



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

PERRY JOHN P. TENORIO
MVA MANAGING DIRECTOR

For Immediate Release-November 30, 2011

For further information, contact:
Perry John P. Tenorio, Managing Director
Marianas Visitors Authority
Telephone: (670) 664-3200/3201 Facsimile: (670) 664-3237
mva@mymarianas.com
www.mymarianas.com

Russian FAM Good for NMI on Russian TV

Saipan, Northern Mariana Islands (NMI) – Far East Russia TV recently visited the Northern Mariana Islands to produce a television segment about this island resort destination for its two million viewers. Last fiscal year, over 5,000 Russians visited the islands.

The four-person media group visited Saipan, Tinian, and Rota during their visit, stopping by popular locales such as award-winning snorkeling islet Managaha, world-class gaming at Tinian Dynasty Hotel & Casino, and the eco-tourism lure of Rota. The TV station will produce a segment that will air over the next six months, bringing the islands \$250,000 worth of advertising exposure.

The Marianas Visitors Authority (MVA) supported the FAM tour by assisting with permitting and a language-specific escort.

“The MVA continues to capitalize on media opportunities by extending in-kind assistance in exchange for media coverage,” said MVA Marketing Manager Bruce Bateman. “With growing competition for the Russian traveller, we need to maximize coverage in order to continue growing this market.”

The media crew took a sunset dinner cruise, participated in banana boating and parasailing, had dinner at Capricciosa, took islands tours on all three islands, filmed golf and a wedding, took

in the SandCastle Saipan dinner show, took a monster truck and ATV tour, went trolling, and took in a discovery flight. The crew also visited Mariana Resort & Spa, Aqua Resort Club, Hyatt Regency Saipan, Saipan World Resort, Pacific Islands Club Saipan, Saipan Grand Hotel, Fiesta Resort & Spa, and Rota Resort. The show's producer, Elena Yurkovskaya, said she was very impressed with the destination and vowed to return for further shooting on an all new program.



Representatives of Far East Russia TV and other media outlets on location at the Hafadai Beach Hotel, Saipan, Northern Mariana Islands on October 29, 2011.



Editor and Producer Elena Yurkovskaya, third from right, led a crew from Far East Russian TV on a recent tour of the Northern Marianas and stopped by Pacific Islands Club Saipan on Nov. 4, 2011. From left are Jing Bordon of the Visitors Channel, Marketing Specialist Tatiana Babauta of the Marianas Visitors Authority (MVA), Director/Presenter Olga Gidalevich, MVA Marketing Manager Bruce Bateman, Yurkovskaya, assistant cameraman Bronislav Reznik, and cameraman Evgenii Gidalevich. Kneeling at front are Ioulia Safer and Elli Stoilova of Pacific Islands Club Saipan.

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.

###