



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

PERRY JOHN P. TENORIO
MVA MANAGING DIRECTOR

For Immediate Release-June 7, 2012

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

MVA, SAIPAN AIR ANNOUNCE NEW JAPAN FLIGHTS

Saipan, Northern Mariana Islands (NMI) – New daily direct flights beginning this summer from Tokyo and Osaka to Saipan were announced to over 150 travel trade partners and 60 media partners in Japan last week by Saipan Air and the Marianas Visitors Authority (MVA).

Launch receptions held on May 30 and May 31 were well received in anticipation of daily service from Tokyo's Narita Airport beginning July 1 and from Osaka's Kansai International Airport beginning Aug. 1. Similar receptions were held earlier in the month in China to raise awareness of direct flights from Beijing beginning July 2 and Shenyang on Aug. 2.

The receptions were attended by Benigno Fitial, Governor of the Commonwealth of the Northern Mariana Islands; MVA Managing Director Perry Tenorio; Tan Holdings President Jerry Tan, and Saipan Air Vice President and Chief Operating Officer Adam Ferguson.

Prior to the receptions, media roundtables were also held, attended by travel trade media including Travel Vision, Wing Travel, and Travel Journal, the three most influential travel trade weekly magazines covering industry-related topics.

The NMI delegation also met with presidents of major travel agencies HIS, JTB, and Kinki Nippon Tourist.

“We eagerly anticipate the launch of Saipan Air and the many additional visitors the new flights will bring to enjoy our beautiful islands of Saipan, Tinian, and Rota,” said Tenorio.

“With the implementation of the new Environmental and Promotional Fee, we can also expect more promotions in the second half of this year, benefiting all our tourism partners who are eagerly looking to growth in our tourism industry.”

During the receptions, Saipan Air presented the flight schedule and introduced the new in-flight video introducing tourism products of the Northern Mariana Islands. In addition, a fashion shoot-style show was used to unveil the Saipan Air flight attendant uniforms, worn by student volunteers from Hospitality Tourism College who aspired to become flight attendants, themselves. Japanese musician Kiri also spoke on her frequent visits to the Northern Mariana Islands with her family and sang two songs, accompanied by ukulele.

Saipan Air is the Northern Mariana Islands’ first locally-owned air service.



Media roundtable discussions were held in late May 2012 in Japan to announce the launch of Saipan Air direct flights to Saipan beginning July 1. The discussions, and following launch receptions, were held on May 30, 2012, in Narita and May 31, 2012, in Osaka and were attended by Benigno Fitial, Governor of the Commonwealth of the Northern Mariana Islands; MVA Managing Director Perry Tenorio; Tan Holdings President Jerry Tan; and Saipan Air Vice President and Chief Operating Officer Adam Ferguson.



In support of Saipan Air direct service from Japan to Saipan beginning July 1, 2012, a delegation from the Northern Mariana Islands paid a courtesy call on President and CEO Hiroshi Tagawa of travel agency JTB, third from right, on May 31, 2012. Other travel agencies visited were HIS and Kinki Nippon Tourist. From left to right are Saipan Air Vice President and COO Adam Ferguson; Shinya Kurosawa, Vice President, Executive Officer, Global Business Unit Headquarters, Group Headquarters; Raymond Tan, Member of the Board, Tan Holdings; Benigno Fitial, Governor of the Commonwealth of the Northern Mariana Islands; Hiroshi Tagawa, President & CEO, JTB Group Headquarters; Jerry Tan, President, Tan Holdings; and Yasuhisa Otani, Managing Officer, JTB Group Headquarters.

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, Asiana Airlines and from July by Saipan Air. From Korea, Asiana provides direct flights from Seoul and Busan. For more information visit www.mymarianas.com.

###