



Jihad Hattab (Joe Hattab)

Documentary Filmmaker and Travel Content Creator

1990-03-18 - Jordanian - United Arab Emirates

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Who is Jihad Hattab (Joe Hattab)

Jihad Hattab, widely known as Joe Hattab, is a prominent Jordanian documentary filmmaker and travel content creator, recognized as one of the leading figures in the Arab world's travel media landscape. Born in Jordan and raised in Saudi Arabia, he initially pursued a conventional career path, graduating with a degree in Accountancy in 2012. After a period working as an accountant, he made a pivotal decision in 2016 to leave his job and pursue his passion for travel and filmmaking, starting his journey with his personal savings. Hattab established his YouTube channel in 2012 but began actively producing content in 2016. He has since developed a signature style characterized by high-quality, cinematic documentary filmmaking that delves into diverse cultures and unconventional destinations. His work focuses on human-centric stories, exploring places from the remote villages of Yemen to the Arctic Circle. His content has garnered over a billion views, a testament to his significant impact. Hattab is currently based in Dubai, United Arab Emirates, where he holds a Golden Visa, facilitating his global travel and production work.

Achievements of Jihad Hattab (Joe Hattab)

In 2021, Joe Hattab acquired a Saint Kitts and Nevis passport, which significantly eased his international travel by providing visa-free access to over 150 countries. He documented the process in a widely-viewed video, explaining how this solved major logistical challenges he faced as a travel filmmaker and opened up new opportunities for his content. Hattab has collaborated with numerous major international brands, including Emirates, Samsung, Sony, Fortnite, and Turkish Airlines. These partnerships underscore the high production value of his content and his extensive reach, establishing him as a sought-after creator for major travel and technology companies. He signed with ITP Live in 2021, a leading influencer marketing agency in the UAE. This partnership has solidified his professional standing, enabling him to work on creative campaigns and partner with global brands on a larger scale, further expanding his influence.

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