



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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OCEANA VISITS SAIPAN, ROTA

Saipan, Northern Mariana Islands (NMI) –Japan’s largest diving-oriented website will spend a week and half in Saipan and Rota in preparation for introducing the Northern Marianas on their website in July.

An editor/writer, photographer, and model for website Oceana arrived yesterday (June 10) and will conduct two or three filmed scuba dives a day during their visit.

“Although Oceana is a relatively new website, they have quickly gained popularity and we are pleased to have them turn their attention to the Northern Marianas,” said Marianas Visitors Authority (MVA) Marketing Manager Bruce Bateman. “Through steadfast negotiations by our offices in Japan, Korea, and China, the MVA continues to attract media coverage of the islands through outlets such as Oceana at a minimal cost.”

The estimated advertising exposure value of the FAM tour is \$32,000. Oceana opened in 2012 and targets men and women interested in diving and marine activities. The website has over 154,000 page views every month and uses social networking to promote their main site to divers. Oceana has introduced major overseas diving destinations such as Palau, Philippines and Papua New Guinea.

The FAM tour is also supported by the Northern Marianas Diving Operators Association.

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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