



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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“HAPPY CHILDREN IN PARADISE” RETURNS ON JULY 1

Saipan, Northern Mariana Islands (NMI) –One of the Marianas Visitors Authority’s (MVA) longest-standing promotional campaigns, “Happy Children in Paradise,” returns to put smiles on the faces of visiting children beginning on (July 1).

The campaign provides Saipan-da backpacks to all visiting children ages 11 and younger as a souvenir of their visit to the Northern Mariana Islands during the summer months and at Christmas time. The MVA expects to give away approximately 16,000 of the 15th anniversary backpacks to happy kids this year.

“Saipan-da is a popular figure in a couple of our markets, especially Japan. He is featured on national and regional television, gets his own invitations to special events, and does a great job of helping potential travelers remember the destination of ‘Saipan,’” said MVA Marketing Manager Bruce Bateman. “When we’re competing at international trade shows or other events with over 100 other vacation destinations, Saipan-da helps keep our islands in people’s minds. Both children and adults are drawn to Saipan-da!”

The summer campaign will run though Sept. 30, 2014. Participating hotels will distribute coupons to qualified guests during the period. The coupons will be redeemable at the DFS Galleria Saipan-da Corner, where a live action Saipan-da will greet guests and be available for picture taking.

The name Saipan-da is a triple play on words in English and Japanese: “sai” means rhinoceros, the panda bear, and the destination name Saipan. The whole word Saipan-da! means “Saipan is it!” in Japanese, or “Saipan’s the place to be!”



The 15th year edition of the Saipan-da backpack for 2014. The Marianas Visitors Authority anticipates

distributing 16,000 of the backpacks to visiting children this year as part of its "Happy Children in Paradise" campaign.

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 Air Lines 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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