

WELCOME TO

Eco- Wellness Resort Ajloun, Jordan

A Collaboration of Jannat Jibal Al
ballout & Jayasom Destinations



About Jannat Jibal Al Ballout

Jordanian Real Estate Investment Company

Registration Number 69115

Registration Date : 29\10\2023

Introduction

Jannat Jibal Al Balout (JJB Jordan) is a real estate investment and development company designing **Jordan's first wellness-focused**, eco-luxury resort.

Rooted in sustainability, holistic living, and eco-conscious architecture, JJB aims to redefine how destinations integrate well-being, nature, and innovation.

Aligned with Jordan's national tourism vision and guided by **LEED-certified** standards, JJB is committed to creating projects that balance environmental responsibility with long-term value for investors and communities.

Mission & Vision

Vision:

To design and deliver credible eco-luxury projects that align with national tourism goals, combining sustainability, innovation, and responsibility to create lasting value for investors and communities.

Mission:

To redefine tourism by creating eco-luxury destinations that align with national goals, protect nature, and set new standards in tourism

About Jayasom Destinations

A global Luxury Wellness Management

Introduction

Jayasom is a **luxury wellness hospitality brand** with a mission to inspire healthier, more connected lives — for our guests, our colleagues, and our communities.

Guided by our JAY (heart) ASOM (peaceful learning place) philosophy, we blend ancient wisdom with modern wellness innovations to create meaningful, transformative experiences.

We believe personal well-being and planetary well-being are inseparable, and we act responsibly to protect both.

As a young, global brand, we're proud to share and celebrate wellness wisdom across cultures in Europe, the Middle East, and Asia — working closely with local communities to honor their heritage and spirit.

Mission

Jayasom pays careful attention to the needs of each guest, curating wellness stays that draw upon Western evidence-based practices together with holistic remedies and local wellness wisdom. Outcomes are sustained by gentle motivation and shared know-how.

Properties have integrity and are like sanctuaries which contributes to making each stay a precious experience.

We tread lightly on the planet. We nurture the communities we are privileged to become part of.

Project Brief

Eco-Wellness Resort Ajloun , Jordan

- Location
- Land Nature & Climate
- Topography of plots and black sites
- Vision
- Sustainability
- Project Goals
- Expected Outcomes
- What Has Been Achieved so far

Location

- Khirbet Al-Wahadneh – Ajloun Governorate.
- 82.8 km northwest of Amman.
- 422 m above sea level.
- Around 2 hours drive from the capital.
- The land area is 122,226 square meters, in addition to 13,000 meters for agricultural environmental use, with a total area of 135,226 square meters.

