



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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For Immediate Release-November 19, 2014

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BUSAN TRAVEL AGENTS TOUR SAIPAN, TINIAN

Saipan, Northern Mariana Islands (NMI) – Travel agents from the second largest city in Korea toured Saipan and Tinian this month in a FAM(familiarization) tour jointly sponsored by the Marianas Visitors Authority (MVA) and Asiana Airlines.

The tour aimed to educate the eight participating travel agents about the destination, in order to raise awareness of direct flights between Busan and Saipan and increase sales volume for Saipan and Tinian packages.

“We’re projecting an increase in visitor arrivals this year from Korea, and visitors from the Busan area are an important part of that projection,” said MVA Marketing Manager Bruce Bateman. “The MVA is pleased to sponsor this FAM tour in conjunction with Asiana and our tourism partners to give travel agents in Busan a taste of the Marianas, in person. This makes them better equipped to sell our destination.”

While in the Northern Marianas from Nov. 5-9, 2014, the group inspected Mariana Resort & Spa, Aqua Resort Club, Fiesta Resort & Spa, Saipan World Resort, Hyatt Regency Saipan Laolao Bay Golf & Resort, Pacific Islands Club Saipan, Coral Ocean Point Resort, and Tinian Dynasty Hotel & Casino. Sightseeing tours took them to Bird Island Lookout, Grotto, Banzai Cliff, House of Taga, Chulu Beach, Tinian Blowhole, and the award-winning Managaha. The group also took in a sunset dinner cruise, ATV tour, and boat tour.

In FY 2013, visitors from Korea comprised 30 percent of total visitor arrivals to the Northern Mariana Islands.



Travel agents and an Asiana Airlines manager from Busan, Korea visited Managaha as part of their tour of Saipan and Tinian on Nov. 5-9, 2014, on a FAM tour jointly organized by Asiana and the Marianas Visitors Authority.



Travel agents and an Asiana Airlines manager from Busan, Korea visited Bird Island Lookout as part of their tour of Saipan and Tinian on Nov. 5-9, 2014, on a FAM tour jointly organized by Asiana and the Marianas Visitors Authority.

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. From China, direct flight service from Shanghai, Beijing, Guangzhou, Tianjin, Hangzhou and Wuhan to Saipan is available. United Airlines has daily flight connections from nine cities in Japan to Saipan with one stop. United States mainland connections can be made by Delta Air Lines to Saipan via Tokyo Narita, and United Airlines via Guam. For more information, visit www.mymarianas.com.

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