SPOTLIGHT*JORDAN

VIEWS ON LEISURE & ENTERTAINMENT

August - 2026

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Key findings

Growing Appetite for More Varied Entertainment

Leisure is a **regular part of people's lives** in Jordan, with dining out and shopping among the activities people engage in most. However, satisfaction with the entertainment options currently available remains relatively modest. At the same time, people show a **strong appetite for greater variety**, with many open to exploring beyond their usual preferences and travelling to other cities for unique experiences. **Theme and water parks, outdoor activities and food festivals** are among the experiences people want to see more of.

Despite affordability concerns, entertainment is a priority

Affordability plays a **central role in how people approach leisure and entertainment**. Price and promotions take precedence over other factors when choosing where to go, while the ability to afford vacations and hobbies is also a prominent concern around how people spend their free time. Despite that, entertainment spending has increased for some over the past year, as most others are **unwilling to cut back on other areas of spending to maintain their entertainment budget**, reflecting a desire to enjoy leisure without compromising other financial priorities.

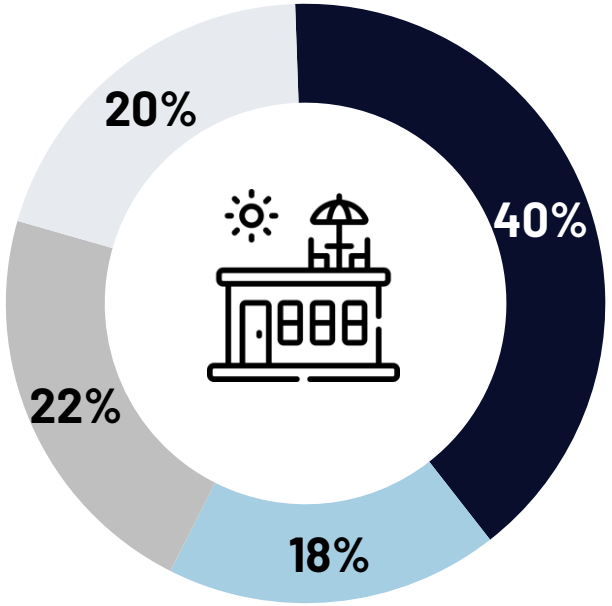
Entertainment Discovery is Digital

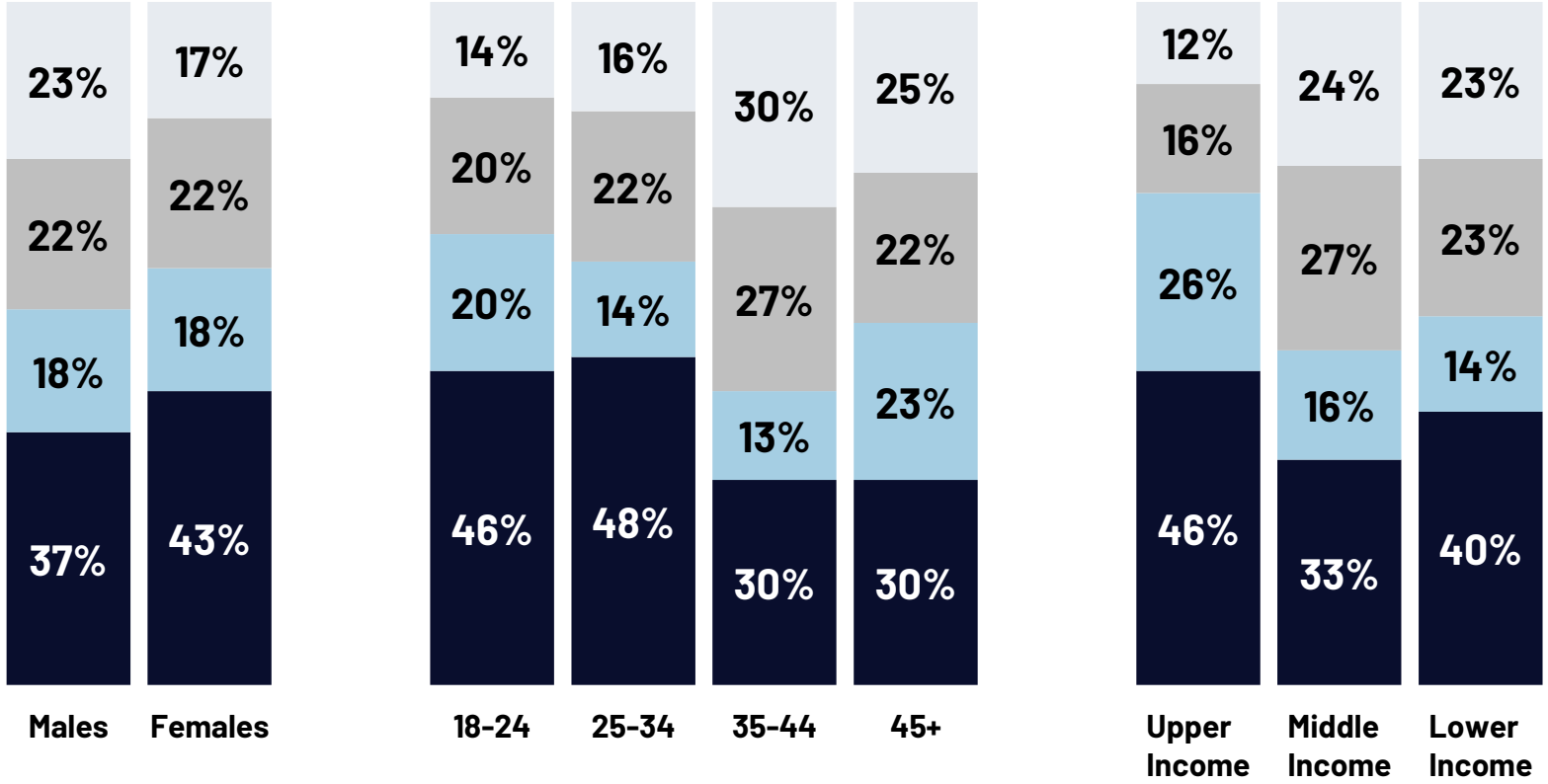
Social media is by far **the leading source for discovering entertainment options** in Jordan, well ahead of word of mouth and other channels. Yet **strong reliance on social media does not necessarily make discovery easy**. Only around half say they find it easy to find information about entertainment options in Jordan, suggesting a clear **gap between hearing about what is happening and easily finding the information needed to act on it.** This points to a fragmented discovery journey, where entertainment options are highly visible on social media, but not always be easy to navigate.

FREQUENCY OF GOING OUT FOR LEISURE

Frequency of going out for leisure

% - by demographics

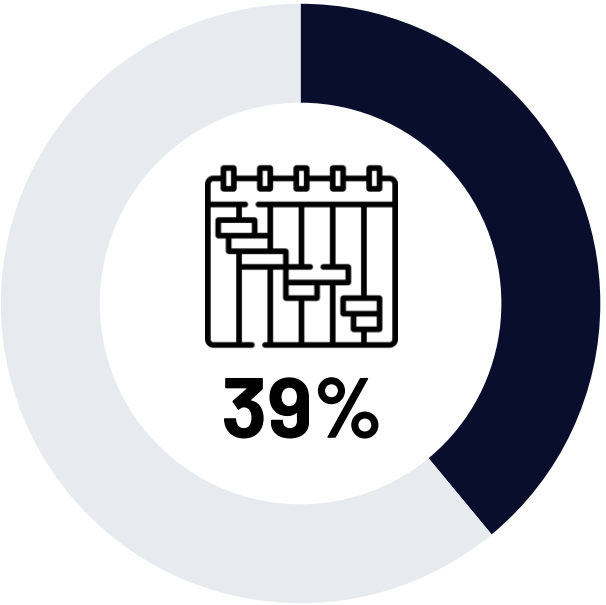




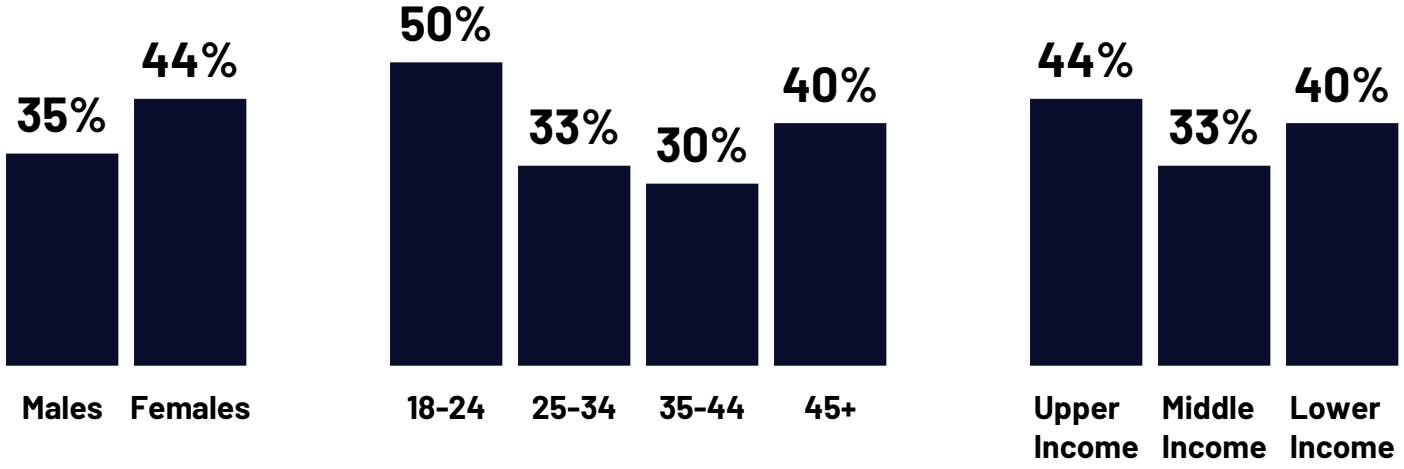
At least once a week
Few times a month
Once a month
Less than that

