

EDITION 2021

ELITE CLUB

Magazine



OUR ANNUAL
**MEN
OF THE
YEAR**
ISSUE

LEADING

MEN

Plácido Domingo

Adonis

TRAVEL & TOURISM

Ghassan Idris

Adonis Travel & Tourism believes that tourism, cultural and social gatherings help promote universal peace, the essential need of human beings.

The goal is to create authentic, thought provoking, memorable and ethically operated trips for anybody who wants to get under the skin of the countries and cultures they visit.





Mr. Marwan Idris (right) - CEO of Adonis Travel & Tourism

*« WHAT A JOY, TO TRAVEL THE WAY OF THE HEART” – RUMI
“TRAVEL IS THE BRIDGE BETWEEN YOU AND EVERYTHING” – RUMI
“TRAVEL BRINGS POWER AND LOVE BACK INTO YOUR LIFE” – RUMI
“WE CARRY INSIDE US THE WONDERS WE SEEK OUTSIDE US.” – RUMI
“I LOVE, I LOVE BEAUTY
AND IN IT I WORSHIP MY FOLLIES,
THE ONES I FOUND ON MY OWN,
AND THE ONES TO WHICH I WAS LED”
– ADONIS*

IN CONVERSATION WITH MARWAN
IDRIS:

How did the idea of creating Adonis arise?

Noticing a social and economic need in the region, **Mr. Ghassan Idris** created the education center of hospitality and tourism in the MENA region, and one year after, in 1981, Adonis was born! Over the generations, Adonis kept on developing tourism across the Middle East region, following the mythical Silk Road.

A few decades after, the second generation of Adonians worked on integrating and promoting the Middle East destinations at an international level in the tourism field.

Why did you choose the mythological name “Adonis” for your company?

Adonis is a young fertility god, a comely youth beloved by Astarte, and represents death and rebirth in an oriental vegetation cult.

Adonis is derived from the Aramean title, Adon. It is the Semitic word for master or ‘lord’ and it means ‘my’, therefore Adonai (Adonis is the Hellenized version of the same) translates as ‘my lord’; similarly the meaning of Baal, with whom he shares traits, is also ‘lord’ or ‘master’.

His mother was The Phoenician goddess Astarte (Ishtar), the equivalent of Greek Aphrodite and Roman Venus. However, his lover was also Astarte and Venus, while his fathers were several kings and gods.

This Phoenician festival appears to have been a vernal one, for its date was determined by the discoloration of the river Adonis, and this has been observed by modern travelers to occur in spring. At that season, the red earth washed down from the mountains by the rain tinges the water of the river, and even the sea. The blood-red hue and the crimson stain were believed to be the blood of Adonis. Again, the scarlet anemone is said to have sprung from the blood of Adonis, or to have been stained by it. The anemone blooms in Canaan/ Phoenicia may be thought to show that the festival of Adonis, or at least one of his festivals, was held in spring.

Laments for the death of Adonis is contained in several

"A TAMARISK THAT IN THE GARDEN HAS
DRUNK NO WATER,

WHOSE CROWN IN THE FIELD HAS
BROUGHT FORTH NO BLOSSOM.

A WILLOW THAT REJOICED NOT BY THE
WATERCOURSE,

A WILLOW WHOSE ROOTS WERE TORN UP.

AN HERB THAT IN THE GARDEN HAD
DRUNK NO WATER."

hymns, which liken him to plants that quickly fade. Those are the values we carry along with the exploration of our lands, and we want to transmit to our travelers to turn their journeys into much more than ordinary vacations.

How would you describe your philosophy?

Pioneer of cultural, spiritual and adventure travels, as well as luxury and incentive travels, the Adonis Group is also one of the first actor and founder of tailor-made tourism in the **Middle East**. Since 1980's, we engage ourselves in integrating social, corporate, environmental, and educational responsibility (CSR) to our corporate culture.

Now, the third generation is taking the tourism industry to the next level: we as the whole international, multicultural, and trilingual Adonis family, are still carrying **Adonis** philosophy while bringing a brand-new look upon our industry and considering the new challenges of our times.

