



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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CREA TRAVELLER TO GIVE NMI \$120K AD EXPOSURE

Saipan, Northern Mariana Islands (NMI) – CREA Traveller magazine of Japan arrived in the Northern Marianas today (July 30) to work on an advertorial that will bring about \$120,000 advertising exposure to this Pacific beach resort destination.

CREA Traveller has a circulation of 59,000 and targets mature women who embrace life “beyond the borders of culture and values.” The Marianas Visitors Authority (MVA) will run an 8-page advertorial in the autumn issue of the magazine to promote travel during the slower shoulder season. CREA Traveller will introduce visitor activities in Saipan and Tinian with the theme “Petit Vacance in Marianas.”

The editorial team will be in the Northern Marianas until Friday (Aug. 2). The MVA is also assisting the team with hotel accommodations, shooting arrangements, group transportation, and film permitting.

CREA Traveller is published by Bungei Shunju and has been in existence since 2000, targeting women who are interested in travel.

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.

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