Satisfaction with free time availability

% – by demographics



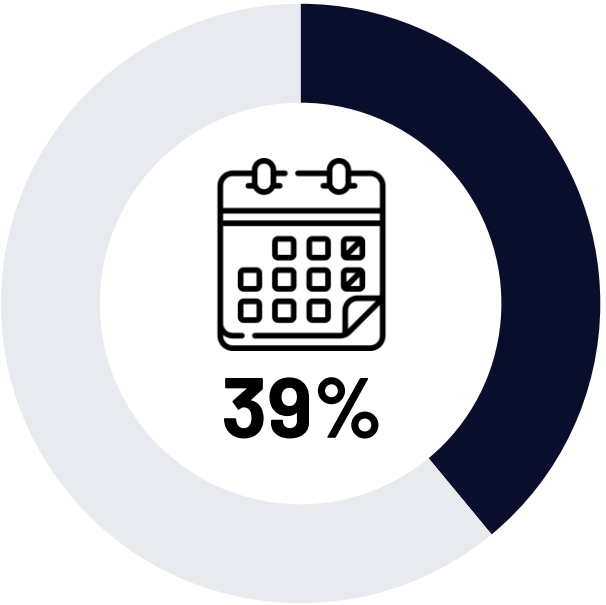
Are satisfied with the amount of time in their schedule for leisure or free time



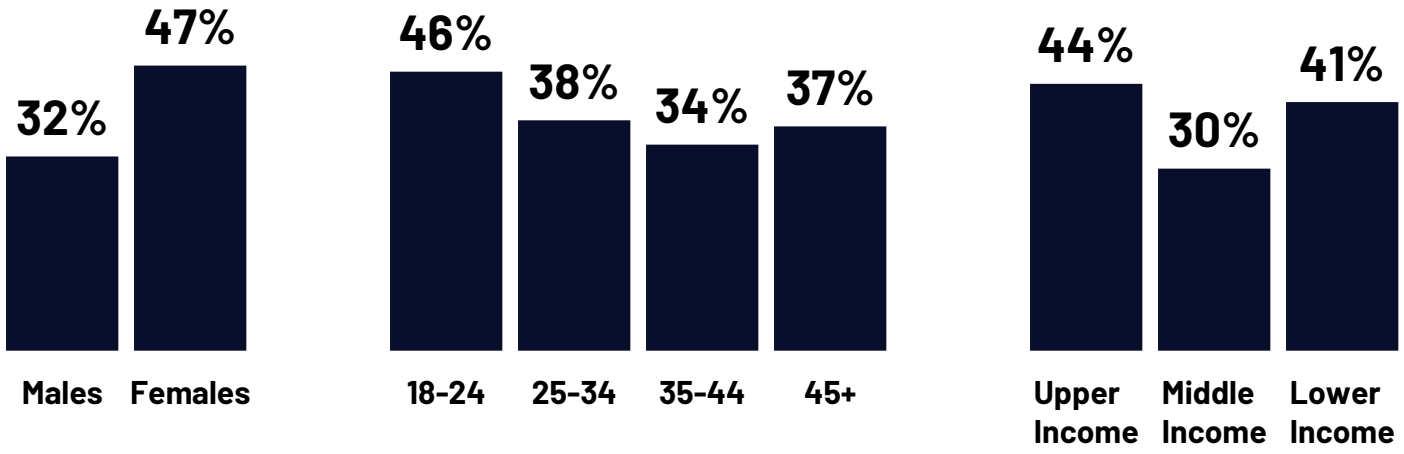
PLANNING FOR LEISURE AND ENTERTAINMENT

Weekend planning

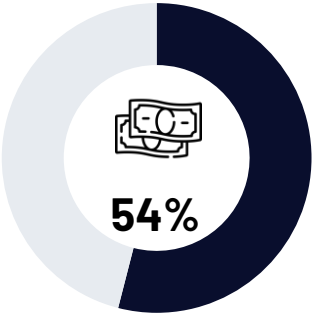
% – by demographics



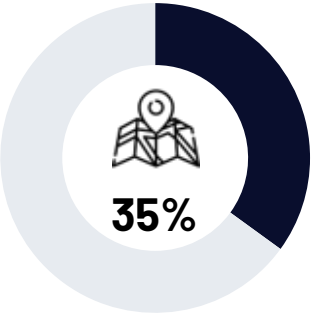
Often plan their weekends around available entertainment events happening in the city



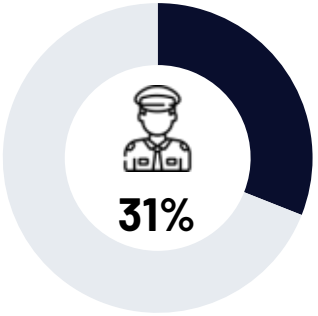
Entertainment venue selection criteria



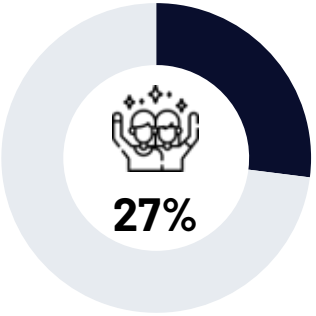
Affordability and promotions



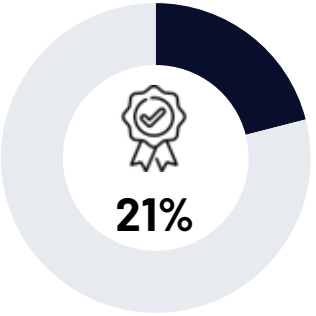
Location and accessibility



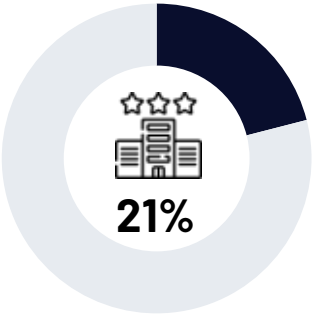
Safety and security



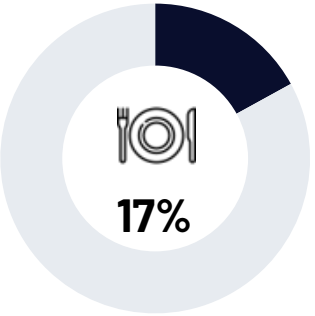
Ambiance and atmosphere



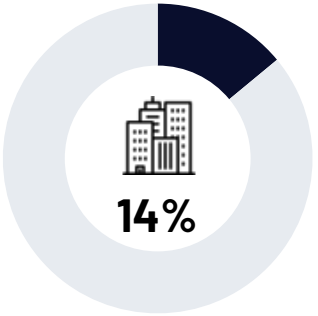
Quality of service



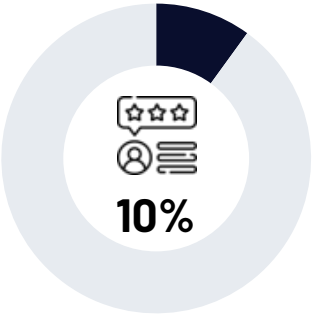
Reputation of the venue



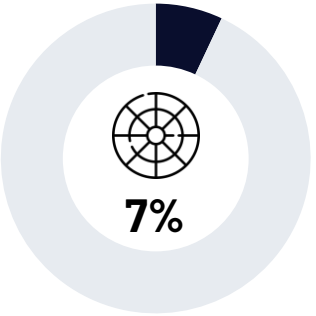
Availability, variety and quality of food



