

Project Finance Advisors LLC
7910 Wellborn Drive, Suite 1350
Bethesda, MD 20814 USA
+1 301 656 5271

June 8, 2022

Mr Suliman Al Farajat
Chief, Petra Development and Tourism Region Authority
28 Wadi Mousa - Jordan

Dear Mr. Al Farajat:

Project Finance Advisors (PFA), based in Washington DC, is an internationally known consulting firm that has provided planning, forecasting and financial diligence services for developmental projects around the world for the past twenty years. PFA works extensively with multilateral and regional development banks in key economic sectors in selected countries around the world. We are conducting important work to support tourism with the regional developmental banks and the United States government for a project in Petra and would be appreciative of your time.

PFA is currently engaged in evaluating a five star full service boutique hotel project in Petra (the "Project"). The hotel is in close proximity to the Petra Archeological Park (PAP) and is sited in Wadi Musa, the administrative center of the Petra Department and the nearest town to the archaeological site. More specifically, PFA has been engaged to perform a feasibility study for seeking financing for the Project. PFA already has significant experience in Jordan as a result of having successfully arranged a loan from the United States International Development Finance Corporation (DFC) for a commercial real estate development project in Zarqa.

We are aware of some of the data the PDTRA maintains but we would be most appreciative if you could provide us and our local associate [Alaa Alamad](#) some information to help us better understand the context of the project in Petra and its development impacts. Generally we are seeking information in the following areas:

- ✓ Any recent studies on tourism in Petra and Jordan;
- ✓ Data on hotels that are currently operating in Petra with their star rating, published daily rate ("rack rate"), room count and bed count
- ✓ Data on hotels currently operating in Jordan with their star rating, published daily rate ("rack rate"), room count and bed count
- ✓ Historical and/or most recent visitor data and trends to Petra and other parts of Jordan by country of origin, numbers, average length of stay, average daily spend for hotel or accommodation;
- ✓ Seasonality of tourist visits and spending;
- ✓ The proportion of tourists who visit Petra as part of a tour package versus the proportion who make their own arrangements;
- ✓ Any recent post-visit tourist satisfaction surveys of tourists

- ✓ What types of services do tourists use in Jordan and in Petra? For example, to what extent and over what time periods, do guests use MICE (Meetings, Incentives, Conferences and Exhibitions) facilities, and related services?
- ✓ Data on potential growth of the Petra region, PAP, visitors to each of the attractions in Petra and various initiatives being undertaken by the Government of Jordan to promote tourism on a national level.
- ✓ Spending in restaurants and other tourism related businesses in Petra. Have there been any surveys of small businesses that rely on tourism in Petra?
- ✓ Information about downturns in spending and associated negative impacts resulting from the COVID epidemic.

Our associate, is collecting this information on our behalf and is authorized to act on our behalf and can be reached below:

Alaa Alamad: aalamad@pfadvisors.com

Richard Rubin: rrubi@pfadvisors.com

Warm Regards



Richard Rubin
Managing Director