



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

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*Tourism is Everybody's Business!*

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MVA MANAGING DIRECTOR

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**JAPAN MARIANAS TOURISM CLUB MEETS IN SAIPAN**

**Saipan, Northern Mariana Islands (NMI)** – The Japan Marianas Tourism Club (JTMC) convened their December meeting today (Dec. 1) in Saipan to discuss tourism in this beach resort destination.

Masahiro Yamada, President & CEO of R&C Tours, was elected as the new chairman of the group. Local tourism partners of the Hotel Association of the Northern Mariana Islands (HANMI) and Japan Saipan Travel Association were invited to join JMTC in their discussion on projections and strategies to improve NMI tourism.

Discussions during the meeting also covered government regulations, environmental concerns, and brand image. Specific topics included the March 2012 Saipan Marathon, the launch of regional airline Saipan Air in 2012, and visitor safety. Members requested that the new Custom, Quarantine and Tourism Revolving fee be used for tourism promotions. Discussion was also made on creating a mid- to long-term branding image for the Northern Marianas based on specific themes so that agents could create similar packages or promotions for the duration. JMTC is also considering conducting a questionnaire among potential visitors who have not yet visited the NMI to determine their needs and expectations. In order to attract the

target markets of females and seniors, a renewed emphasis on nature-based tourism was also recommended.

Participating organizations include Pacific Micronesia Tours, Pacific Development Inc., Hyatt Regency Saipan, Fiesta Resort & Spa, Pacific Islands Club Saipan, Pacific Micronesia Tours, R&C Tours, H.I.S., Nippon Travel Agency, JTB, NTA, Delta Airlines, United Tours, the and the Marianas Visitors Authority.

JTMC was formed in 1998 and consists of top wholesalers in tourism. Japan is a primary tourism market, comprising half of all visitors to the islands each year. JMTC also meets in April and September in Tokyo, Japan.



Members of the Japan Marianas Tourism Club met on Dec. 1, 2011, at Hyatt Regency Saipan to discuss Northern Mariana Islands tourism strategies.



Tourism wholesalers and other tourism partners of the Japan Marianas Tourism Club met on Dec. 1, 2011, at Hyatt Regency Saipan to discuss Northern Mariana Islands tourism strategies.

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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