



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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NMI July 2013 Visitor Arrivals Soar by 21%

Saipan, Northern Mariana Islands (NMI) – July 2013 visitor arrivals to the Northern Mariana Islands (NMI) were up 21 percent compared to July 2012. According to the Marianas Visitors Authority (MVA), arrivals to the islands of Saipan, Tinian and Rota registered 39,144 visitors in July compared to 32,478 in July 2012. The increase marks the largest percentage increase in visitor arrivals since June 2012.

Arrivals from Japan in July were essentially flat in July, down just 2 percent to 10,783 visitors. There was 6.6 percent drop in airlift, as Delta Airlines reduced its air seat supply from Narita with cancellations of the third Narita flight in July this year. This was partly compensated for by four Asiana Airlines charters from Narita with 290 seats per charter, but this was not sufficient to compensate for the shortfall created by Delta's cuts. The key travel agencies in Japan attribute the flat market from Japan to the NMI to the rapid devaluation of the Japanese yen, and the continuing difficulty agents have had securing rooms for last-minute Japanese visitors to the NMI this summer, as competition for rooms from the Korea and China markets heats up.

Arrivals from Korea rose 15 percent in July to 13,071 visitors, more than any other source market. Asiana Airlines is rotating out seven Busan to Saipan flights in June and July for regular aircraft inspection, reducing lift by 1,022 seats. However, Asiana is also boosting its Busan-Saipan flights from four times a week to daily service during the month of August

targeting the summer peak season, using an Airbus 320 with 141 seats and bringing in an additional 1,833 seats to the Northern Marianas this summer. In addition, Asiana is operating daily charter flights from Incheon to Saipan from July 15 to Aug. 31 using an Airbus 321 with 177 seats, bringing an additional 8,319 seats into the NMI, ensuring continued strong growth in Korean arrivals this summer.

Meanwhile, arrivals from China jumped 49 percent in July to 11,177 visitors, in part due to an additional flight from Beijing compared to June 2012. Continued rapid growth is projected out of the China market for the remainder of this fiscal year, with travel projected to peak during the national holidays in early October. Arrivals from China have already exceeded the total number of arrivals from China for all of last fiscal year, 78,928.

Finally, arrivals from Russia more than doubled in July, jumping 127 percent to 977. The Northern Marianas has been receiving bi-weekly direct charter flights from Vladivostok from October 2012 to August 2013 and weekly charter flights from Khabarovsk since March this year, driving the rapid growth out of the Russia market, which is projected to continue for the remainder of this year. Weekly charter flights from Vladivostok will resume in October 2013. As with China, arrivals from Russia have already surpassed the total number of arrivals from Russia for all of last fiscal year, 9,641.

Japan, Korea and China Economic Highlights

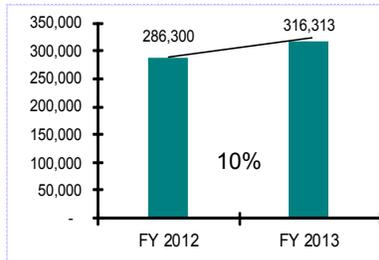
For the first time in 10 months, the Japanese Cabinet's monthly economic report used the word "recovery," assessing, "The Japanese economy is picking up steadily and shows some movements on the way to recovery." The yen fluctuated in July against major currencies, but ended the month slightly stronger than it started, at 98 yen to the U.S. dollar.

The central bank has raised Korea's GDP growth outlook for this year from 2.6 percent to 2.8 percent in expectation of an economic recovery in the second half of the year. The won/dollar exchange rate fell 27.83 over the past month to close at 1,113.46.

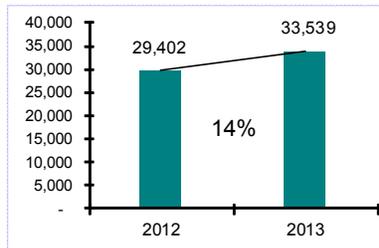
Chinese consumers, particularly those with bank cards, showed weaker buying confidence, partly due to the unfavorable economic climate. China has targeted 7.5 percent economic growth and 3.5 percent inflation this year. However, growth is expected to slide further as credit tightening and overcapacity continue to weigh on the economy. Meanwhile, the Chinese currency Renminbi, or the yuan, gained 30 basis points to 6.1721 against the U.S. dollar

on July 22. The new China Tourism Law to regulate the tourism market, safeguard tourists' rights and interests, and foster the tourism industry's sustainable and healthy growth will come into effect on Oct. 1, 2013. The new law outlines measures to address key problems -- unfair competition, unjustified price hikes, and forced goods purchases -- which have plagued the travel industry and aroused strong public discontent in China.

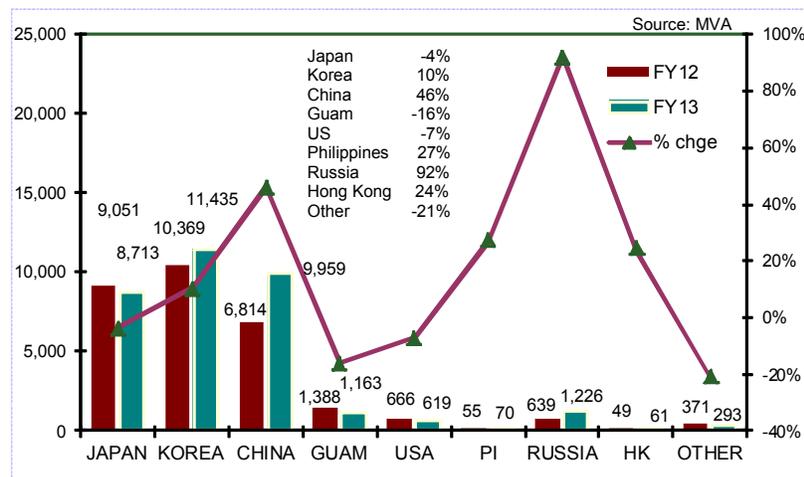
**Visitor Arrivals Year to Date
FY 2012 vs. FY 2013**



**Visitor Arrivals
June 2012 vs. June 2013**



**CNMI Source Market Arrivals
June 2012 vs. June 2013**



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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