



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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MVA, AVIACHARTER DV PROMOTE RUSSIAN CHARTERS

Saipan, Northern Mariana Islands (NMI) – In preparation for charter flights from Russia to the Northern Mariana Islands in October 2012, the Marianas Visitors Authority (MVA) is joining flight operator Aviacharter DV in hosting a launch event for travel agents and media reps in Vladivostok today.

The event, expected to draw 200+ attendees from the travel industry and east Russia Media representatives, aims to generate interest in the destination and spur sales of the bi-weekly flights. Organizers say the first several charters are actively selling, underscoring the appeal of this beach resort destination with Russian travellers.

“Our travel partner Aviacharter DV is rolling out the red carpet for industry players at this week’s launch party,” said MVA Marketing Manager Bruce Bateman. “For MVA’s part, we are supporting the charters by investing in advertising the Northern Marianas. These flights are now scheduled to run through March 2013. However, if demand is strong, they may continue beyond that.”

Launch receptions are common to celebrate and promote the commencement of new flights. The launch party for the Aviacharter DV will include mock boarding passes to Saipan with tear-off raffle tickets, a diver pulling winning raffle tickets from the bottom of a swimming pool, tropical-themed refreshments, and more.

The packages for the charter flights will be family oriented. Families with two or more children under the age of twelve will be given one free ticket for one child. Packages that include the neighboring islands of Tinian and Rota will be also offered to travelers.

Aviacharter DV will fly 737-700 aircraft with 137-passenger seating. As part of the flight route, the aircraft will also conduct regular flights between Yakutsk-Vladivostok. In Russia, regular flights face very high penalties if delayed or cancelled.



A mock boarding pass that will entitle attendees to a raffle ticket at Aviacharter DV's launch party on Sept. 10, 2012, promoting the commencement of charter flights from Vladivostok, Russia to the Northern Mariana Islands beginning in October 2012.

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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