



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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For Immediate Release-December 19, 2014

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CHINA TRAVEL AGENTS WARM UP TO SAIPAN

Saipan, Northern Mariana Islands (NMI) – Representatives of Asiana Airlines along with six key travel agencies in Heilongjiang Province left below-freezing temperatures behind in northeast China for balmy tropical breezes in Saipan this month.

The group conducted a FAM(familiarization) tour of Saipan on Dec. 12-15, 2014, with the goal of increasing sales from the province.

“The group had a full agenda of exploring the visitor attractions on island, and with this firsthand experience, they can now better sell the dream of basking in warm sunshine and indulging in the beautiful blue ocean of the Northern Marianas,” said Marianas Visitors Authority (MVA) Marketing Manager Bruce Bateman. “Saipan, Tinian, and Rota are a short flight and a cost-effective escape from winter in China.”

Participating companies were Asiana Airlines Harbin Regional Sales Office, China International Travel Service Heilongjiang Co., Heilongjiang Airports Management Group Ticket Sales Co., Air International Travel Service, Harbin Everlasting International Travel Service, Heilongjiang Aishang International Travel Service Co., and Harbin Seasons International Travel Agency Co.

Activities included an island tour of scenic and historic sites in Marpi; Saipan SandCastle

cocktail show; Managaha tour; jungle tour; Kanoa Resort BBQ dinner show; and inspections of 880 Duty Free Shop; Joeten Shopping Center, Joeten Superstore, and T Galleria; . A number of restaurants were also visited: Double Eagle Restaurant, Chung Gi Wa Korean Restaurant, Tony Roma's, and Hard Rock Café. The group conducted hotel inspections of Fiesta Resort & Spa, Coral Ocean Point Resort and golf course, Saipan World Resort, Kanoa Resort Saipan, and Hyatt Regency Saipan, where they lodged.

The MVA provided a language-specific marketing specialist to accompany the group during their tour.



Six travel agents and one representative of Asiana Airlines from Heilongjiang Province in northeast China conducted a FAM tour of Saipan on Dec. 12-15, 2014, accompanied by Marianas Visitors Authority Marketing Specialist Laura Hsiao, far right. Temperatures in Heilongjiang this month have dropped below freezing, a strong selling point for the sub-tropic Northern Mariana Is.

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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