



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

PERRY JOHN P. TENORIO
MVA 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@my Marianas.com
www.mymarianas.com

MVA JOINS TAIPEI INTERNATIONAL TRAVEL FAIR 2014

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) recently joined the 2014 Taipei International Travel Fair (TITF), one of the biggest annual travel industry events in the Asia-Pacific region.

This year, the fair received 337,319 visitors, a 7 percent increase over last year fair. The event attracted 950 exhibitors with 1,450 booths from 60 countries.

Leading up to the event, the MVA placed ads in Trade Magazine and China Times travel section featuring destination information and information on the MVA's upcoming booth and activities at TITF. The MVA also participated in two pre-event press conferences. The MVA distributed information and brochures at their booth, which was part of a Micronesia block under the American Pavilion.

“Awareness of the Northern Marianas in Taiwan continues to grow through the work of our in-country office,” said MVA Marketing Manager Bruce Bateman. “We hope that will eventually lead to direct flights, but for now, we are receiving eager visitors from Taiwan via China and Korea.”

The Association of National Tourism Office Representatives launched one of its exclusive “Super Blogger” promotions at the fair with three island destinations actively

participating: the Northern Mariana Islands, the Philippines, and Thailand. This promotion aims to position the Northern Marianas as an adventure destination targeting island lovers and to increase awareness by targeting social media networkers, adventure lovers, and vacationers. Gala TV travel show “World’s No. 1” host Yankee Yang, who filmed four show episodes in Northern Marianas in June, attracted a large crowd with his support of the MVA’s Super Blogger promotion at the booth and on the main stage.

The Northern Marianas also received 34 mentions in television clips as a result of its participation in the fair.



The Marianas Visitors Authority joined the Taipei International Travel Fair 2014 held recently in Taiwan. The fair attracted over 330,000 visitors.



Marianas Visitors Authority (MVA) Country Marketing Director Jemy See, center, led the team that promoted Saipan, Tinian, and Rota at the Taipei International Travel Fair 2014 held in Taiwan. From left are Assistant Joan Wang, Marketing Executive Eileen Chen, See, PR & Marketing Manager Milane Tsai, and Marketing Specialist Laura Hsiao.



The Marianas Visitors Authority (MVA) joined the Taipei International Travel Fair 2014 held in Taiwan. The MVA's booth featured a picturesque backdrop of flame trees as one of many photo options for visitors.

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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