Facilitates and amenities



Customer reviews



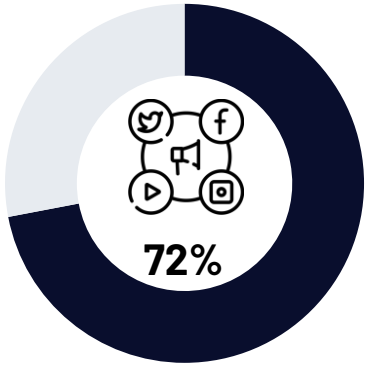
Variety of offerings

Entertainment venue selection criteria

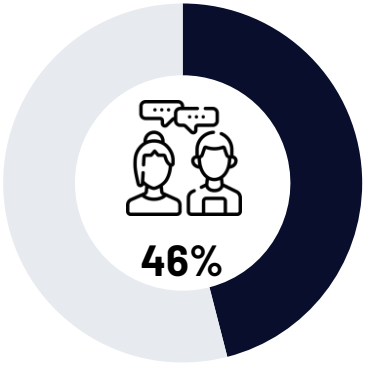
% - by demographics

	Affordability and promotions	Location and accessibility	Safety and security	Ambiance and atmosphere	Quality of services	Reputation of the venue	Availability, variety and quality of food	Facilities and amenities	Customer reviews	Variety of offerings
Total	**54%**	**35%**	**31%**	**27%**	**21%**	**21%**	**17%**	**14%**	**10%**	**7%**
Male	53%	29%	30%	31%	21%	21%	15%	16%	9%	8%
Female	55%	41%	32%	22%	21%	22%	20%	12%	12%	6%
18-24	48%	30%	33%	30%	21%	24%	22%	9%	14%	6%
25-34	52%	40%	29%	24%	18%	17%	14%	14%	4%	6%
35-44	70%	32%	30%	22%	22%	19%	14%	17%	8%	8%
45+	52%	37%	33%	30%	24%	24%	17%	17%	14%	8%
Upper Income	61%	30%	35%	27%	29%	28%	22%	17%	14%	8%
Middle Income	60%	41%	30%	30%	18%	17%	18%	14%	8%	10%
Lower Income	46%	35%	30%	25%	18%	20%	14%	12%	9%	5%

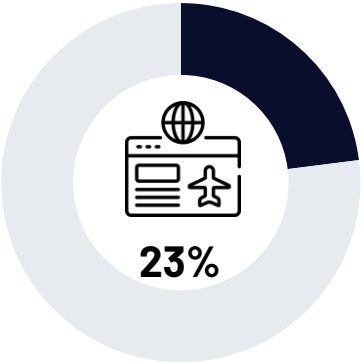
Sources of information for entertainment discovery



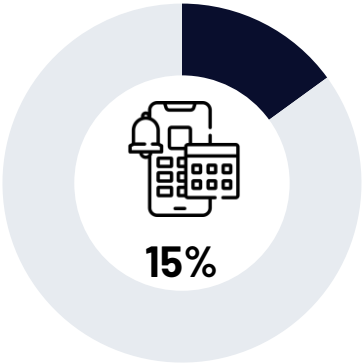
Social media platforms



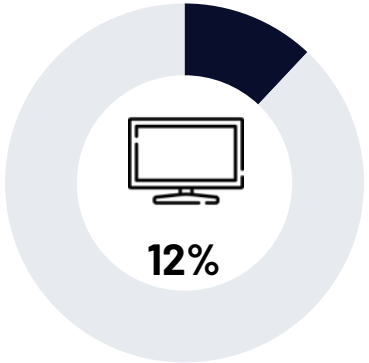
Word of mouth



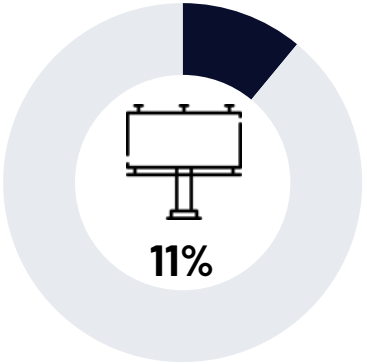
Review websites



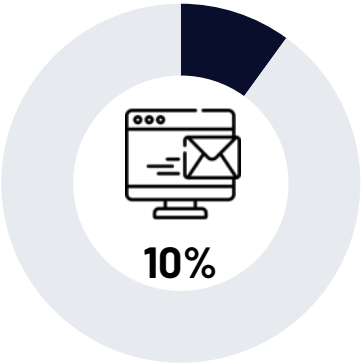
Events apps



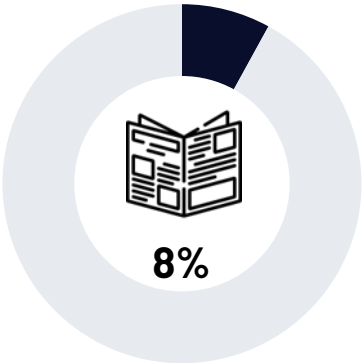
Tv and radio ads



Billboards and posters



Email newsletters



Newspaper and magazine ads

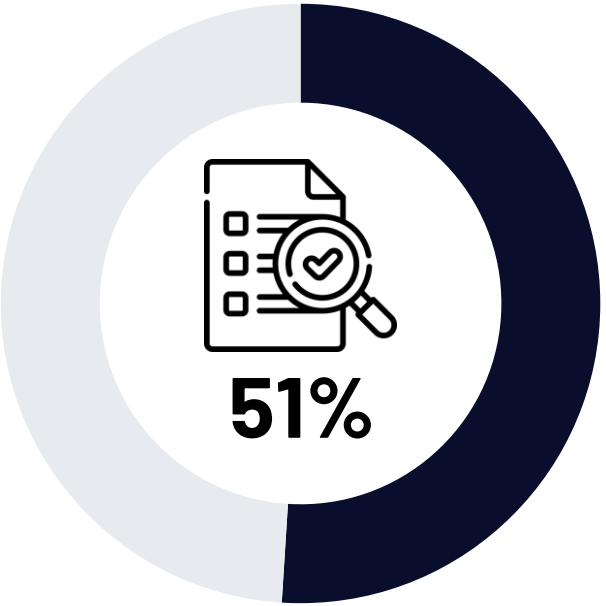
Sources of information for entertainment discovery

% - by demographics

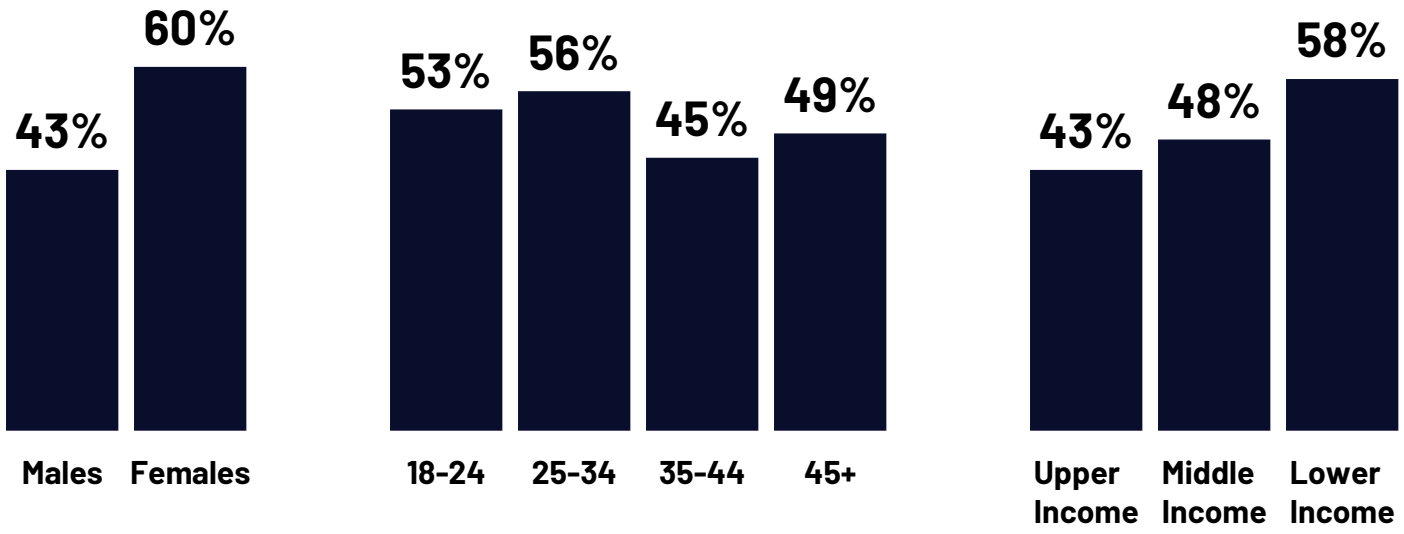
	Social media platforms	Word of mouth	Review websites	Event apps	TV and radio ads	Billboards and posters	Email newsletters	Newspaper and magazine ads
Total	**72%**	**46%**	**23%**	**15%**	**12%**	**11%**	**10%**	**8%**
Male	71%	50%	22%	14%	10%	9%	7%	5%
Female	73%	42%	23%	17%	15%	13%	14%	11%
18-24	60%	50%	25%	18%	16%	16%	15%	13%
25-34	77%	39%	21%	13%	8%	9%	8%	6%
35-44	75%	50%	21%	20%	8%	8%	2%	1%
45+	79%	45%	22%	12%	16%	10%	12%	8%
Upper Income	81%	54%	24%	16%	12%	13%	11%	9%
Middle Income	73%	52%	25%	16%	9%	9%	4%	5%
Lower Income	66%	38%	21%	15%	14%	11%	13%	9%