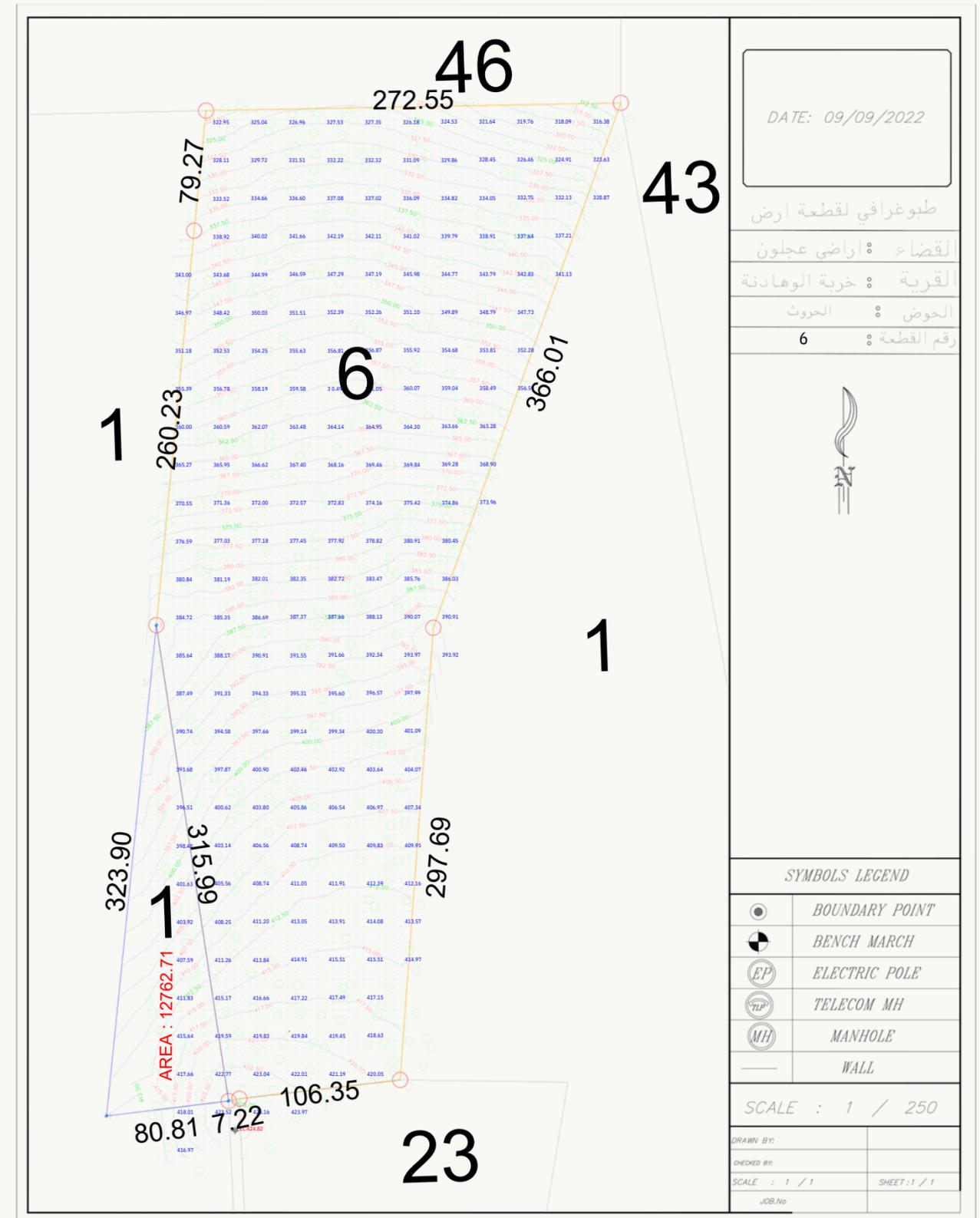


Land Nature & Climate

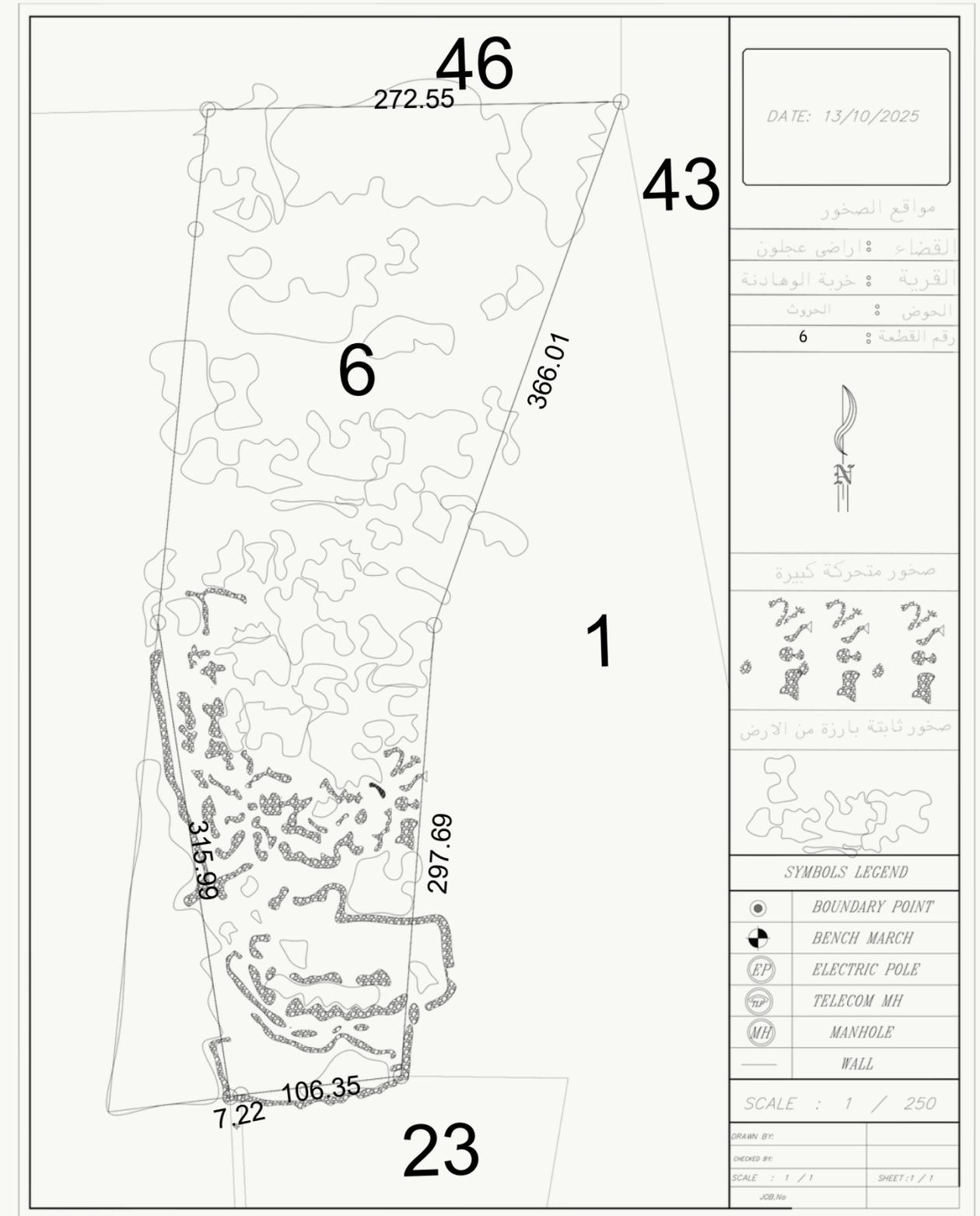
- Rocky mountainous terrain.
- Oak trees and panoramic views.
- Mild climate year-round



