



**MARIANAS VISITORS AUTHORITY**  
**News Release**

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*Tourism is Everybody's Business!*

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**BUSAN MEDIA FAM TO BRING \$1.2-MILLION EXPOSURE**

**Saipan, Northern Mariana Islands (NMI)** – The Marianas Visitors Authority (MVA) is preparing to welcome Korea's MBC TV'S "Live Today Busan" next week for a location shoot that is expected to bring the Northern Mariana Islands over \$1-million of international exposure value.

"Live Today Busan" is a popular live show in the Youngnam region of Korea, including Busan, the country's second largest city. The 55-minute show airs weekdays at 6:50 p.m. to viewership of hundreds of thousands of potential visitors. The show contents include current social issues, tour destination information, and personality interviews.

"With Delta Air Lines' announced launch of new service from Busan to Saipan next month, 'Live Today Busan' is an excellent opportunity to introduce the Northern Marianas to potential travellers in the region," said MVA Marketing Manager Bruce Bateman. "We are pleased to partner with Delta in bringing this 3-person team to our islands next week."

From Dec. 26-29, 2011, "Live Today Busan" will visit Saipan and Tinian to produce three, 10-minute segments that will air in January. The estimated exposure value from the show is \$1.2-millionUS.

The team will stay at Tinian Dynasty Hotel & Casino and Aqua Resort Club. While on

Tinian they will take an all-terrain vehicle island tour, a turtle-watching and snorkeling tour, and enjoy lunch at JC Café and a barbeque dinner at Taga Beach. On Saipan, the media team will visit Managaha, take a jungle tour, enjoy a sunset dinner cruise on the Stars n' Stripes, film along picturesque Beach Road, take in the SandCastle Saipan cocktail show, and stop at the "I Love Saipan" store. Island cuisine will be explored at the Tuesday night Farmer's Market, a sunset beach barbeque dinner, lunch at Capricciosa's and Revolving Restaurant 360, and breakfast at Café at the Park.

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, Nagoya, and Osaka in Japan by Delta and Asiana Airlines. From Korea, Asiana Airlines provides direct flights from Seoul and Busan. Fly Guam/Fly Marianas provides direct flights from Hong Kong and Nagoya, Japan. For more information visit [www.mymarianas.com](http://www.mymarianas.com).

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