Ease of finding information about entertainment in Jordan

% Agree – by demographics



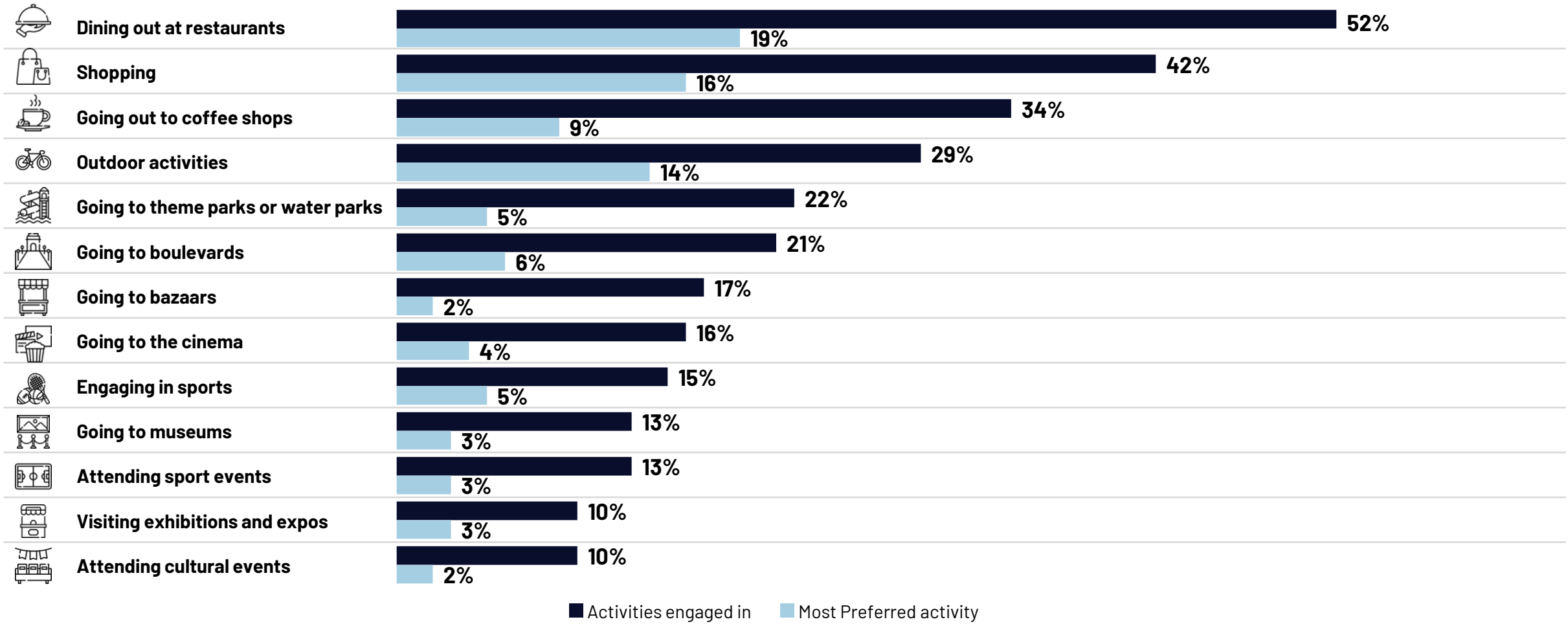
I find it easy to find information about entertainment options in Jordan



CURRENT AND DESIRED LEISURE ACTIVITIES

Entertainment activities engaged in over the past year

Top activities



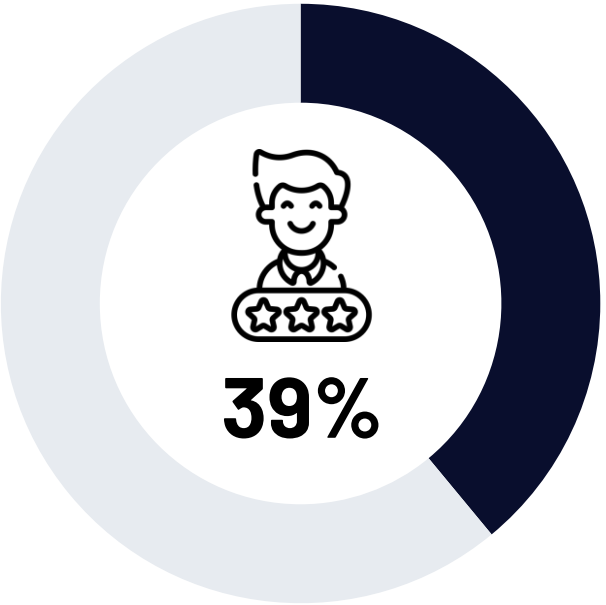
Entertainment activities engaged in over the past year

% Activities engaged in - by demographics

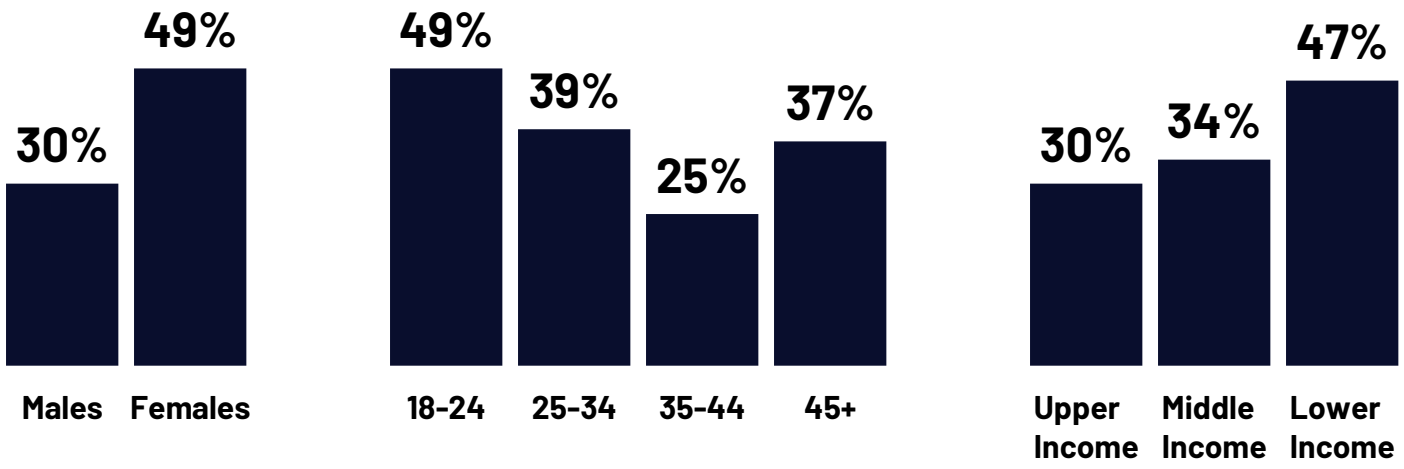
	Dining out at restaurants	Shopping	Going out to coffee shops	Outdoor activities	Going to theme parks or water parks	Going to boulevards	Going to bazaars	Going to the cinema	Engaging in sports	Going to museums	Attending sport events	Visiting exhibitions and expos	Attending cultural events
Total	**52%**	**42%**	**34%**	**29%**	**22%**	**21%**	**17%**	**16%**	**15%**	**13%**	**13%**	**10%**	**10%**
Male	51%	41%	32%	32%	20%	16%	14%	11%	14%	13%	17%	9%	7%
Female	52%	42%	37%	26%	25%	27%	20%	22%	15%	14%	8%	11%	12%
18-24	45%	35%	40%	30%	25%	22%	18%	21%	17%	17%	13%	14%	10%
25-34	54%	36%	35%	24%	25%	29%	10%	15%	16%	13%	14%	8%	10%
35-44	50%	55%	34%	34%	24%	14%	16%	15%	10%	10%	11%	3%	7%
45+	57%	46%	28%	30%	16%	17%	22%	14%	14%	13%	12%	13%	11%
Upper Income	63%	54%	43%	38%	27%	25%	17%	24%	21%	17%	17%	13%	9%
Middle Income	61%	45%	37%	30%	28%	21%	16%	11%	13%	11%	13%	8%	9%
Lower Income	40%	32%	27%	23%	17%	19%	17%	15%	11%	12%	10%	10%	11%

