



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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## **CHINA'S SINA WEIBO HOMEPAGE PLUGS NORTHERN MARIANAS**

**Saipan, Northern Mariana Islands (NMI)** – Sina Weibo, one of the largest micro-blogging sites in the world, has featured the Northern Mariana Islands on its homepage under its “Photo Blog” section.

The plug at [www.weibo.com](http://www.weibo.com) follows last month's visit of 14 Chinese media and travel trade reps, who spent the better part of a week in the Northern Marianas, which are served directly from Shanghai, Guangzhou and Beijing.

Sina Weibo is China's most popular micro-blogging website and is similar to Twitter or Facebook but geared for the Chinese marketplace. The site has over 300 million registered users.

Visitor arrivals from China to the Northern Marianas have increased 83 percent through June 2012 compared to the same period last fiscal year.

“As part of its promotional activity, our new China office has made a number of outreaches to travel bloggers, and we're very pleased with the outcome of this particular FAM tour,” said Marianas Visitors Authority (MVA) Marketing Manager Bruce Bateman. “Three hundred million Sina Weibo users have now had the opportunity to see all we have to offer as a U.S. beach resort destination only three or four hours away from major Chinese cities.”

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 Rota 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.



The Northern Mariana Islands of Saipan and Rota, in red box, were highlighted on the homepage of China's largest micro-blogging site Sina Weibo. The site has over 300-million registered users. A U.S. beach resort destination, the Northern Marianas is served directly from Shanghai, Guangzhou and Beijing.

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](http://www.mymarianas.com).

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