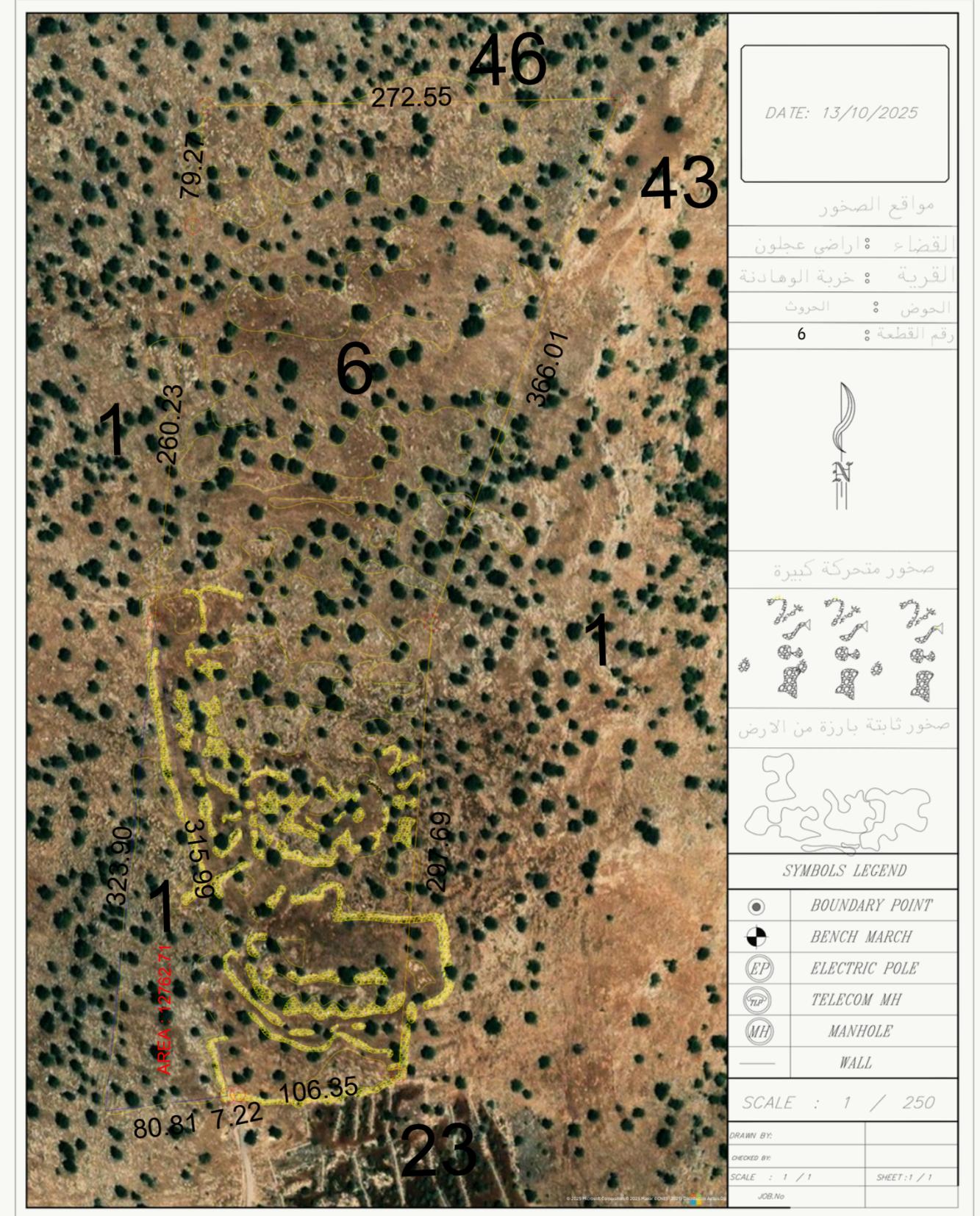
Topography of plots & black sites



Topography of plots & black sites

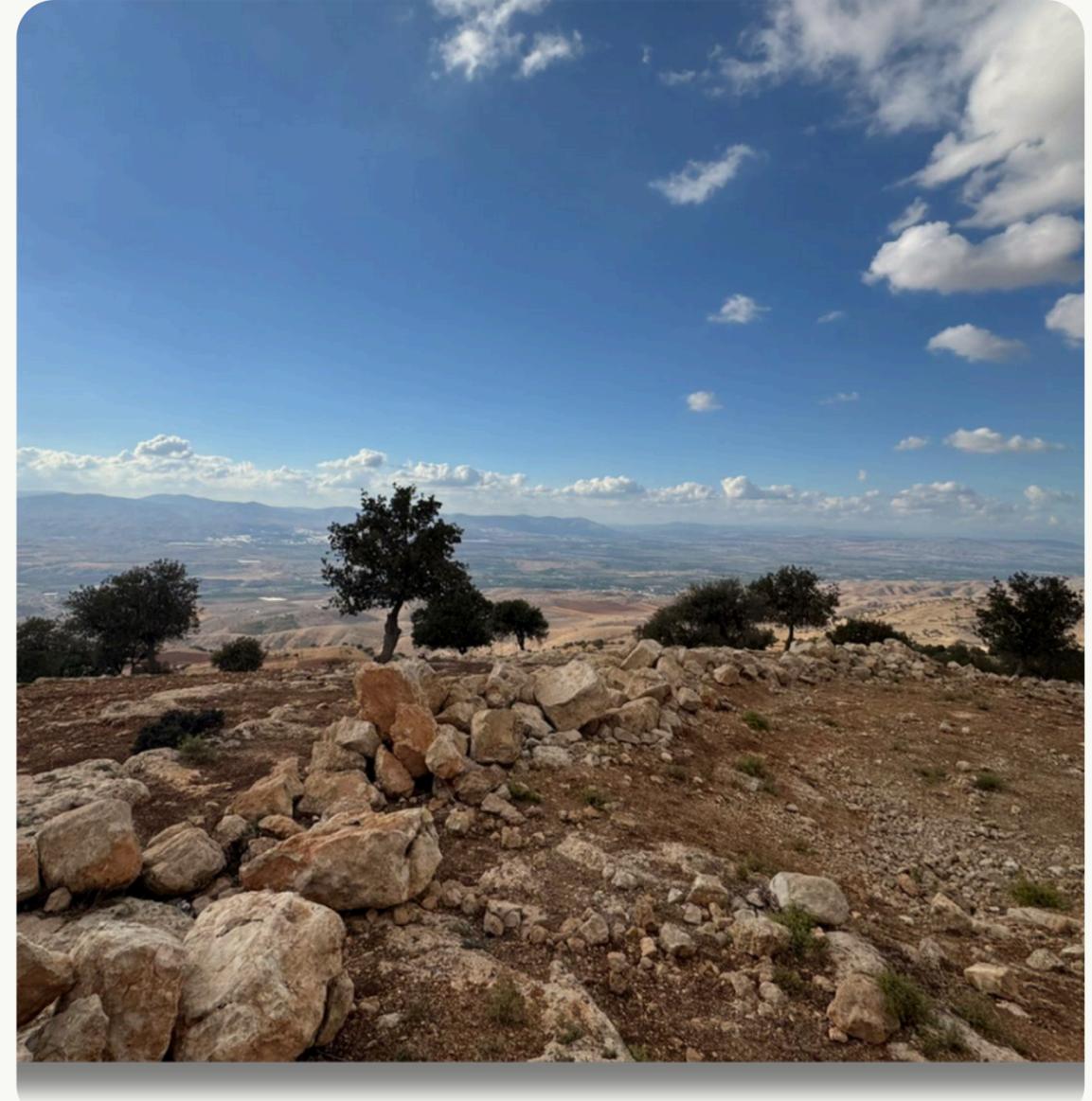


Topography of plots & black sites