Satisfaction with the current entertainment options available

% – by demographics

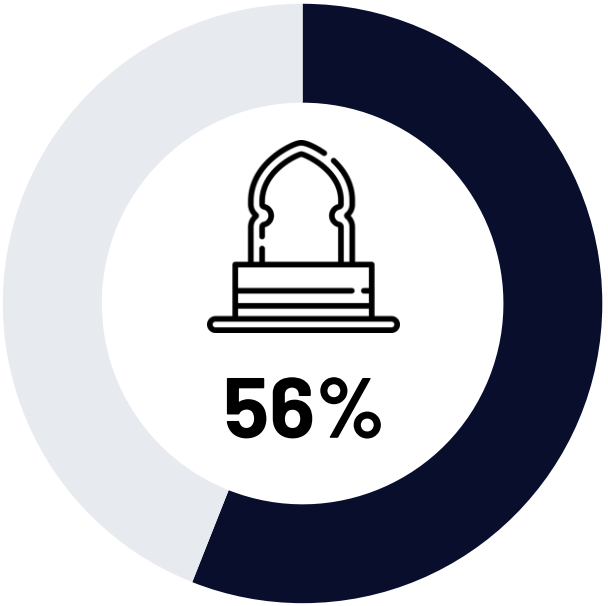


Are satisfied with the current entertainment options available in Jordan

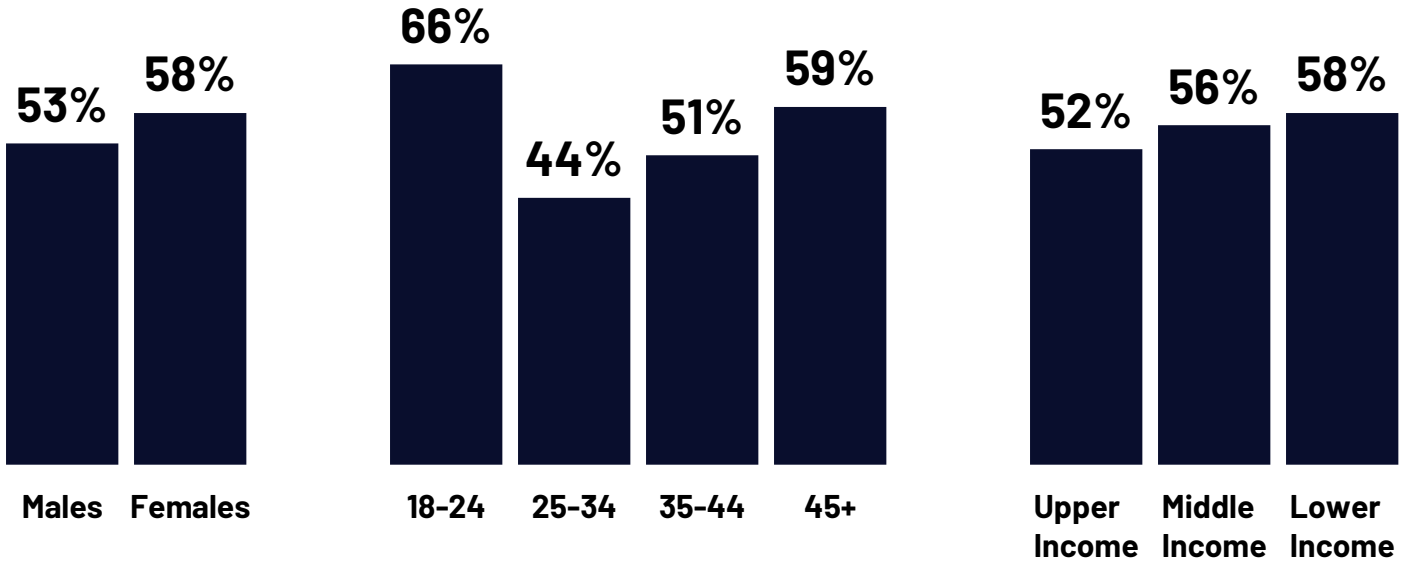


Cultural alignment of entertainment in Jordan

% Agree – by demographics

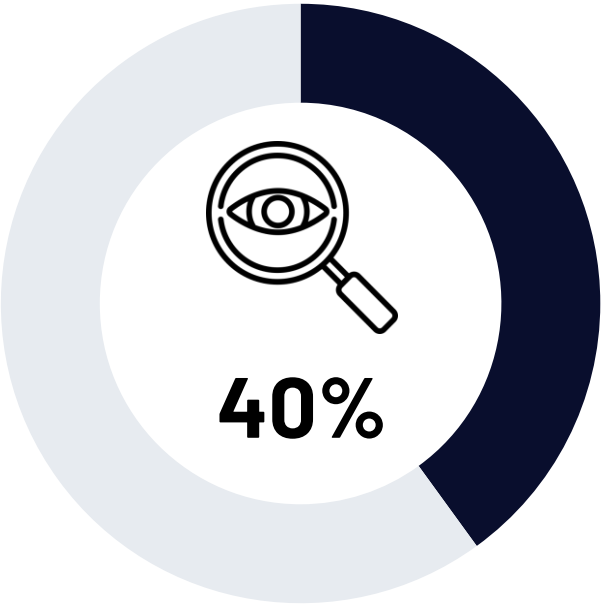


Entertainment options in Jordan are aligned with and respect our culture and values

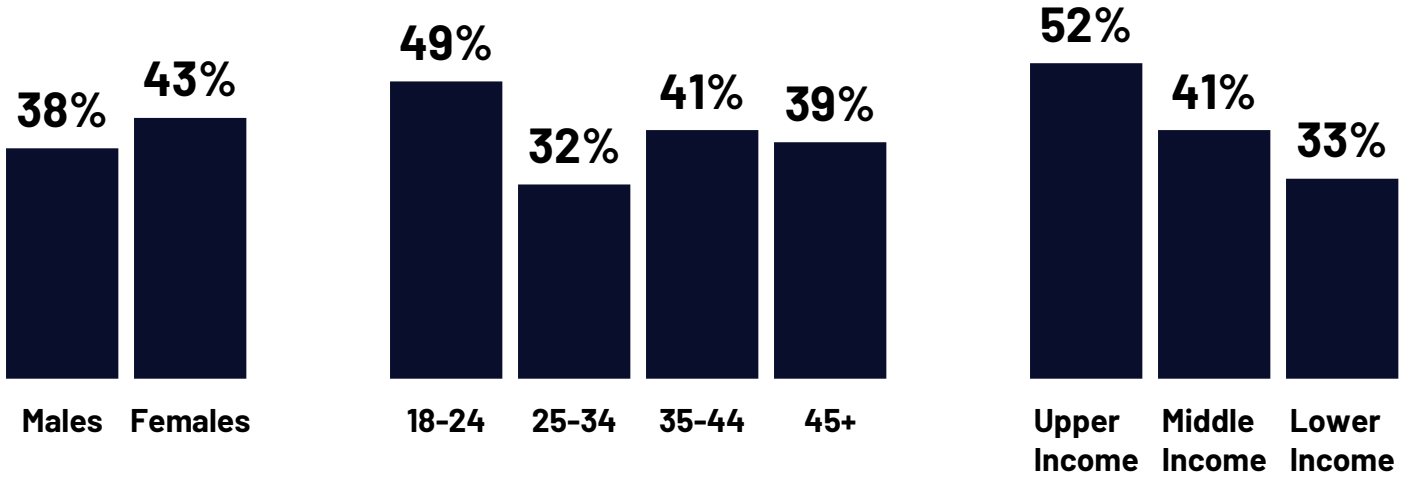


Exploring beyond usual entertainment preferences

% Agree – by demographics

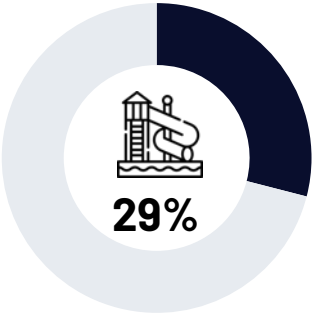


I enjoy exploring different types of entertainment venues including those outside of my usual preferences

