



**MARIANAS VISITORS AUTHORITY**  
**News Release**

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*Tourism is Everybody's Business!*

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## **MVA JOINS JATA WORLD TRAVEL FAIR 2012**

**Saipan, Northern Mariana Islands (NMI)** – The Marianas Visitors Authority (MVA) reached out to over 125,000 travel trade representatives, media representatives, and potential visitors last week at Asia's largest annual travel show, the Japan Association of Travel Agents (JATA) World Travel Fair 2012.

Japan is the Northern Mariana Islands' largest source country, and JATA is that country's national organization of travel agents and suppliers promoting the travel and tourism industry. The fair was held Sept 21-23, 2012, at the Tokyo Big Sight convention center.

“Although the number of visitors decreased on Sunday due to heavy rain, the total number of visitors was still seven percent greater than last year,” said MVA Marketing Manager Bruce Bateman. “In all, the MVA's outreach to tourism professionals and potential visitors was a resounding success.”

In addition to distributing destination information and answering questions at the Northern Marianas booth, the Northern Mariana Islands delegation attended a reception at the U.S. Embassy, participated at an MOU signing between the USA and Japan, conducted an interview with Tabihaku TV and featured a talk show with the destination's Saipan Travel Girl 2010 Rieko Ayumi, Miss Saipan 2011 Mai Yukawa, and Miss Saipan 2012 Misato Shimizu.

The MVA also offered demonstrations of Carolinian beadwork, the art form of banana painting, crafting with coconut palm fronds, and a magic show by SandCastle Saipan. A paper-scissors-rock children's contest with the destination mascot Saipan-da! was held, and winners received a Saipan-da! backpack.

“We saw long lines of waiting visitors around our booth,” said Bateman. “The audience was excited about the magic show and, as always, the children and adults were excited with the backpacks they received.”

Visitors to the booth also walked away with temporary tattoos and other branded souvenirs as a reminder of the Saipan, Tinian and Rota destination.

The fair featured 1,083 exhibition booths with companies and organizations from 156 countries and regions participating. Private partners also participating with the MVA were Pacific Development Inc., Japan Saipan Travel Association, Fiesta Resort and Spa, Kanoa Resort, and Saipan World Resort.

This year the MVA participated in activities of Brand USA, the public-private partnership promoting travel to U.S. destinations, including the Northern Mariana Islands of Saipan, Tinian, and Rota.



From left, Saipan Travel Girl 2010 Rieko Ayumi, Miss Saipan 2011 Mai Yukawa, and Miss Saipan 2012 Misato Shimizu hold a talk show to promote Saipan, Tinian, and Rota

at the Japan Association of Travel Agents (JATA) World Travel Fair 2012 on Sept. 22, 2012, in Tokyo. The Marianas Visitors Authority and its travel partners operated an exhibit booth at the event.



Attendees of the Japan Association of Travel Agents (JATA) World Travel Fair 2012 on Sept. 21-23, 2012, in Tokyo have an opportunity to try banana painting and learn Carolinian beadwork from the delegation of the Northern Mariana Islands. The Marianas Visitors Authority joined the event, which is the largest annual travel fair in Asia.



Children at the Japan Association of Travel Agents (JATA) World Travel Fair 2012 on Sept. 21-23, 2012, in Tokyo challenge Saipan-da!, the mascot of the Northern Mariana Islands of Saipan, Tinian, and Rota, to a game of paper-scissors-rock. The Marianas Visitors Authority joined the annual event, which attracted 125,989 attendees this year.



The Marianas Visitors Authority operated a booth at the Japan Association of Travel Agents (JATA) World Travel Fair 2012 on Sept. 21-23, 2012, in Tokyo.

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 and Osaka in Japan by Delta Air Lines and Asiana Airlines. From Korea, Asiana provides direct flights from Seoul and Busan. China is served from Beijing, Shanghai and Guangzhou. For more information visit [www.mymarianas.com](http://www.mymarianas.com).

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