



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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For Immediate Release-November 29, 2013

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JAPANESE SPORTS PUBLICATIONS VISIT NMI

Saipan, Northern Mariana Islands (NMI) – Two Japanese sports publications have had editorial teams in the Northern Mariana Islands (NMI) this week to highlight the outdoors activities and other visitor attractions offered.

Tokyo Chunichi Sports is a daily sports newspaper sold to both subscribers and at newsstands, with a total circulation of 1.5-million. Its 2/3 page feature will run at the end of the December 2013 and will also be carried in Chunichi Sports in Nagoya, Nishinohon Sports in Kyushu, and Daily Sports in Osaka, bringing over \$420,000 in ad exposure value to the NMI.

Celebrity TV reporter and diver Hitomi Fukui is in Saipan as a model for Monthly Diver magazine, which circulates to 120,000 readers. The magazine will feature six full-color pages in February 2014, bringing an estimated \$3,600 in ad exposure value just before the biggest dive expo show in Japan held in March each year.

“The Marianas Visitors Authority (MVA) continues to market the Northern Mariana Islands as an ideal sports destination, and these media visits are right on track with the objective,” said MVA Marketing Manager Bruce Bateman.

Monthly Diver will shoot four to five dives a day and will also feature scenic and historic sites in Marpi, downtown Garapan, and the Joyful Dinner Show.

Tokyo Chunichi Sports will also feature Managaha and Lao Lao Bay Golf Resort. On Thursday (Nov. 28), the editorial team will travel to Tinian and have photo shoots at Taga Beach, Tachonga Beach, Kammer Beach, Taga House, Chulu Beach, the Tinian Blowhole, and historic North Field.

The media groups have lodged at Fiesta Resort & Spa and Chalan Kanoa Beach Club.

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. China is served from Beijing, Shanghai and Guangzhou. Russia is served via Vladivostok and Khabarovsk. 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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