Our most important issue is to always promote the best experiences in our beautiful destinations. Jordan is a country full of wonders, stuck in time between ancient and modern.

We have at heart to collaborate with the best local partners and that is why our guides are all professional and multilingual, but also smart and charismatic. All our partners are selected among the Jordanian community, supporting local development.

We offer luxury products for pleasant and authentic stays in the land of Laurence of Arabia.

Could you present to us some of your best partners?

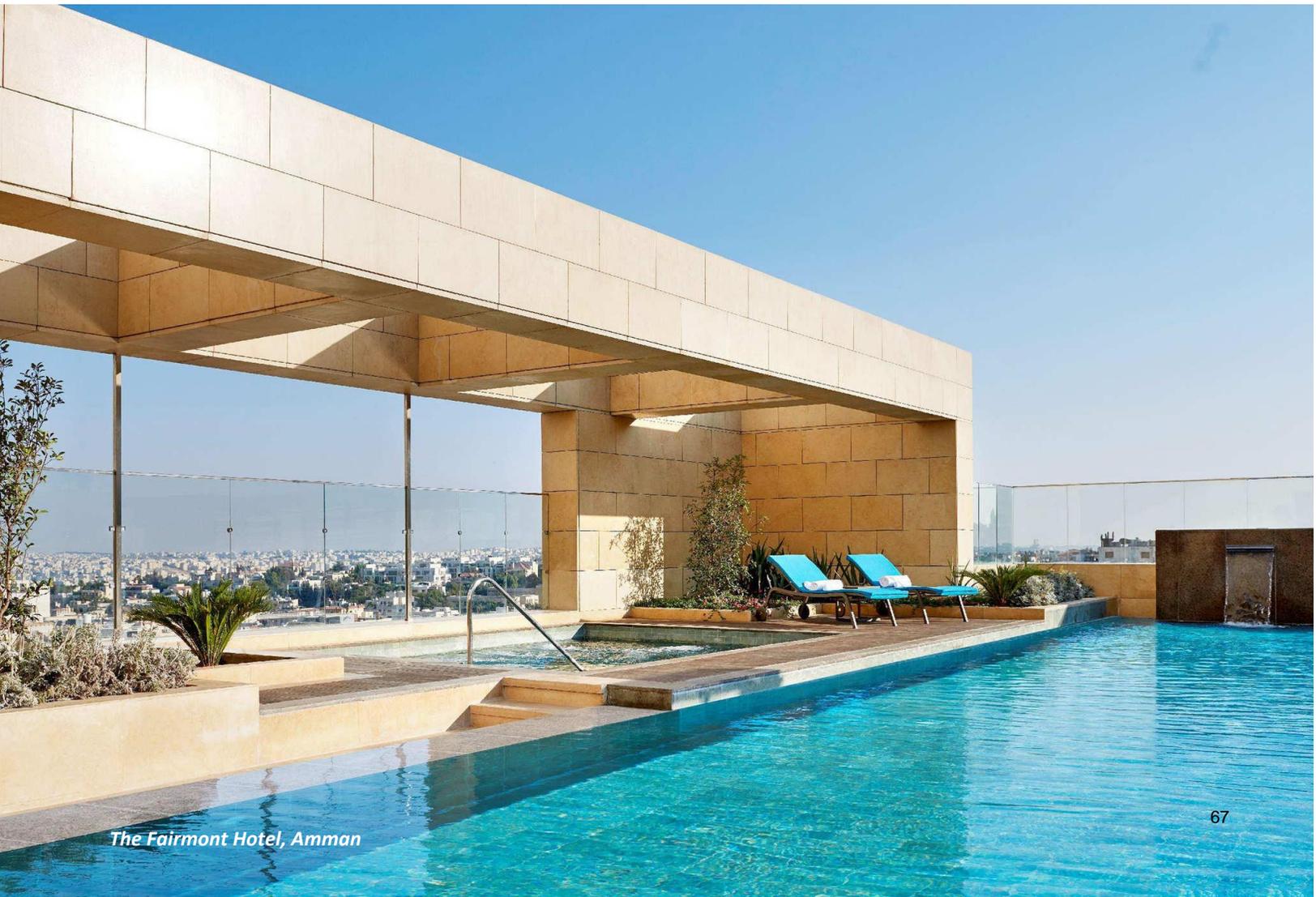
Well, all our partners are incredibly special in their field. We work very closely with the Haddad family (**JR Wine**) for oenological experiences. We also organize private receptions in the gallery of the artist Hazem Al Zubi in downtown **Amman**, or gala dinners in Najwan Masri's family villa by the Dead Sea.

