



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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For Immediate Release-August 20, 2013

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JAPAN BLOGGER MOM TO PROMOTE NMI ON TABI-CHANNEL

Saipan, Northern Mariana Islands (NMI) – Tabi-Channel, the only cable television channel in Japan devoted exclusively to travel, hired well-known blogger mom Chori-mama to film a one-hour program in the Northern Marianas this month.

The program, which also featured Chori-mama's children and parents, introduced activities include Managaha tour, spa, golfing, and shopping. The Marianas Visitors Authority's (MVA) Happy Children in Paradise campaign was also mentioned, which provides Saipan-da backpacks to visiting children during the summer.

The show "Let's Enjoy Summer Holiday in 3 Generations" was taped from Aug. 5-8, 2013, and will air in early September 2013, bringing the Northern Marianas an estimated \$240,000 in advertising exposure value.

"Blogs continue to be a growing consumer outreach tool in all our major markets, so it was a great tie-in to have Chori-mama featured on this cable TV program with Tabi-Channel," said MVA Marketing Manager Bruce Bateman. "The MVA and our partners were pleased to aid this filming by facilitating photo shooting permits and providing hotel accommodations for the talent and crew."

While in Saipan, the crew filmed at DFS Saipan, Managaha, downtown Garapan,

Chamolinian Cultural Village, Saipan World Resort & Wave Jungle, Joeten Shopping Center, and Joyful Dinner Show. Tabi-Channel reaches nearly 4.3-million households with its programming devoted to travel, focusing on tourism, shopping, gourmet, leisure, and the outdoors.



Talent and crew of Japan's Tabi-Channel at the Fiesta Resort & Spa during their filming in Saipan, Northern Mariana Islands on Aug 5-8, 2013. Pictured are blogger mom and talent Chori-mama, second from right, along with her family and the show's crew.

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 and Asiana Airlines. From Korea, Asiana provides direct flights from Seoul and Busan. United Airlines has daily flight connections from nine cities in Japan to Saipan via Guam. United States mainland connections can be made by United Airlines to Saipan via Guam, and Delta Airlines from the west coast to Saipan via Narita. For more information visit www.mymarianas.com.

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