



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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MVA JOINS CHINA INTERNATIONAL TRAVEL MART

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) joined Brand USA last month to participate in the China International Travel Mart (CITM), the largest professional travel mart in Asia.

Hundreds of thousands of industry and media reps and consumers attended the event held on Nov. 19-21, 2014, in Shanghai. The MVA distributed information and brochures at their booth, which was highlighted by indigenous Carolinian cultural dancers and craft demonstrations.

“Our cultural performances were a big attraction at CITM, and of course, our status as a visa-free destination also makes the Northern Marianas very attractive to Chinese visitors,” said MVA Marketing Manager Bruce Bateman.

The MVA also conducted over 20 media interviews, including a live broadcast to 300-million viewers of CCTV’s China Discovery Channel. Other interviews were conducted with Global Times, China Travel Agent, sohu.com, CITM Daily, Hangzhou TV, Net Ease, Travel & Leisure, Marriage Group, Legal Evening News, TTG China, Travelling Scope, lotour.com, Travel + Leisure, Islands Traveler, FM 106.1 Beijing, sh.sina.com.cn, Travel Weekly China, and CCTV Explore. A captioned photo of the NMI cultural dancers was also prominently featured in the Shanghai Daily newspaper.

The MVA operates representative offices in Shanghai, Beijing, and Guangzhou.



The Marianas Visitors Authority delegation promoted the Northern Mariana Islands at China International Travel Mart on Nov. 19-21, 2014, in Shanghai under the Brand USA pavilion.



American Consulate Barry Zhang, right, stopped by the Marianas Visitors Authority (MVA) information booth at the China International Travel Mart on Nov. 19-21, 2014. Pictured from left are MVA Marketing Director China, Jacky Zhu, MVA Marketing Manager Bruce Bateman, and Zhang.



Over 20 media outlets conducted interviews with the Marianas Visitors Authority at the China International Travel Mart on Nov. 19-21, 2014, in Shanghai.



The cultural demonstrators of the Northern Mariana Is. drew a crowd at the China International Travel Mart on Nov. 19-21, 2014, in Shanghai.



The Marianas Visitors Authority (MVA) participated in the China International Travel Mart on Nov. 19-21, 2014, in Shanghai. From left are Sunday Wang, Public Relations & Co-op Manager, MVA Beijing Office, Jacky Zhu, China Marketing Director, Jiamei Wang from Global Times Newspaper, MVA Marketing Manager Bruce Bateman, and Marina Deng PR & Marketing Manager MVA Guangzhou office.



Travel & Leisure editor Amily Shen was among of twenty media reps who conducted interviews with the Marianas Visitors Authority at the China International Travel Mart on Nov. 19-21, 2014, in Shanghai.

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. 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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