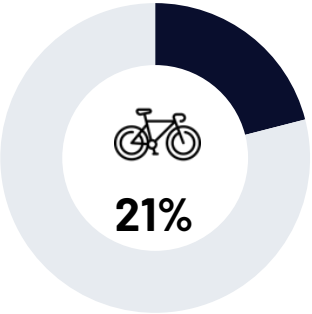


Activities in demand: what people want to see more of in Jordan

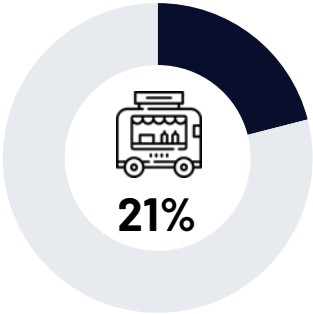
Top 10 activities



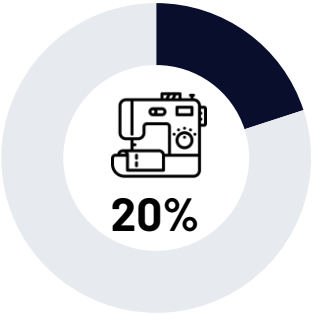
Theme parks/ water parks



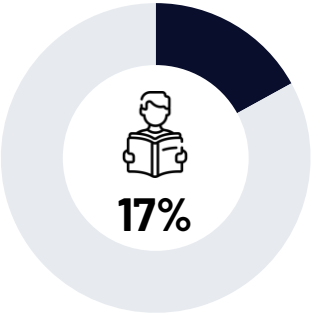
Outdoor activities



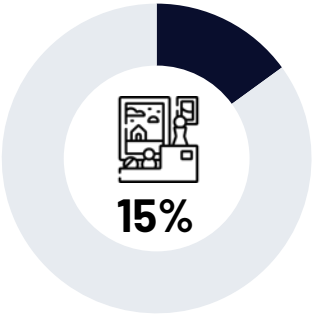
Food festivals and culinary events



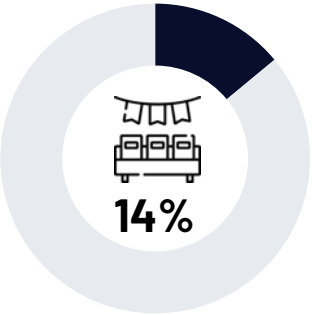
Craft workshops



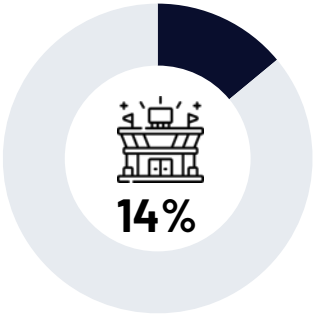
Book readings



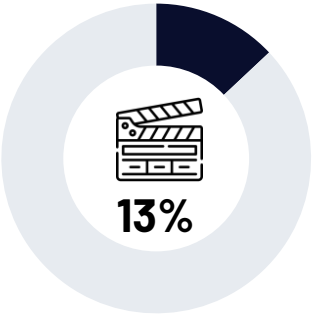
Exhibitions



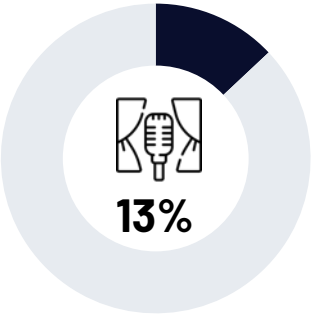
Cultural events



Sports events



Film festivals and movie screenings



Comedy shows

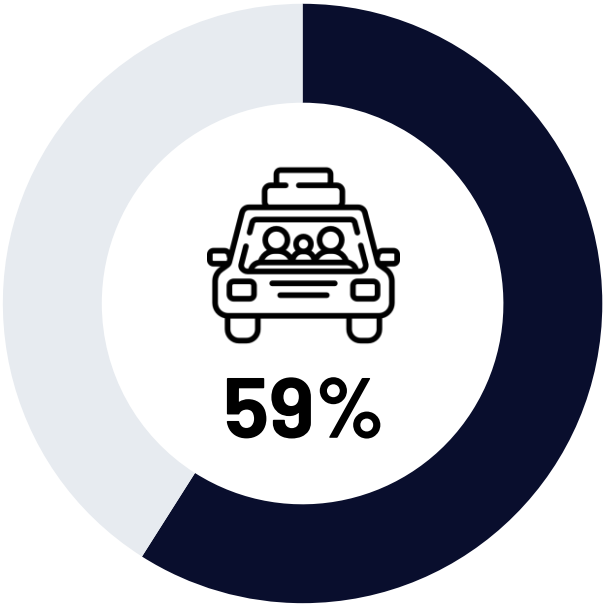
Activities in demand: what people want to see more of in Jordan

Top 10 activities - by demographics

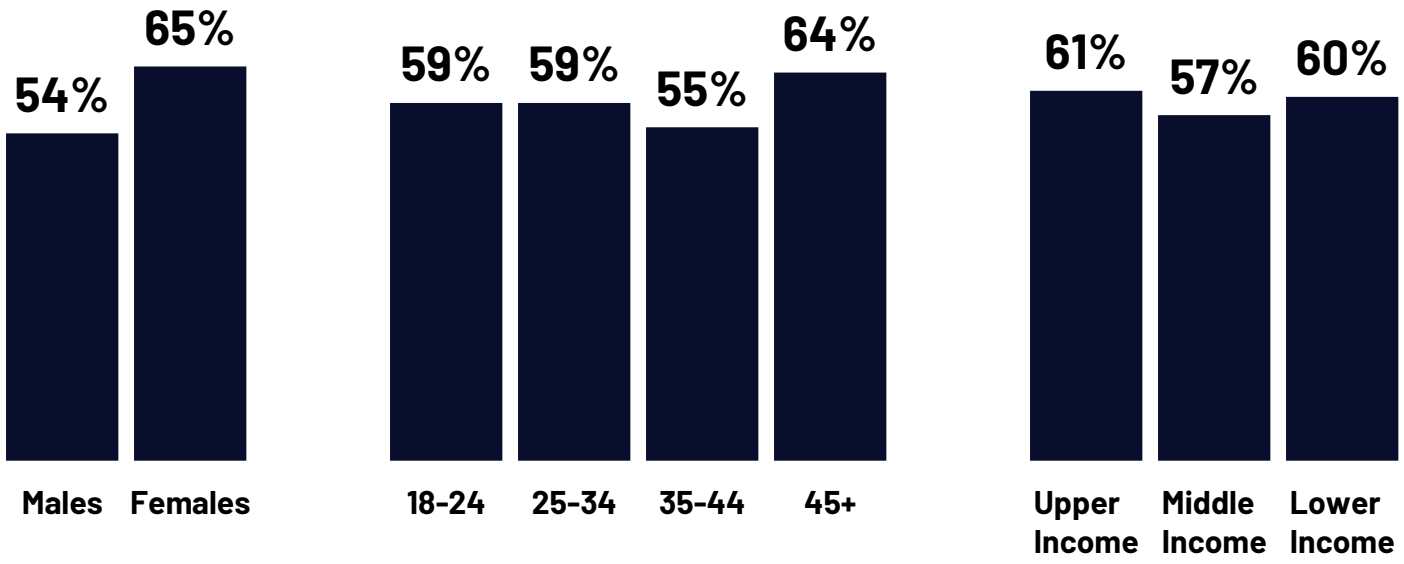
	Theme parks/ water parks	Outdoor activities	Food festivals and culinary event	Craft workshops	Book readings	Exhibitions	Cultural events	Sports events	Film festivals and movie screenings	Comedy shows
Total	**29%**	**21%**	**21%**	**20%**	**17%**	**15%**	**14%**	**14%**	**13%**	**13%**
Male	29%	21%	15%	13%	17%	17%	15%	21%	11%	14%
Female	30%	21%	27%	28%	18%	13%	12%	7%	14%	11%
18-24	25%	14%	27%	19%	21%	15%	17%	10%	14%	13%
25-34	29%	19%	19%	26%	15%	7%	10%	15%	9%	10%
35-44	42%	31%	17%	13%	12%	23%	11%	19%	14%	13%
45+	27%	24%	18%	20%	19%	18%	14%	16%	13%	14%
Upper Income	38%	27%	19%	16%	17%	19%	16%	18%	13%	13%
Middle Income	26%	26%	17%	18%	16%	15%	12%	23%	12%	7%
Lower Income	25%	15%	24%	24%	18%	13%	13%	8%	13%	15%

Willingness to travel for unique experiences

% Agree – by demographics

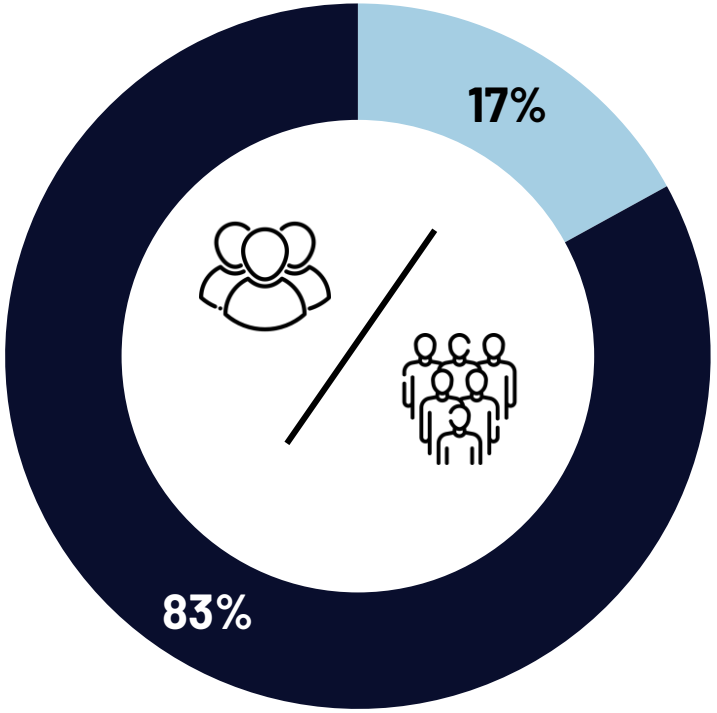


I am willing to travel to a different city in Jordan if it means I could enjoy unique entertainment experiences

