguards traditions, and prepares the industry for long-term resilience and growth.

Tourism's Economic Role and Recovery

Tourism has long been a cornerstone of Jordan's economy and a reflection of its rich cultural identity. In 2019, Jordan welcomed 5.36 million visitors, generating about JD 4.1 billion (~USD 5.8 billion), roughly 13 percent of GDP (Jordan Times, CBJ). The COVID-19 pandemic year 2020 brought a 77% decline in visitors and 76% in receipts (fell to about JD 1 billion), yet the sector demonstrated its role as a shock absorber, sustaining jobs and stabilizing the economy.

Recovery came quickly. By 2022, international arrivals had already climbed to 5.04 million, and tourism income reached JD 4.12 billion. By 2024, visitors increased further to 6.10 million and revenues to JD 5.13 billion, roughly 13.5 percent of GDP, despite regional headwinds, surpassing Economic Modernization Vision (EMV) targets.

Today, tourism provides tens of thousands of direct and indirect jobs across hospitality, transport, cultural heritage management, and

allied industries, underscoring its enduring economic and social importance.

Diversifying and Modernizing Tourism

Tourism in Jordan is no longer limited to sightseeing at Petra or the Dead Sea. Visitors are increasingly drawn to adventure and outdoor activities that connect them with local communities. From cycling through mountain routes to hiking in remote valleys and exploring Wadi Rum's desert trails, these experiences highlight Jordan's commitment to responsible tourism that protects nature while creating new income opportunities for residents.

As part of Jordan's broader efforts to improve and modernize policy making for more transparent, accountable, participatory and impact-driven through its good regulatory practices and Regulatory Impact Assessment (RIA) framework, the Adventure Tourism Instructions were developed following a full pre-assessment process supported by the Reform Secretariat through the Jordan Growth MDTF*. This work came after the Ministry of Tourism and Antiquities (MoTA) team participated in a specialized training on RIA guidelines, ensuring that the new regulations are evidence-based, practical for operators, and aligned with international safety and sustainability standards.

Digital transformation is also reshaping the visitor journey. MoTA is rolling out a data management platform, expanding digital services, and using analytics to inform policy. These efforts complement existing tools like Jordan Pass and site-specific solutions, and they are part of a broader program to make services fully digital.



Reform Achievements and Future Outlook

Jordan's Economic Modernization Vision (EMV 2023–2033) sets a clear path to develop competitive tourism products, upgrade site infrastructure, improve multi-modal transport, and empower local communities with skilled jobs.

Between 2023 to 2025, Jordan's tourism sector has taken bold steps to strengthen its competitiveness and visitor experience and enhance its resilience. The Tourism Law was amended in 2024 to modernize the ecosystem by shifting from traditional licensing to clear classification standards and streamlining procedures. In 2025, the Tourism Development and Promotion Fund was launched to empower small and medium enterprises and boost the sector's resilience.

Innovation has touched every corner of the visitor experience with the e-Visa system making travel simpler for more nationalities, electronic ticketing being piloted at major archaeological sites, and new attractions such as the Ajloun Cable Car drawing fresh interest. Recognition on the global stage came when Umm al-Jimal was inscribed on the UNESCO World Heritage List in 2024, while new agreements with low-cost carriers are expanding air connectivity from key European markets to Amman and Aqaba, supporting both recovery and sustainable growth.

Since 2019, Jordan's Reform Matrix has guided structural improvements. Through the Jordan Growth Multi-Donor Trust Fund (MDTF) Jordan advanced a cost-structure analysis of the tourism value chain, a Gender Inclusion Action Plan, establishment of new functional units at MoTA, a social and environmental impact assessment of the National Tourism Strategy, streamlined licensing and updated legislation to encourage private investment (now consolidated under the amended law and forthcoming bylaws).

In parallel, MoTA has delivered additional milestones consistent with the Matrix and EMV,

including the “Kingdom of Time” national brand; air-service incentives that attracted LCCs; a tourism data management platform; a relaunch of “Urdunna Jannah” domestic tourism; and targeted support measures to bolster sector resilience amid regional shocks.

