



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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JAPAN MEDIA CONTINUE INTEREST IN NORTHERN MARIANAS

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) continues to woo media groups from Japan to counter a recent decline in Japanese visitors.

“Japan continues to be important for the Northern Mariana Islands to ensure a healthy market mix from all our source countries. Historically, the Japanese visitor has been the backbone of our tourism industry, and we are working hard to produce a turnaround in the market,” said MVA Marketing Manager Bruce Bateman. “Meanwhile, we continue to reach out to media FAM(iliarization) groups, who also continue to express interest in Saipan, Tinian, and Rota and provide us wide-reaching coverage in Japan. We supplement these NMI-based media tours with many different kinds of promotions in Japan.”

In recent months, four Japanese media outlets have covered the islands. TV show “Sekai no Nihonjinsuma ha Mita!” on TBS circulates to over 4-million households, featuring Japanese wives who live overseas and are married to locals. “Good Morning Japan” morning news program airs on NHK. Oceana is the largest diving website in Japan with over 230,000 page views per month. ITOMA is a free monthly magazine featuring culture, gourmet food, cosmetics, and travel information targeting office ladies in their 20s and 30s.

“Factors such as reduced air service, devaluation of the yen, and a recent Japan-side consumer tax increase are all negatively affecting visitor arrivals from Japan, but from these

media visits we see the Japanese are still interested in travel to Saipan, Tinian, and Rota,” said Bateman.

“Sekai no Nohonjinsuma ha Mita” focused their filming in Garapan and at the highlighted married couple’s residence. The report of “Good Morning Japan” focused on unique characters from countries overseas, introducing Saipan-da and his island home of Saipan. Oceana spent their entire trip on Rota, making one to three dives daily. ITOMA explored popular sites as such Managaha, Grotto, and Mt. Tapochau, as well as lesser known sites such as Santa Lourdes Shrine, Wing Beach, and Forbidden Island. Other stops included Hafa Adai Shopping Center, Star Sands Plaza, Country House Restaurant, Mandi Asia Spa, and Winchell’s.

Hotel accommodations were provided by Saipan Oceanview Hotel, Rota Resort & Country Club and Pacific Islands Club Saipan.

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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