



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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NMI FEBRUARY 2014 VISITOR ARRIVALS UP 8%

Saipan, Northern Mariana Islands (NMI) – February 2014 visitor arrivals to the Northern Mariana Islands (NMI) increased eight percent compared to February 2013. According to the Marianas Visitors Authority (MVA), arrivals to the islands of Saipan, Tinian and Rota registered 41,311 visitors in February 2014 compared to 38,350 in February 2013.

Arrivals from Japan dropped 25 percent in February to 11,165 visitors. A 22 percent decline in air seat supply from Narita impacted the Japanese market heavily, as Delta temporarily suspended its second night flight from Narita and several flights were disrupted due to heavy snowstorms in Tokyo during the month. The average occupancy of major Saipan hotels in February was in excess of 98 percent, and Japanese wholesalers have been struggling to secure rooms. Further weakness is anticipated in the Japan market from April when the consumption tax increases from 5 percent to 8 percent with weakness, continuing until new low-cost air carriers enter the Japan to NMI market this summer for the first time.

Arrivals from Korea rose 9 percent in February to 11,053 visitors. Dynamic Airways doubled the number of flights from Seoul to the NMI from two a week to four a week during the high season from Jan. 5 to Feb. 28, 2014, ensuring continued strong growth in arrivals out of the Korea market for the period. Dynamic Airways will, however, temporarily suspend the current flights from March 12 to April 26 due to low demand. Dynamic Airways has established a new

Korea Branch office at Incheon International Airport and will use this down-time to rework their strategies for the Korean market and develop a news sales and marketing action plan before re-launching the flights from April 26.

Meanwhile, arrivals from China jumped 42 percent in February to 15,295 visitors, the most of any source country. This growth was due in part to the Lunar New Year which took place in February this year, when outbound travel to all destinations worldwide from China rose 18.1 percent year-on-year. Travel to the NMI grew much faster year-on-year than to other competing destinations due primarily to the launch of new Dynamic flights by Century Tours from Hangzhou and Tianjin.

Arrivals from Russia grew 44 percent to 1,134 visitors in February. While the total number of outbound travelers from Russia to all destinations worldwide is now falling compared to the same period in 2013 due to the ongoing economic slowdown in Russia, arrivals to the NMI continue to soar as a result of strong airlift from East Russia from AVIACHARTERS and Asiana Airlines. With the formal opening of the MVA's Vladivostok office in February, active promotions targeting the East Russia market will be launched to sustain continued rapid growth out of the East Russia market during the coming months, although the lack of availability of hotel rooms in the NMI remains a major concern for Russian partners in supporting continued growth out of the Russian market.

Japan, Korea and China Economic Highlights

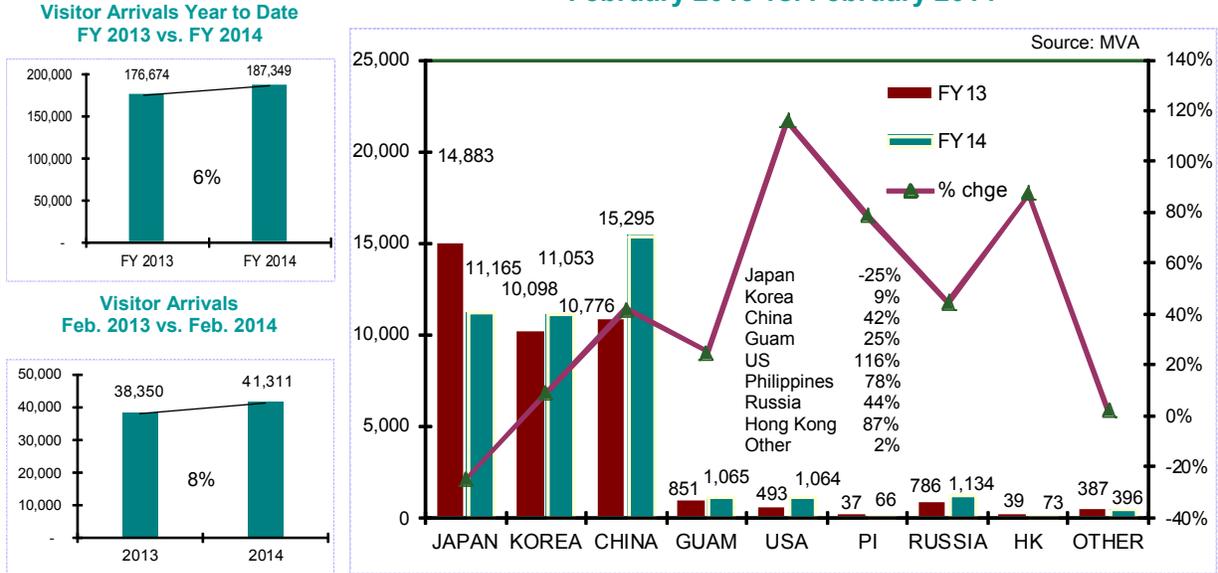
The Japan Cabinet's February report assessed the Japanese economy continues its recovery at a moderate pace. The yen dropped in value in early February and has since hovered around 102 to the U.S. Dollar.

According to the Bank of Korea, the Korean economy is expected to post a year-on-year rate of growth in the upper 3% range, with growth in 2014 estimated to continue running at around the potential growth rate. The won/dollar exchange rate fell 7.92 over the past month to be closed at 1,067.58 won per dollar.

Chinese economists expect GDP growth to remain at 7.5 percent year-on-year for 2014, the same as in 2013, sustained by economic recovery in developed countries, slower RMB appreciation and growth in consumer spending. The Chinese currency Renminbi, or the yuan,

weakened 8 basis points to 6.1192 against the U.S. dollar on February 26, according to China Foreign Exchange Trading System.

CNMI Source Market Arrivals February 2013 vs. February 2014



The Northern Mariana Islands of Saipan, Tinian, and Rota are a chain of idyllic islands in the West Pacific, offering a friendly, fun and exciting vacation in paradise. They are an excellent destination for families, adventure and sports-minded travelers, as well as business people looking for a tropical haven. Adventurous travelers from Asia, Australia, Europe and elsewhere looking for new travel discoveries will find them in the Mariana Islands, just three hours travel from most cities in Japan, and four from Asia and Australia. The Northern Marianas are served from Tokyo and Osaka in Japan by Delta and Asiana Airlines. From Korea, Asiana provides direct flights from Seoul and Busan. From China, direct flight service from Shanghai, Beijing, Guangzhou, Tianjin, Hangzhou and Wuhan to Saipan is available. United Airlines has daily flight connections from nine cities in Japan to Saipan with one stop. United States mainland connections can be made by Delta Air Lines to Saipan via Tokyo Narita, and United Airlines via Guam. For more information visit www.mymarianas.com.

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