



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

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*Tourism is Everybody's Business!*

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**KOREAN TRAVEL TRADE MEDIA, AM7 IN NMI**

**Saipan, Northern Mariana Islands (NMI)** – Five media outlets in Korea have representatives in the Northern Mariana Islands this week to learn more about the allure of this beach resort destination that attracted over 100,000 Korea visitors last fiscal year.

Global Travel News, Korea Travel News, Korea Travel Times, and Travel & Leisure are all travel trade newspapers targeting travel agents, while AM7 is a free morning tabloid distributed at Korea's subways to the general public.

“We're pleased the media group will have time to cover both the Hell of the Marianas bike race in Saipan on Saturday (Dec. 3) and well as take an overnight trip to Tinian,” said Marianas Visitors Authority (MVA) Marketing Manager Bruce Bateman. “For such a short visit, they are packing in a lot of coverage.”

The group arrived on Wednesday (Nov. 30) and departs on Saturday afternoon. The MVA is supporting the FAM(iliarization) tour by providing discounted airfares and assisting with ground handling and visa and film permit processing.

While in Tinian, the group will snorkel at a popular sea turtles-sighting spot, take an

ATV tour of the island, and enjoy barbeque dinner on the beach across from the Tinian Dynasty Hotel & Casino, where they will lodge. While on Saipan they will also enjoy snorkeling and parasailing at Managaha Island, the Las Vegas-style SandCastle Saipan dinner show, and a Sharing Seeds class at the Pacific Islands Club Saipan, where they will lodge.

The Northern Marianas is expected to receive \$30,000 worth of advertising coverage through the tour. The travel trade media have a combined circulation of 250,000, while AM7 tabloid reaches about 200,000 readers.

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 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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