



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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CHINA FAM TOUR EXPLORES SAIPAN, ROTA

Saipan, Northern Mariana Islands (NMI) – Fourteen media and travel trade reps spent the better part of a week in the Northern Mariana Islands exploring the tropical allure of Saipan and Rota.

The FAM(familiarization) tour group arrived in Saipan on Sept. 3, 2012, for a fact finding visit. The group included representatives of Shanghai CYTS Tours Corp., CITS Group Shanghai Co., Shanghai Times, Elite Traveler, Traveler Celebrity, Century Tours, Shanghai CTRIP Intl Travel Service, Shanghai Greenment, Tourism Solutions Delivery and travel blogspots weibo.com/ybb2010, ivmama.com (Joyu), ctrip.com, blog.sina.com.cn/annieyu2010 and tuniu.com.

“This FAM tour from our China market is the first of hopefully many to be organized by the Marianas Visitors Authority’s new China office, and we expect big results in terms of market growth,” said MVA Marketing Manager Bruce Bateman. “For example, just one of the bloggers who came has 180,000 followers on Sina Weibo. That’s a tremendous outreach opportunity to gain the attention of potential travelers.”

Sina Weibo is China’s most popular microblogging website and is similar to Twitter or Facebook but geared for the Chinese marketplace.

While in Saipan, the group visited Managaha, Laolao Bay Golf Resort, DFS Galleria, and

the Fiesta Resort & Spa dinner show. They also did hotel inspections of Pacific Islands Club Saipan and Hyatt Regency Saipan, with special emphasis on wedding amenities. While on Saipan, they also squeezed in an island tour and an all-terrain vehicle tour.

On Sept. 5, the group travelled to Rota, where they had an island tour and also conducted a hotel inspection.

The group lodged at Fiesta Resort and Rota Resort & Country Club during their visit.



Visiting media and travel agency reps show their enthusiasm about the Northern Marianas during their FAM(iliarization) tour of Saipan and Rota on Sept. 2-7, 2012.



Rota's iconic Wedding Cake Mountain becomes the focus of attention for visiting Chinese media and travel agent reps in the Northern Mariana Islands on Sept. 2-7, 2012.



Marianas Visitors Authority Marketing Manager Bruce Bateman, far left, introduces visiting Chinese media and travel agency reps to ancient Chamorro limestone monoliths called latte stones on the island of Rota during their FAM(iliarization) tour of the Northern Mariana Islands on Sept. 2-7, 2012.

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 Air Lines and Asiana Airlines. From Korea, Asiana provides direct flights from Seoul and Busan. China visitors arrive direct from Shanghai, Guangzhou and Beijing. For more information visit www.mymarianas.com.

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