All the partners mentioned are the key to the unique experiences we propose because our guests can feel the traditional warmth of Jordanian people while meeting young, modern, and creative minds.

We can as well create authentic and spiritual experiences in the mystical Jordanian desert, where our travelers can enjoy an astronomy introduction and sleep in "bubbles" under the stars, surrounded by the Wadi Rum's quietness. In another style, we can offer rooms in the **W hotel** in Amman, a contemporary oasis in the modern district of the capital city.

The luxury and refinement designed rooms and suites offer comfort and elegance in a decor created by visionary artist such as Dina Saadi and Bader Mahasneh. The architecture was forged with a modern eye of the Jordanian shapes and colors.

The Fairmont Hotel is also the perfect location for a refinement stay in the capital of Jordan. Overlooking the roofs of the city, on the top of one of the 7 hills, you will enjoy its modern and sleek architecture made of marble and wood.



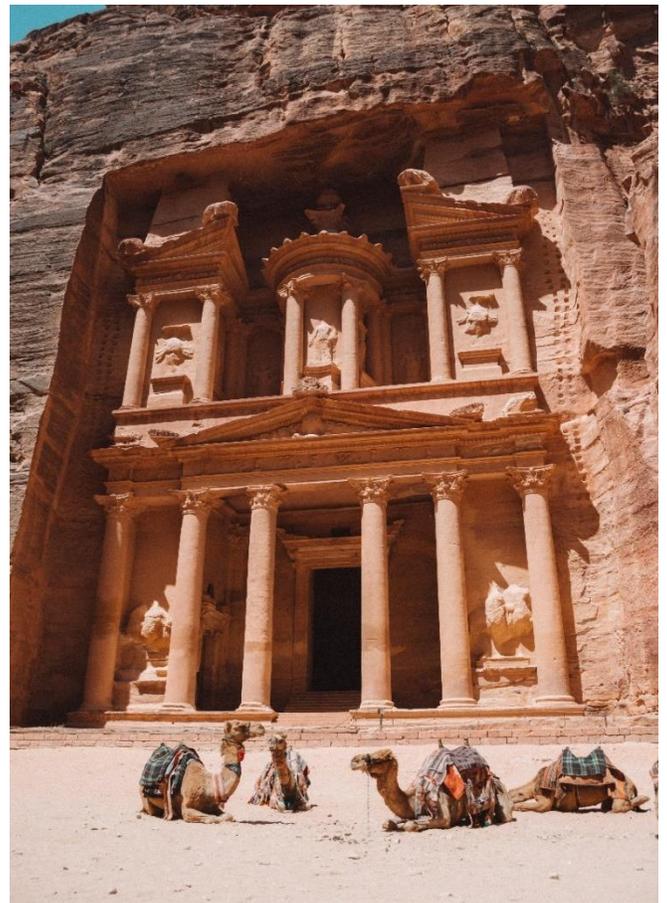
The Fairmont Hotel, Amman

You said before that you had at heart to bring modernity into tourism. How does Adonis adapt itself to this changing world?

While keeping on evolving in tunes with the time, we are developing modern ways of practicing tourism, such as virtual travels and congresses. Aware of the latest trends in the travel industry, we also give a high importance to our local partners.

We promote authentic and sustainable journeys into our destinations by creating links between the travelers and the communities. We also have at heart to integrate a modern point of view into our historic destination: we work very closely with Jordanian artists, in-vogue chefs, and trendy hotels to propose out of the beaten track experiences.

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Najwan, Al Masri



Wadi Rum Bubble



Wadi Rum Bubble



Wadi Rum UFO Luxotel



Wadi Rum Bubble