



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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OLYMPUS BLOG FAM TOUR FOCUSES ON NMI

Saipan, Northern Mariana Islands (NMI) –Twenty bloggers from Korea conducted a FAM(ialiarization) tour of the Northern Mariana Islands last week. They were also accompanied by four representatives of Olympus Camera Co. and one from Maeil business newspaper, the #1 daily business newspaper in the country.

The FAM tour, sponsored in part by Olympus, was held Oct. 24-28, 2012, and received 1,290 applications from interested bloggers, amateur photographers and travel-blog specialists.

While in Saipan, the group took tours of the island, the main tourist district of Garapan, the weekly Garapan Street Market, and Managaha, where participants enjoyed parasailing and snorkeling. The group also had the option to dine at Shenanigan's, 360 Restaurant, Thai House, Furusato, or Hard Rock Café Saipan. Several hotels were also visited, including Aqua Resort Club, Mariana Resort & Spa, Pacific Islands Club Saipan, and Hyatt Regency Saipan.

On Tinian, the group stayed at Tinian Dynasty Hotel & Casino and participated in stargazing, an ATV tour, snorkeling, SCUBA diving, jungle tour, and trolling.

“The Olympus blog FAM tour attracted a large number of interested applicants, and we anticipate a great deal of coverage from the bloggers who participated,” said Marianas Visitors Authority Marketing Manager Bruce Bateman. “Nearly 80 percent of Koreans are online, so blogs are a particularly effective way to get the word out about our destination.”

Maeil Business Newspaper circulates to 1,800,000 subscribers on- and off-line. The newspaper covered the blogger FAM tour under an agreement with Olympus Camera.



Participants in the Olympus blog FAM(iliarization) tour to Saipan on Oct. 24-28, 2012, pose at the Saipan International Airport.

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. China visitors arrive direct from Shanghai, Guangzhou and Beijing. For more information visit www.mymarianas.com.

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