



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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For Immediate Release-April 10, 2012

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NMI TOUTS GOLF TO CHINESE GOLFERS

Saipan, Northern Mariana Islands (NMI) – The beautiful courses of the Northern Mariana Islands were brought before the burgeoning China golf travel market last month at China Golf Show in Beijing.

In collaboration with Century Tours and Tinian Dynasty Travel, the Marianas Visitors Authority (MVA) participated in the show to showcase tourism and golf products on Saipan, Tinian, and Rota.

“The China Golf Show is the only dedicated trading and sourcing event covering the entire supply chain in China, which is also endorsed by the PGA World Alliance and other leading associations,” said MVA Managing Director Perry Tenorio. “Most visitors to our booth showed great interest in golf in the Marianas.”

The first day of the show held March 16-18, 2012, was open to professional visitors, while the following two days were open to the public. The show offered a cost-effective platform to share information with potential golfers, establish destination brand image and allow the Northern Marianas team to meet buyers, trade professionals, and media. Century Tours and

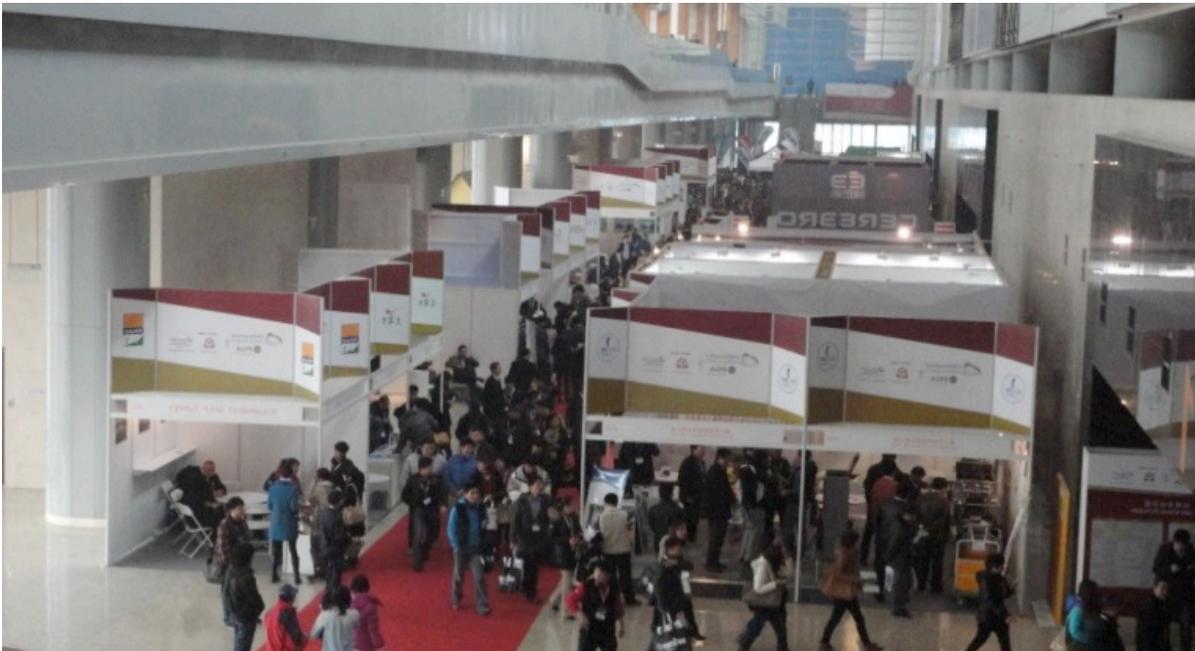
Tinian Dynasty Travel also shared their golf tour packages and destination brochures, as did most golf courses and many resorts in the Northern Marianas.

U.S. Embassy Media Event

During the China Golf Show, the MVA also presented at a media event organized by the U.S. Commercial Service of the U.S. Embassy on March 16, 2012, at the China National Convention Center.

Minister of Consular Affairs William Zarit opened the event with remarks, followed by brief presentations by the MVA, Guam Visitors Bureau, PGA of America, GolfTripGenius.com, and other western U.S. destinations. The MVA's presentation highlighted close proximity and the selling points of golf in Saipan and Rota. Participating media also received a Northern Marianas golf press kit.





The Marianas Visitors Authority, along with partners Century Tours and Tinian Dynasty Travel, promoted golfing opportunities in the Northern Marianas during the China Golf Show held on March 16-18, 2012, in Beijing.

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 and Asiana Airlines. From Korea, Asiana Airlines provides direct flights from Seoul and Busan. Fly Guam/Fly Marianas provides direct flights from Hong Kong and Nagoya, Japan. For more information visit www.mymarianas.com.

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