

## Rum Tours hosts event and incentive operators from the Benelux

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Press release from: [Rum Tours Jordan](#)

Agency: **Sadda Marketing and Business Solutions**

Rum Tours, the Jordanian tourism company, organized a fam trip for representatives of the main events and incentives operators from the Netherlands, Belgium and Luxembourg to drive more MICE visitors to the country.

By inviting event & incentive organizers from the Netherlands, Belgium and Luxembourg to experience Wadi Rum, Rum Tours tried to awake the interest in Jordan as a destination for creative events, incentives and meetings.

Rum Tours led the seven members of the group to King Aretas Luxury Camp where the guests enjoyed a traditional Jordanian feast and a Folklore performance as well as a trip on the back of a camel the next day.

The guests, seven members of the most prominent events and incentive enterprises in the Benelux, assured that “it was a once in a life time experience” and that Jordan and its people had “captivated” them. The participants are aiming to establish a vast and solid relation with Jordan and benefit from the Kingdom’s venues and facilities.

Continuing with its growth strategy, Rum Tours is expecting to attract customers from the Benelux, a very important market that is also seeking for new venues in the Middle East. As MICE services are on the rise, Rum Tours is looking to position itself as a leading events and incentives provider, not only in Jordan, but in the region.

Building on the company's in-depth experience, Rum Tours now operates a first-rate MICE division providing innovative events management solutions in Jordan. Founded in 2006, Rum Tours is part of Rum Group, and works separately to organize flexible events and incentives, from large scale exhibitions to conferences or international meetings.

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### About Rum Tours:

Rum Tours is driven by the passion of unfolding the Jordanian product.

As one of Jordan's leading Inbound Tour Operators and Destination Management Companies, specializing in FIT, Groups and Special Incentive Programs, Rum Tours is known for its highly flexible range of integrated tourism services – from hotel bookings, flight tickets, transportation arrangements right up to guided tours, Rum Tours meets your expectations on both business and leisure travel experiences.

### About Rum Group:

Rum Group realizes global vision though providing a profitable model of integrated tourism services in Jordan and the region to ensure unparalleled customer satisfaction and investment rewards through constant development of services, new product lines and quality human resources.

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Representing the Group's vision at large, Rum Tours is driven by the passion of unfolding the Jordanian product. As one of Jordan's leading Inbound Operators and Destination Management Companies - specializing in FIT, Groups and Special Incentive Programs - Rum Tours is known for its highly flexible range of integrated tourism services.

RUM Tours

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