



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

PERRY JOHN P. TENORIO
MVA MANAGING DIRECTOR

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For further information, contact:
Perry John P. Tenorio, Managing Director
Marianas Visitors Authority
Telephone: (670) 664-3200/3201 Facsimile: (670) 664-3237
mva@mymarianas.com
www.mymarianas.com

MARIANAS VISITORS AUTHORITY OPENS CHINA OFFICES

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) has opened two offices in China to capitalize on the world's fastest growing outbound tourism market.

The MVA has appointed AVIAREPS Marketing Garden as the China representative of the Northern Mariana Islands in Beijing and Shanghai.

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. As of halfway through this fiscal year, arrivals from China have doubled to more than 44,000.

“China's outbound tourism market has huge potential for the Northern Mariana Islands,” said MVA Managing Director Perry Tenorio. “The newly established China office will effectively promote and market Saipan, Tinian, and Rota to Chinese travel agents and consumers, enhancing our destination image awareness and providing a channel for MVA tourism information.”

With a pristine tropical marine environment boasting beautiful beaches and tropic weather, the Northern Marianas are becoming well known to Chinese tourists. The islands are especially popular with families, honeymooners and MICE groups because of their seaside locations and unique leisure activities. As the nearest U.S. territory to China, tourists can

conveniently enjoy this beach resort destination only a few flying hours away.

“The new China representative office will work closely with colleagues from tourism and media to satisfy the needs of China’s rapidly growing tourism market, providing the most updated and comprehensive tourism information about the Marianas to Chinese consumers,” said Jacky Zhu, Marketing Director of MVA office in China.



Managing Director Perry Tenorio of the Marianas Visitors Authority (MVA), third from right, and staff welcome new representatives of the MVA’s China and Japan offices to the MVA office on June 12, 2012. The new staff visited Saipan, Tinian, and Rota to become familiar with the destination. Seated from left are Japan Information Staff Tomoko Koyama, Beijing Travel Trade Marketing Manager Jill Wang, Beijing Public Relations Manager Icy Wang, and Shanghai Travel Trade Marketing Manager Mito Qi. Standing from left are MVA Marketing Specialist Hiroko Tenorio, Japan Travel Trade Director Nobuhiro Ariyoshi, MVA Marketing Manager Bruce Bateman, MVA Managing Director Perry Tenorio, China Marketing Director Jacky Zhu, and MVA Marketing Specialist Tatiana Babauta.

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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