



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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MARIANAS VISITORS AUTHORITY LAUNCHES CHINESE WEBSITE

Saipan, Northern Mariana Islands (NMI) – In its latest move to tap China's burgeoning outbound tourist market, the Marianas Visitors Authority (MVA) has officially launched its Chinese-language website.

The site features general information about the Northern Mariana Islands and specific tourism attractions of Saipan, Tinian, and Rota, including popular sites such as Managaha, As Nieves Latte Stone Quarry, and House of Taga.

““The whole world is looking at China as the fastest growing outbound tourism market,” said MVA Marketing Manager Bruce Bateman. “The outreach of our new offices in China, including this new website, gives us an opportunity to capitalize on our advantage of being the nearest U.S. beach resort destination. In addition, we boast a breath-taking natural environment and have more years of experience catering to Chinese visitor's needs and desires than many of our competitors.”

In May 2012, the MVA appointed AVIAREPS Marketing Garden as the China representative of the Northern Mariana Islands in Beijing and Shanghai. Visitor arrivals from China to the islands have increased 88 percent this fiscal year compared to FY 2011 amounting

to just over 51,000 visitors through May.

Chinese visitors are able to visit the islands of the Northern Marianas under a parole process much less cumbersome and less expensive than securing a U.S. visa.

The MVA's website also highlights wedding venues, sports and adventure, shopping, diving, and golf. Hotel information is also provided, as well as details about other attractions and services available in the islands. The MVA also operates websites in Japanese, Korean, and English and has a large and growing social media presence in each source country language as well.



The Marianas Visitors Authority's has launched a Chinese-language website at www.mymarianas.cn.

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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