



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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KOREAN MEDIA TO EXPLORE GOLF ON SAIPAN, ROTA

Saipan, Northern Mariana Islands (NMI) – Six Korean media outlets, including one of the top newspapers in the country, arrive in Saipan and Rota this Friday (Aug. 31) to report on this beach resort destination and highlight golf opportunities.

DongA Ilbo, one of Korea's top daily newspapers with a circulation of 2.3-million copies, will visit along with economic dailies The Aju Business and The Seoul Economic Daily, daily sports newspaper The Daily Sports Seoul, and travel trade weekly newspapers Korea Travel Times and Global Travel News. The combined circulation of all the media attending this FAM(iliarization) tour is 6.7-million copies, and the Northern Marianas will receive \$157,000 worth of ad coverage.

The Marianas Visitors Authority (MVA) is assisting the FAM tour with airfares, ground handling, and filming permits. During their 3-day visit, the media will cover golf at Mariana Country Club, Laolao Bay Golf Resort and Rota Resort & Country Club. Other tourism attractions will be featured, including Mandi Asian Spa, Rota Bird Sanctuary, DFS Galleria, I Love Saipan store, SandCastle Saipan dinner show, and Hanamitsu Spa. While on Rota, the group will also take time for an island tour. Lodging will be at Mariana Resort & Spa and Rota Resort & Country Club.

As of June this fiscal year, visitor arrivals from Korea to the Northern Marina are up 17 percent to 94,160.

“Since November 2011, monthly arrivals from Korea have shown consistent growth compared to the same months the previous year. This underscores the growing value of the Korea market,” said MVA Marketing Manager Bruce Bateman. “Supporting FAM tours such as this are an excellent investment and a way of getting the best value for MVA’s advertising dollar, as the resulting stories will provide major publicity coverage that we could not afford to purchase outright.”

The MVA will also provide a Korean-speaking staff member to assist the media during their visit.

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. For more information visit www.mymarianas.com.

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