



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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Local Businesses Support New Nagoya Flights

Saipan, Northern Mariana Islands (NMI) – In an effort to help fill new flights to Saipan from Nagoya by regional air carrier Fly Micronesia, several local businesses contributed to the FAM(iliarization) tour of seven journalists arriving on last Thursday's (Aug. 11) inaugural flight.

Writers and photographers from Chunichi Shimbun, Gifu Shimbun, lifestyle magazines CHEEK and SPY GIRL, and Golf Masters participated in 3-day whirlwind tour of the island.

Hyatt Regency Saipan provided accommodations, breakfast, and other discounts for the group. Additional meals were provided at Country House restaurant, Fiesta Resort & Spa's Joyful Dinner Show, and Sand Castle Saipan's Cocktail Show.

Tasi Tours provided a tour of Managaha and various marine sports activities at the award-winning island on Friday (Aug. 12) afternoon. The course at Coral Ocean Point Golf and Spa was opened to the tour participants that afternoon, while some opted for a hike down to Forbidden Island with Marianas Trekking.

The Marianas Visitors Authority (MVA) also supported the tour with ground transportation, assistance with film permitting, a staff escort, and a welcome reception in collaboration with the Hyatt.

“This new service from Japan by Fly Micronesia is a most welcomed development,” said MVA Marketing Manager Bruce Bateman. “The media had requested specific activities to cover during their tour, and several tourism partners stepped up make these activities available. This FAM tour was a success because of these businesses’ support, and we thank them heartily.”

The media also visited the Garapan Street Market and took an island tour of historic sites before their departure on Sunday (Aug. 14). The Nagoya-Saipan flights will be operating five times weekly by the end of August, with 144 available seats per flight. The total media exposure value for the Northern Marianas from the FAM tour is estimated at almost \$400,000.



Members of a media FAM(iliarization) tour from the Nagoya, Japan region end their tour of Saipan at the Fiesta Resort & Spa’s Joyful Dinner Show on Aug. 13, 2011. The FAM tour was conducted in support of Fly Micronesia’s new Nagoya-Saipan direct air service launched on Aug. 11, 2011.

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, Nagoya, and Osaka in Japan by Delta and Asiana Airlines. From Korea, Asiana Airlines provides direct flights from Seoul and Busan. Fly Micronesia/Fly Guam provides direct flights from Guam, Hong Kong and Nagoya, Japan. For more information visit www.mymarianas.com.

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