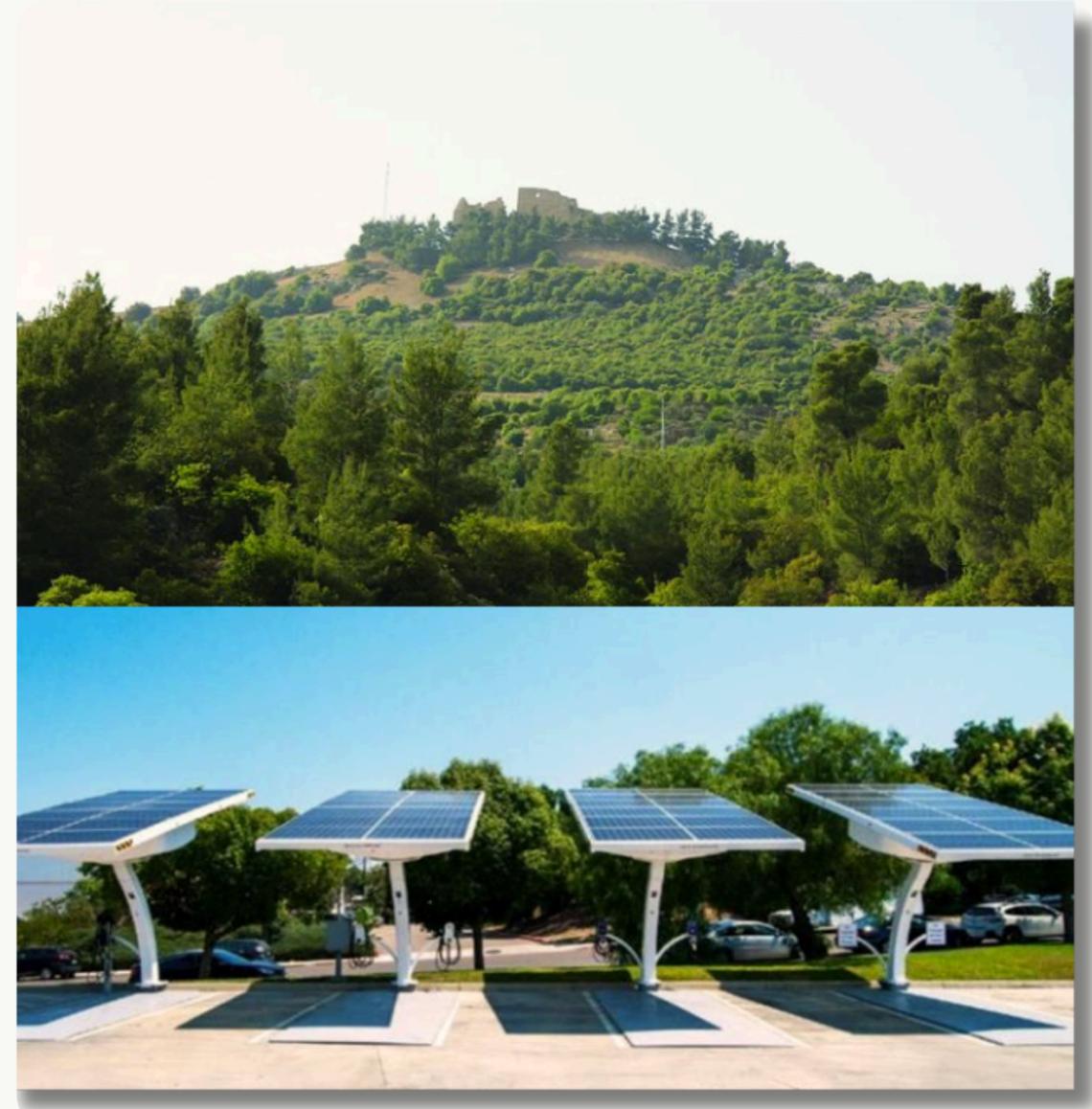
Vision

- Inspired by global eco-tourism projects.
- Designed with a unique land touch.
- Reflects Ajloun's cultural and natural identity.



Sustainability

- Rely on renewable energy sources.
- Preserve the natural vegetation cover.
- Utilize land resources such as rocks and wood in the construction phase.



