



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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KOREA'S SISTAR PREMIERES MUSIC VIDEO FILMED IN SAIPAN

Saipan, Northern Mariana Islands (NMI) –The Marianas Visitors Authority (MVA) continues to promote the Northern Marianas aggressively with celebrity tie-ups, most recently famous South Korean girl group SISTAR, who have also been appointed as NMI Tourism Ambassadors.

“As we have seen with this month’s wedding of celebrities Lee Seung-hyun and Qi Wei in Saipan, the exposure value of partnering with celebrities can be tremendous,” said MVA Managing Director Perry Tenorio. “We are pleased to have SISTAR join the list of tourism ambassadors promoting Saipan, Tinian, and Rota to their vast fan base.”

SISTAR’s new music video “I Swear” was filmed in the NMI in July. The group visited various beaches and tourism spots in the NMI, including well-known restaurants and stores, and stayed at Lao Lao Bay Golf & Resort.

Their comeback album “Sweet & Sour” was released on Aug. 26 and leaped to #1 on the music charts in Korea. The music video, released through the official YouTube channel of Starship Entertainment, various media channels and online music sites, was also ranked #1 on the internet hit list. The MVA has negotiated the rights to use their video and photos for tourism promotions.

SISTAR was formed in 2010 under the management of Starship Entertainment. The group consists of 4 members – Hyolyn, Bora, Soyou and Dasom.



Famous South Korean girl group SISTAR have premiered their new music video "I Swear," filmed in Saipan in July 2014.



Famous South Korean girl group SISTAR were appointed tourism ambassadors for the Northern Mariana Islands in July 2014. At right is Marianas Visitors Authority Managing Director Perry Tenorio.

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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