



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

PERRY JOHN P. TENORIO
MVA MANAGING DIRECTOR

For Immediate Release-June 30, 2014

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

MEDIA VISIT TO PROMOTE HONG KONG CHARTER FLIGHTS

Saipan, Northern Mariana Islands (NMI) – To promote new charter flights from Hong Kong to Saipan launched in May 2014, five major newspaper and magazine journalists from Guangdong province visited the Northern Marianas this month to learn more about the destination first-hand.

The representatives of the publications, all targeting “high-consuming” groups, were in Saipan June 2-5, 2014. Their itinerary included an island and jungle tour, a sunset cruise, marine sports and a barbeque lunch at Managaha, a submarine tour, a tour of American Memorial Park and Garapan and golf at Lao Lao Bay Golf Resort.

“It’s been several years since the NMI has had direct flights from Hong Kong, and we are looking forward to visitors coming from this source city again,” said Marianas Visitors Authority Marketing Manager Bruce Bateman. “In addition, the Hong Kong flights are anticipated to draw many visitors from nearby Guangdong province and perhaps even provide a connection from Taiwan.”

The participating publications were: Shenzhen Economic Daily - Travel Weekly Magazine, targeting government, private companies, and high consumption readers with a circulation of 600,000 copies; Guangzhou Boutique Life, targeting high income groups in southern China with a circulation of 500,000; Shenzhen Daily, targeting white-collar elite with a

circulation of 500,000; DongGuan Daily, targeting the middle and high-market with a circulation of 200,000; and Southern Daily News, targeting the high consumption reader market with a circulation of 180,000.

The FAM(ilarization) tour group also sampled seafood dinner and a cultural dinner show at Fiesta Resort & Spa, lunch at Lao Lao Bay Golf Resort, and lunch at Isla Café. Hotel inspections were also conducted of Hyatt Regency Saipan and Fiesta, where the group lodged during their tour.

In May 2014, 131 visitors arrived in the Northern Mariana Islands from Hong Kong compared to 48 visitors in May 2013.and 646 in May of 2011 when flights last flew from HK direct to the ANMI.



Media representatives of five newspaper and magazines from Guangdong, China, visited the peak of Saipan on Mt. Tapochau on June 3, 2014, as part of their FAM tour.

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.

###