Ongoing work on site management plans, preservation/restoration and hotel classifications, and sectoral bylaws (e.g., Travel Agents & Tour Operators Bylaw No. 114)

Looking ahead, the sector's priorities under EMV and Reform Matrix and aligning with global sustainability goals involve implementing sustainable site-management plans for cultural, adventure, and religious sites; establishing national classification standards to enhance quality and safety; accelerating digital transformation through expanded e-services, analytics, and evidence-based decision making; scaling up green and eco-tourism along climate-aligned strategies; empowering communities, including rural hubs and women-led SMEs; and broadening the MICE, medical, and wellness tourism segments.

A Shared Responsibility

Tourism is a cornerstone of Jordan's economy and a true expression of our identity and resilience. On World Tourism Day 2025, Jordan reaffirms its commitment to developing a tourism sector that serves citizens, supports communities, and protects our cultural and natural heritage for the generations to come.

From mountain trails and religious journeys along the Jordan River, to family holidays at the Dead Sea and international gatherings in Aqaba, tourism continues to connect people and open opportunities that strengthen local communities and safeguard the nation's treasures.

According to the World Bank, sustainable tourism not only creates quality jobs and attracts investment but also drives conservation and protects cultural heritage. Jordan's ongoing reforms reflect this vision, aligning with global good practices and confirming the sector's role in supporting inclusive growth and resilience.



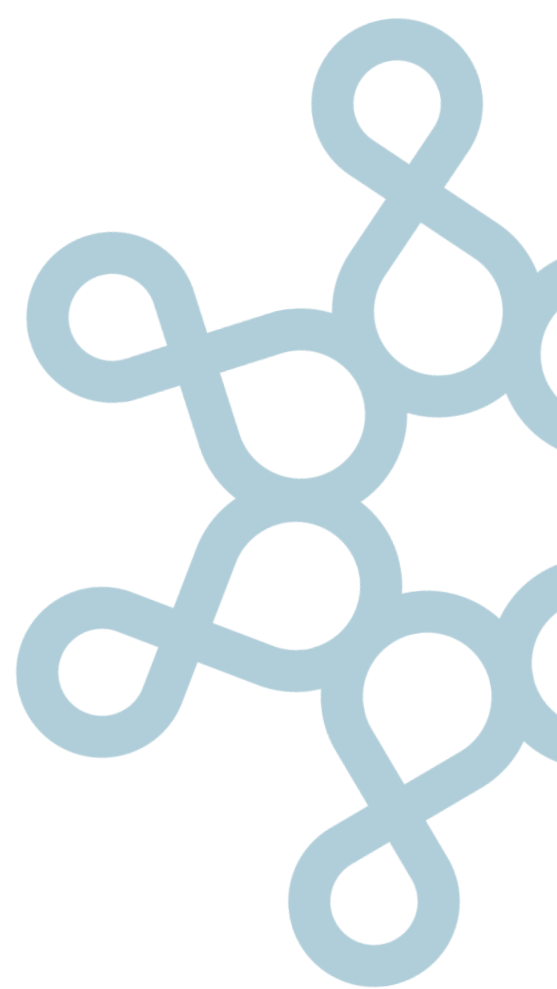
On this World Tourism Day (27 September), Jordan invites travelers, investors, and citizens alike to celebrate progress, share responsibility, and work together toward a sustainable future for the tourism sector.

We value your feedback!

As part of our commitment to transparency, we encourage you to share your thoughts, whether you have a complaint or a suggestion. Your feedback helps us understand your concerns and improve our work. We are dedicated to reviewing each submission carefully, anonymously, and taking action. Please visit the section to share your feedback, and rest assured that your input will be acknowledged and considered.

[Complaints & Suggestions - Reform Secretariat](#)

We also invite you to [share your experiences and testimonials with us](#). Your stories help us grow and make a positive impact.



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