

Tourism is Everybody's Business!

PERRY JOHN P. TENORIOMVA MANAGING DIRECTOR

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For further information, contact:
Perry John P. Tenorio, Managing Director
Marianas Visitors Authority

Telephone: (670) 664-3200/3201 Facsimile: (670) 664-3237

mva@mymarianas.com www.mymarianas.com

MVA APPOINTS MARKETING REPRESENTATIVE IN RUSSIA

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) has announced the opening of its representative office in Russia, a move intended to drive further growth in visitor arrivals to the Northern Mariana Islands.

The office, located in Moscow with a second team in Vladivostok, will carry out trade marketing, public relations, and consumer promotions targeting the East Russia market and will be responsible for working closely with the NMI's key airline partners and rapidly boosting the visibility of Saipan, Tinian and Rota among target Russian traveler segments. The office will be operated by AVIAREPS, which currently represents the MVA in Japan, Korea, China, and Taiwan.

The appointment supports MVA's strategy to develop the potential of the Russian outbound market. Russia continues to be the NMI's fastest growing inbound market, doubling in size over the past year.

"Visitors from Russia have been an important segment of the visitor market mix in the Northern Marianas, especially as they stay longer and spend more than the average visitor from any other country," said MVA Managing Director Perry Tenorio. "We look forward to welcoming more Russian visitors with the retention of AVIAREPS as our marketing representative in the Russian market."

Robert Obolgogiani, General Manager of AVIAREPS Russia noted, "We are very proud of this new partnership with the MVA. With our local in-market expertise and our unique relationships with all major travel trade and media throughout Russia, we look forward to developing effective campaigns designed to rapidly boost the visibility of the Northern Marianas in the Russian market. We see tremendous potential for continued growth in travel to Saipan, Tinian and Rota, and we are eager to apply our broad experience and innovative ideas to promoting the CNMI among our target Russian traveling segments."

Funding for the office comes primarily from a 5 percent increase in the hotel occupancy tax, which took place in April 2013.

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.