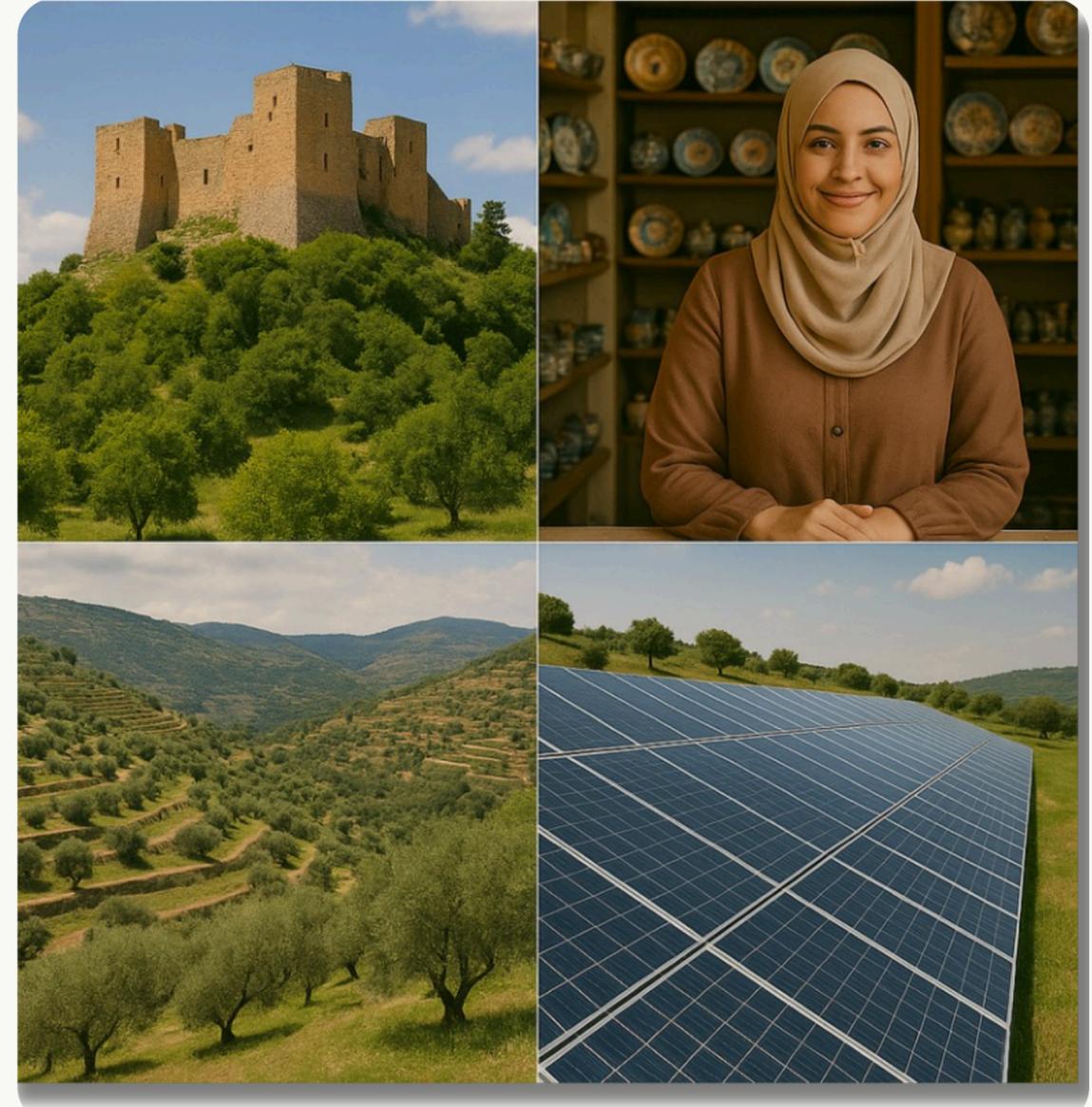
Project Goals

- An integrated eco-wellness resort.
- Combining eco-tourism and wellness tourism.
- Ideal getaway from urban hustle.



Expected Outcomes

- Position Ajloun as a leading tourist destination globally, In line with the royal vision.
- Create local training & employment opportunities.
- Drive sustainable economic growth.



What Has Been Achieved so far

- Reclassified land use of the 122,226 square meters site from agricultural to tourism, enabling a unique luxury destination.
- Signed agreement with JAYSOM International to deliver world-class, integrated wellness tourism operations in Jordan.
- Signed contract with ASAS Engineering Project Management to oversee full execution to the highest standards of quality and efficiency.
- Entered the evaluation phase of Grade-A architectural firms to finalize a sustainable, visionary design concept.

THANK YOU

JANNAT JIBAL AL BALOUT