



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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MVA LAUNCHES FACEBOOK/TWITTER CONTEST

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) has launched its first English-language social media contest to promote the islands of Saipan, Tinian, and Rota.

The Go Green in Saipan, Tinian, and Rota! Contest invites Facebook friends and users who “like” the Marianas Visitors Authority and Twitter followers to share or re-tweet the message, *“Enjoy nature on Saipan, Tinian, and Rota, America's garden in the Pacific. Visit now! www.mymarianas.com.”* Individuals who do so by September 30, 2012, will be entered into a random drawing to win one of 50 Marianas eco-bags.

“Social media contests are no stranger to the MVA, as they have been utilized by our Japan and Korea offices, often in collaboration with tourism partners in those countries,” said MVA Marketing Manager Bruce Bateman. “On our recently-launched English social media sites, we are pleased to have over 450 “friends” and 118 “likes” on Facebook and over 80 followers on Twitter. We’d like to see those figures double in the next couple months.”

The “Go Green” theme is based on the overwhelming results of a 2011 visitor exit survey, where most visitors indicated nature/scenic attractions as the top one or two activities they would like to see more of while visiting the Northern Marianas. Visitors also listed environmental quality as a priority.

The MVA’s Facebook profile is “Saipan Tinian Rota” and the office can be followed on Twitter at @mva_cnmi. The MVA also operates a Facebook page “My Marianas (Marianas Visitors Authority).”

“Everyone’s invited to join the contest and spread the word about our beautiful islands, wonderful way of life, and tourism attractions,” said Bateman. “Help us tell the world how awesome our islands are!”

Contest rules are posted at www.mymarianas.com.



The Marianas Visitors Authority’s Facebook profile “Saipan Tinian Rota”.



The Marianas Visitors Authority's Facebook page "My Marianas (Marianas Visitors Authority)".



The Marianas Visitors Authority's Twitter account "@mva_cnmi".

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.

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