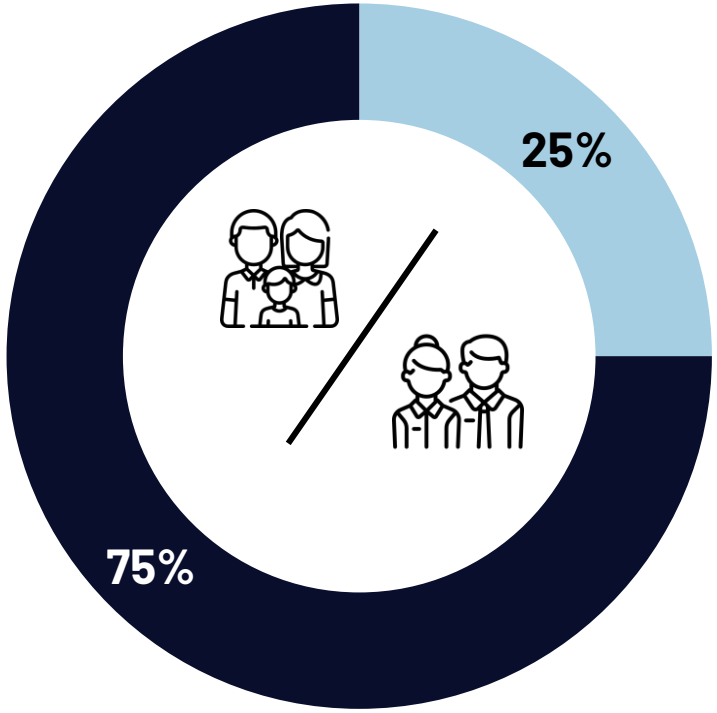


SOCIAL DYNAMICS IN LEISURE ACTIVITIES

Social dynamics in leisure activities



- Prefer to go out with small groups
- Prefer to go out with large groups



- Prefer to spend leisure time with family
- Prefer to spend leisure time with friends

Social dynamics in leisure activities

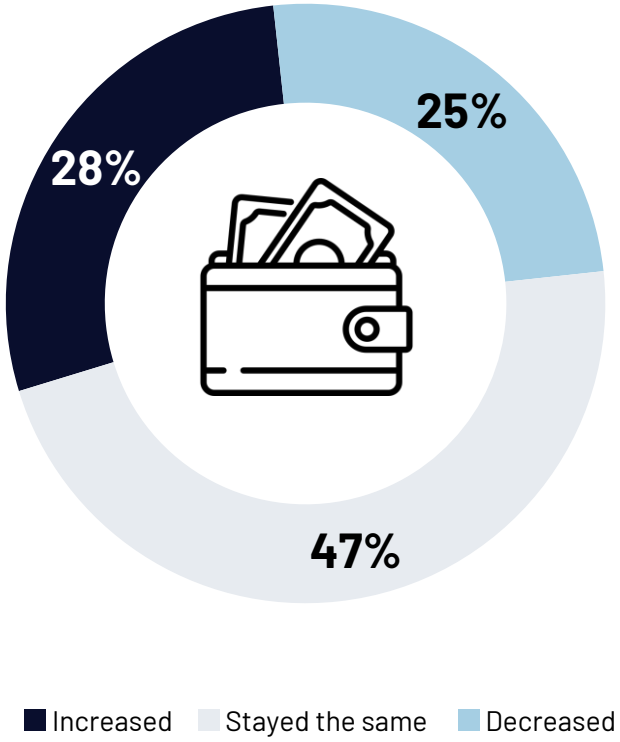
% - by demographics

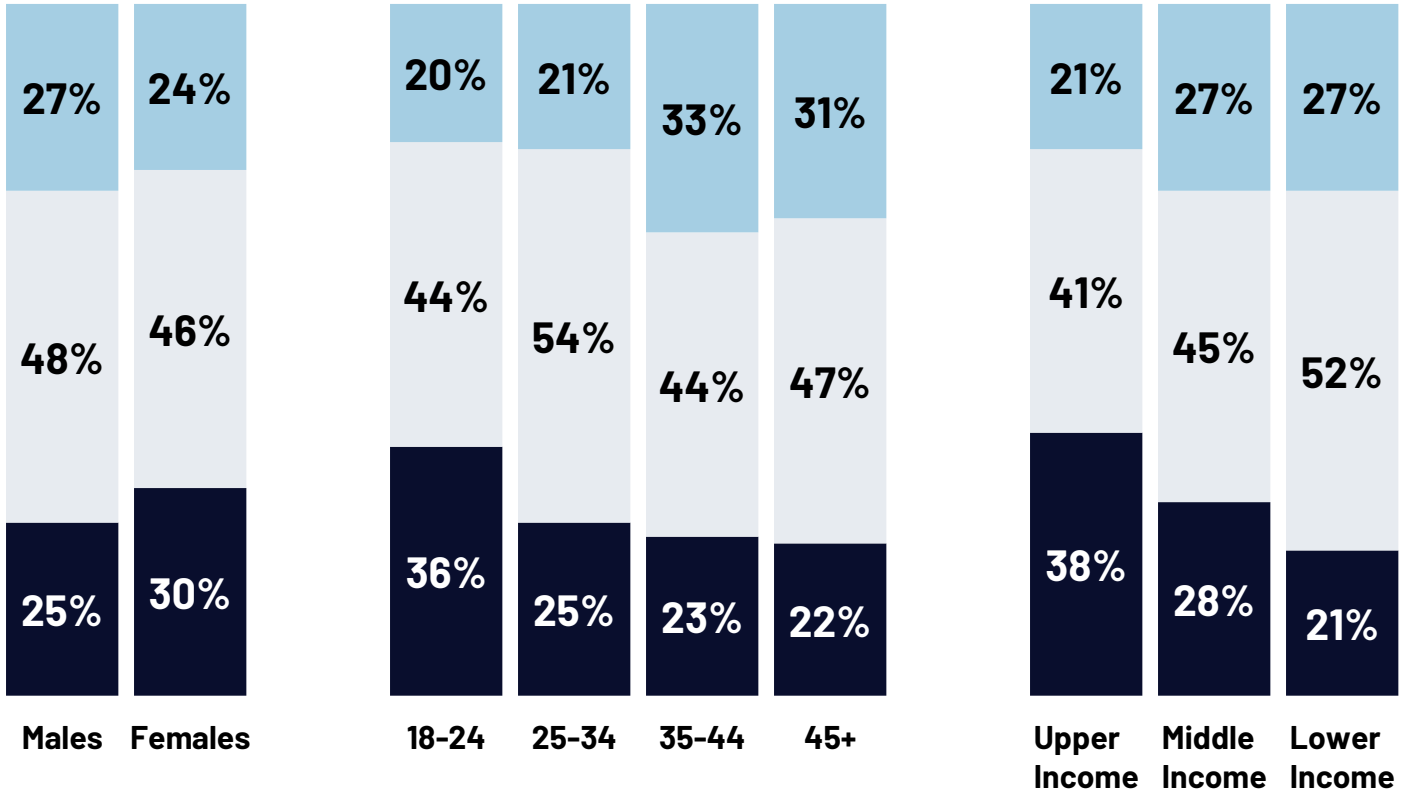
	Prefer to go out with small groups	Prefer to go out with large groups	Prefer to spend leisure time with family	Prefer to spend leisure time with friends
Total	**83%**	**17%**	**75%**	**25%**
Male	87%	13%	80%	20%
Female	78%	22%	71%	29%
18-24	83%	17%	54%	46%
25-34	75%	25%	82%	18%
35-44	90%	10%	93%	7%
45+	86%	14%	82%	18%
Upper Income	87%	13%	74%	26%
Middle Income	82%	18%	80%	20%
Lower Income	80%	20%	74%	26%

FINANCIAL ASPECTS OF LEISURE ACTIVITIES

Change in spending on entertainment and leisure in the past year

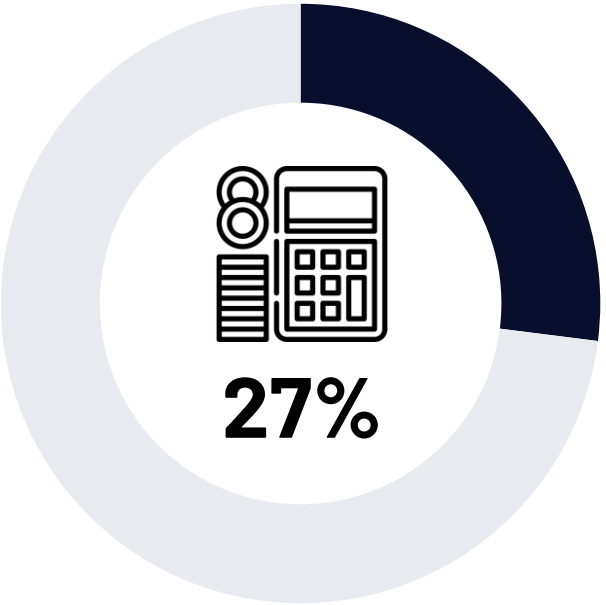
% - by demographics



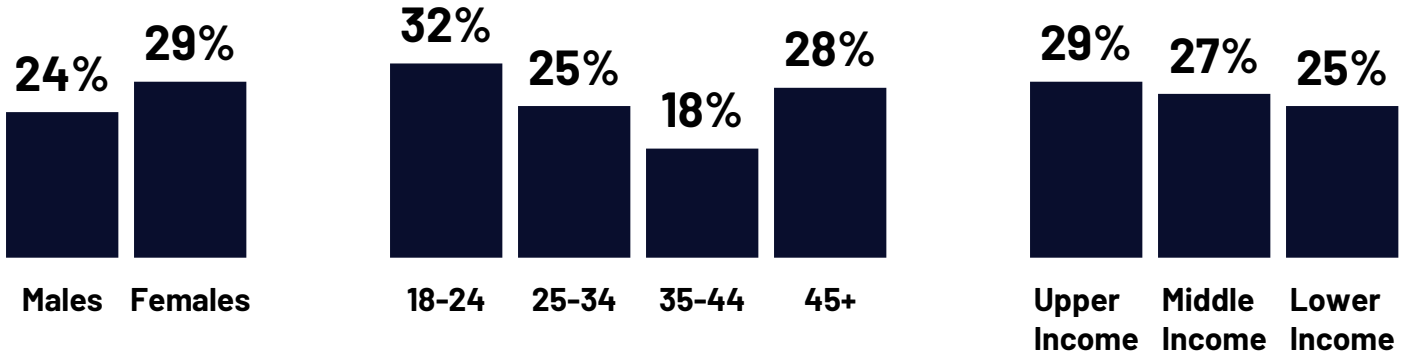


Willingness to maintain entertainment budgets

% Agree – by demographics

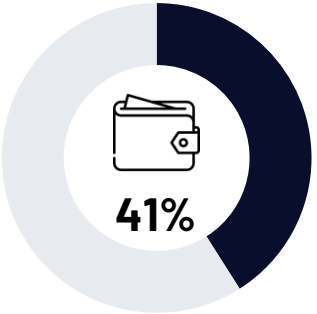


I am willing to sacrifice spending in other areas to maintain my entertainment budget

