



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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TOP KOREA NEWSPAPER TO VISIT NMI

Saipan, Northern Mariana Islands (NMI) – One of Korea's top daily newspapers and the travel magazine of one of the country's largest tour companies arrive in the Northern Mariana Islands in June 2012 on a FAM(iliarization) tour expected to bring over \$50,000 in advertising exposure to this beach resort destination.

JoongAng Ilbo and The Traveller will visit the islands of Saipan, Tinian, and Rota on a 5-day tour.

While in Saipan, the media will visit the Sabalu Market, interview a local artist at the "I Love Saipan" store, shop at DFS, and experience aqua biking and Island Infusions.

On Rota, the tour group will have an intro to diving at the Rota Scuba Center, grab lunch at Pizzaria, take an island tour, dine at Tokyo-en, and take in a nature spa.

The group kicks off its tour in Tinian, where they will enjoy stargazing, an ATV tour, lunch at JC Cafe, bottom-fishing, snorkeling, a beach barbeque dinner, and gaming at Tinian Dynasty Hotel & Casino.

"These two media outlets are no strangers to the Northern Marianas and have visited us before," said Marianas Visitors Authority (MVA) Marketing Manager Bruce Bateman. "The fact that they are returning shows a continued interest in our destination, which as received 7 percent more visitors from Korea so far this fiscal year compared to last fiscal year."

JoongAng Ilbo is a conservative daily newspaper published in Korea. It is one of the "top three newspapers" nationwide and has a circulation of 2.5 million copies daily. It also has an English edition, JoongAng Daily.

The Traveller is a monthly travel magazine issued by Hana T & Media, which is a subsidiary of Hana Tour. Hana T & Media publishes two magazines. "The Traveller" targets the general public/potential travelers, and the "Hana Traveller" is distributed to Hana Tour's retail agents and Hana Tour's customers.

Accommodations are being provided by Tinian Dynasty Hotel & Casino, Rota Resort, and Hyatt Regency Saipan.

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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