



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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NMI October 2011 Visitor Arrivals Down 4%

Saipan, Northern Mariana Islands (NMI) – October 2011 visitor arrivals to the Northern Mariana Islands (NMI) were down 4 percent compared to October 2010.

According to the Marianas Visitors Authority (MVA), arrivals to the islands of Saipan, Tinian and Rota registered 24,693 visitors in October compared to 25,784 in October 2010.

Arrivals from Japan dropped 23 percent to 8,696. In October the NMI received two daily flights from Narita compared to three daily flights in October 2010. This situation is expected to improve when Delta Air Lines launches a third weekly flight again on December 29, 2011, supplementing the current two daily flights from Narita with four new flights a week using a Boeing 757 with 182 seats. Fly Marianas has announced that it is suspending its sporadic Nagoya-Saipan service from November 10, 2011.

Meanwhile, arrivals from the primary market of Korea dropped 9 percent in October to 7,880 arrivals as a result of a 10% decrease in total air seats compared to last October. . However, air service from the primary market will improve over the next several months. Asiana Airlines will operate Busan-Saipan charter flights from November 2011 to March 2012, representing a gain of 6,198 seats during this period. Also, Asiana Airlines boosted its Incheon-Saipan service from 10 to 14 weekly flights beginning October 31, and in tandem with the increase in the number of weekly flights to double-daily service, has also increased the size of the aircraft on the

route to Boeing 767s with 250 seats each. This will drive an additional 4,491 seats out of Seoul to the NMI in November. Finally, Asiana has also upgraded its nighttime service to an Airbus 330 with 275 seats from Oct. 1 to Dec. 4, resulting in a gain of 4,312 seats.

The secondary market of China saw 5,134 arrivals in October, a 63 percent increase compared to the same month last year. Arrivals from Russia posted a gain of 32 percent to 485 in October 2011. The MVA also reported a 69 percent growth in arrivals from Hong Kong in October to 108 visitors. Arrivals were also up in October from the United States (13 percent to 864), Guam (2 percent to 1,250), Philippines (26 percent to 54) and Other Areas (1 percent to 222).

Japan and Korea Economic Highlights

In its October report, the Japanese Cabinet office said that the current economic recovery is expected to continue for the foreseeable future; however, the rebound in industrial production and exports has slowed. The report also indicates, for the first time since November 2010, that firms' outlook on current business conditions is improving.

1,645,000 Japanese traveled internationally in September, representing a 6.75% increase over the same period last year. As a result, the 2011 year-to-date total (12,525,388) exceeded 2010 (12,493,873) for the first time since the earthquake in March, recording a modest 0.25% gain. The Japan National Tourism Organization, which releases the figures, remarked that recovery was swifter than expected, thanks to the strong value of the yen.

Since the earthquake in March, there has been a growing trend towards last minute bookings as travelers keep one eye on the economy and the other looking for last minute deals. A survey by travel industry publication Travel Journal pointed out that even after September 20th; more bookings were still coming in for the end of September. As a result, short haul destinations are selling better than long haul destinations, due to the inherently shorter planning time. In addition, the Japanese Cabinet office conducted a consumer travel survey and found that travel demand is increasing for the October to December quarter.

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.

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