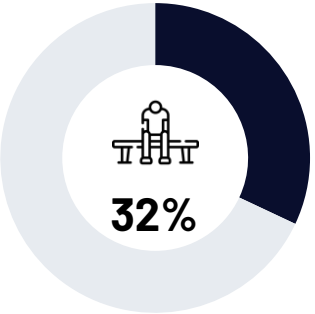


CONCERNS ABOUT LEISURE TIME

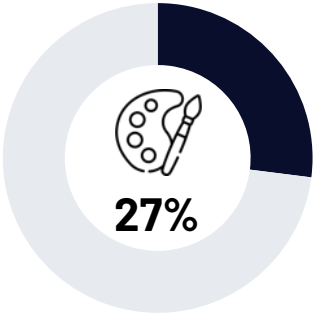
Concerns about free time



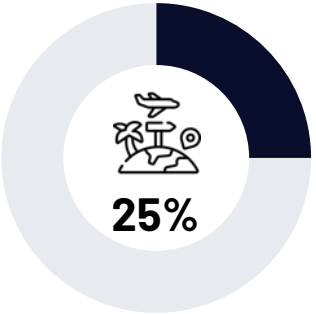
Not being able to afford vacations



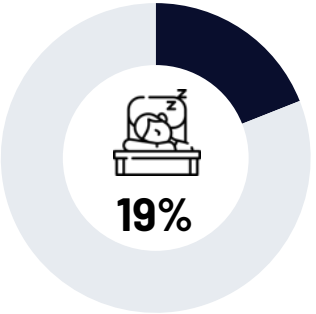
Being bored



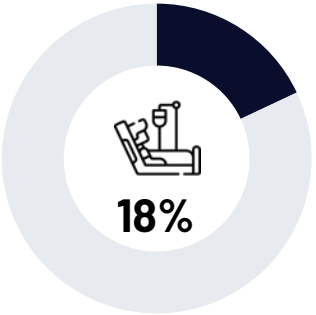
Not being able to afford hobbies



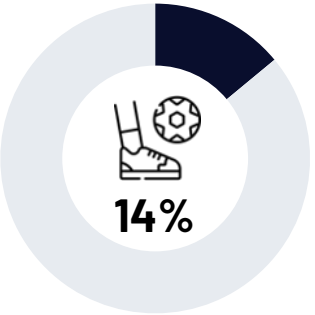
Going to a destination that doesn't live up to expectations



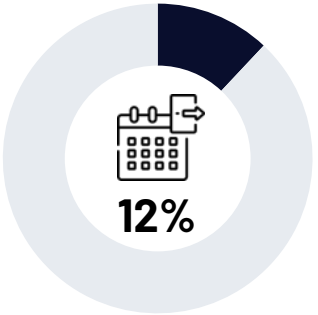
Not feeling productive



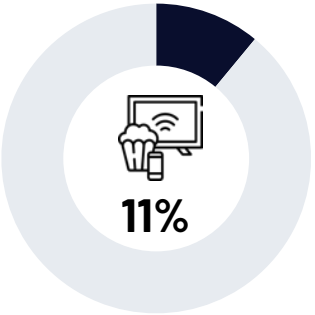
Getting sick while being away from home



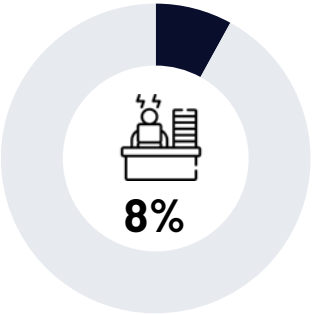
Not having enough time for hobbies



Not being able to take enough time off work for a vacation



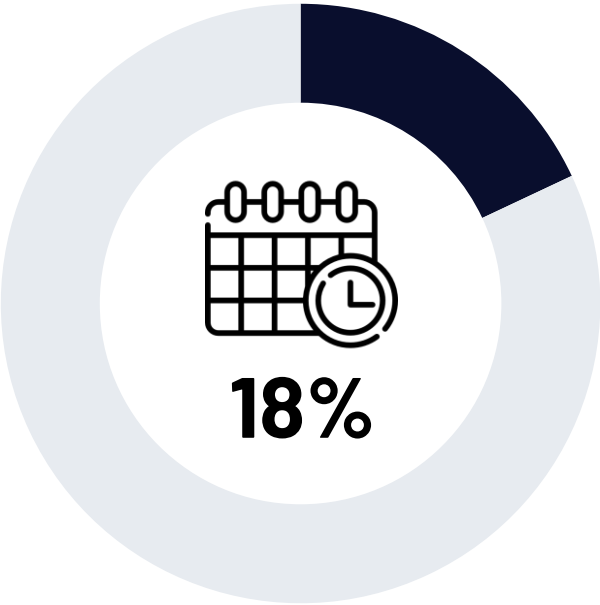
Not finding enough time to use streaming services



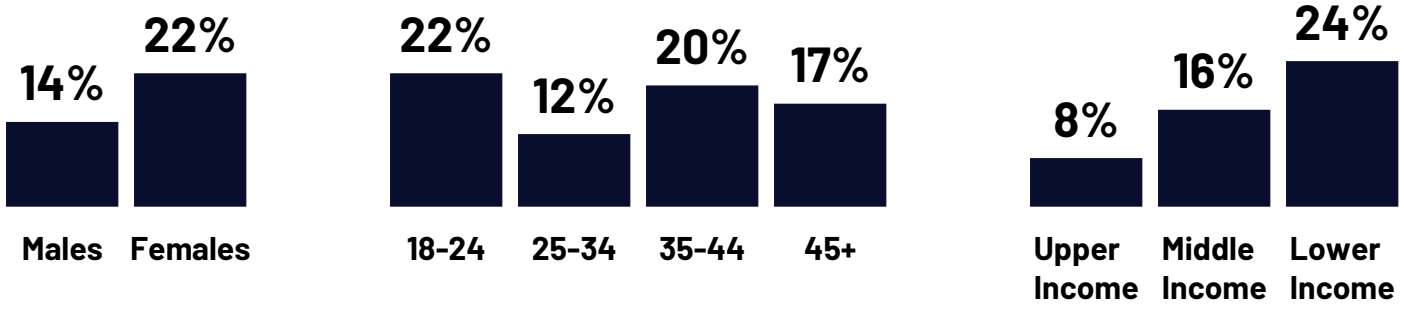
Not being able to manage workload to use paid time off

Attitudes towards leisure as time wasted

% Agree – by demographics



Time spent on leisure or free time is time wasted



Way forward

Actionable recommendations for industry players in Jordan's leisure and entertainment sector, based on our findings.

Enhance Digital Marketing & Social Media Presence

With 72% of consumers relying on social media platforms to discover entertainment, operators enhancing digital engagement and targeted online campaigns can better reach and engage consumers.

Simplify Event Discovery

With only 51% finding it easy to find entertainment information in Jordan, making entertainment information more accessible through online channels can improve event discoverability.

Expand Family-Oriented & Small Group Spaces

75% prefer spending leisure time with family and 83% favor small groups, venues should tailor their layouts and offerings to accommodate family gatherings and intimate groups.consumers.

Prioritize Affordability and Promotions

54% of consumers consider affordability a key selection criterion, stakeholders introducing budget-friendly packages, discounts, and promotional offers can better attract cost-conscious consumers.

Invest in High-Demand Attractions

Consumers would like to see more theme/water parks (29%), outdoor activities (21%), and food festivals/culinary events (21%). Developing more of these attractions can help address clear gaps in the market and meet demand.

Sample and methodology

Sample size
500 respondents

Sample criteria
General public
representative of the population across gender, age (18+), region and SECs

Methodology
The survey was conducted via Ipsos online panel

Geographical coverage
Conducted in Jordan
with a nationwide coverage

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