



**MARIANAS VISITORS AUTHORITY**  
**News Release**

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*Tourism is Everybody's Business!*

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MVA MANAGING DIRECTOR

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**SANKEI SPORTS SPOTLIGHTS SAIPAN FISHING**

**Saipan, Northern Mariana Islands (NMI)** – Japanese newspaper Sankei Sports turned the spotlight on Saipan fishing this month with a FAM tour on Dec. 11-14, 2012.

Sankei Sports is a daily sports newspaper distributed to subscribers and sold at newsstands, with a circulation of over 750,000 in Tokyo. The newspaper will feature its fishing trip to Saipan in its 2013 New Year issue. The article will also be distributed as a flier at the Fishing Show exhibition in Yokohama in March 2013. The estimated ad exposure value of the coverage is \$85,000.

“Japan has a large number of avid sport fishermen, and we look forward to this coverage by Sankei Sports to kindle interest to compete in our fishing tournaments,” said Marianas Visitors Authority (MVA) Marketing Manager Bruce Bateman. “We hope to see Japanese entries in the International Fishing Derby and other fishing competitions on Saipan, Tinian and Rota increase as a result.”

The MVA provided assistance with film permitting and ground transportation for the media FAM tour.

While in Saipan, a writer, cameraman, and two fishing experts went fishing with Saipan Sea Venture and a local guide. They also visited tourist sites including Banzai Cliff, the Last Command Post, Suicide Cliff, Bird Island lookout, and Sugar King Park. The group lodged at Mariana Resort & Spa during their visit.

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 and Osaka in Japan by Delta Air Lines and Asiana Airlines. From Korea, Asiana provides direct flights from Seoul and Busan. China is served from Beijing, Shanghai and Guangzhou. For more information visit [www.mymarianas.com](http://www.mymarianas.com).

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