



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

PERRY JOHN P. TENORIO
MVA MANAGING DIRECTOR

For Immediate Release-January 26, 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

TOURISM PARTNERS PROMOTE SAIPAN-OSAKA ROUTE

Saipan, Northern Mariana Islands (NMI) – Asiana Airlines and the Marianas Visitors Authority have teamed up with other tourism partners this month on a FAM(iliarization) tour aimed at promoting the Northern Marianas, while trying to keep new flights between Saipan and Osaka, Japan in service beyond the peak travel season.

Arriving Feb. 18, representatives of five travel agencies and one Osaka newspaper took a whirlwind tour of Saipan. The travel agent group left no stone unturned, with scheduled inspections of Hyatt Regency Saipan, Pacific Islands Club Saipan, Saipan Grand Hotel, Saipan World Resort, Hafadai Beach Hotel, Mariana Resort & Spa, Aqua Resort Club, and Fiesta Resort & Spa. Other stops on the itinerary included Managaha, Kingfisher Golf Links, Laolao Bay Golf Resort, DFS Galleria, and the Garapan Street Market.

Meanwhile, the media reps opted for an island tour, a dinner show at Fiesta Resort & Spa, the Las Vegas-style SandCastle cocktail show, kayaking, and snorkeling.

“This type of FAM tour is an important part of getting the word out in the Osaka region that the Northern Marianas is a clean, beautiful, and close destination,” said MVA Marketing Manager Bruce Bateman. “We are extremely fortunate to have the support of Asiana Airlines

and other tourism partners in making this tour possible. We expect exposure tours like this will continue to build demand in the region.”

The participating newspaper, Yukan Fuji, is a famous daily evening newspaper distributed to subscribers and sold at newsstands with a distribution of 1.9-million readers. The paper will feature a cultural excursion article on Saipan in early February at an estimated ad value of \$27,000.

The MVA conducted a Marianas Seminar on the destination during the tour, in tandem with presentations by Asiana Airlines and Japan Saipan Travel Association. The MVA also provided ground transportation and handled permitting for the FAM tour.



Representatives of five travel agencies and a daily newspaper in the Osaka region pause for a photo at Hyatt Regency Saipan on Jan. 18, 2012. The group is visiting the Northern Mariana Islands this week on a FAM(iliarization) tour aimed as promoting this beach resort destination.

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 Airlines provides direct flights from Seoul and Busan. Fly Guam/Fly Marianas provides direct flights from Hong Kong and Nagoya, Japan. For more information visit www.mymarianas.com.

###