



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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For Immediate Release-April 30, 2012

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MARIANAS TOURISM SEMINARS HELD IN JAPAN

Saipan, Northern Mariana Islands (NMI) – Specific updates and details about the Northern Marianas as a tourism destination were presented to travel agents and media in three major Japanese cities this month, as part of the Marianas Visitors Authority's (MVA) Marianas Seminar series.

A total of 285 major Japanese travel agents attended the seminars, held on April 17-19, 2012, in Osaka, Nagoya, and Tokyo. The seminar series is designed to provide Japanese travel agents with the latest information on this beach resort destination, arming them to better sell the destination and develop new tour packages.

“We had more participants than originally planned, which reflects the continuing strong commitment in Japan among our key travel agent partners in promoting the Northern Marianas,” said MVA Managing Director Perry Tenorio. “Most of our Japanese visitors list travel agents as having the greatest influence in their decision to visit the Northern Marianas, so we pay particular attention to keeping their knowledge base current.”

CNMI Lt. Governor Eloy Inos also participated in the seminars, along with Tenorio, MVA Chairperson Marian Aldan-Pierce and key staff members from MVA's Japan office.

In addition to a Powerpoint presentation about the Northern Mariana Islands, presentations were made by tourism partners Delta Air Lines, United Airlines, Asiana Airlines and Saipan Air. The seminar and the workshop was also supported by 16 destination stakeholders engaged in Mariana's tourism.

Following the Tokyo seminar, a meeting of the Japan Marianas Tourism Committee (JMTC) was held, bringing together senior executives from Japan's leading travel agencies with the key airlines serving the NMI. Saipan Air made an introductory presentation to this key travel trade group, with President Jerry Tan of Tan Holdings and COO Adam Ferguson and Japan Country Manager Arihiro Sato of Saipan Air all presenting to the JMTC group the airline's plans to launch daily service from Narita to Saipan starting July 1 and to launch daily service from Osaka to Saipan beginning on Aug.1 this year.



Eighty-two travel agents and media representatives joined the Marianas Seminar held by the Marianas Visitors Authority in Osaka on April 17, 2012. The seminar provided participants with the latest destination updates.



One hundred thirty-three travel agents and media representatives joined the Marianas Seminar held by the Marianas Visitors Authority in Tokyo on April 19, 2012. The seminar provided participants with the latest destination updates.

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

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