



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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NMI JUNE 2014 VISITOR ARRIVALS GROW 6%

Saipan, Northern Mariana Islands (NMI) – June 2014 visitor arrivals to the Northern Mariana Islands (NMI) grew 6 percent compared to June 2013. According to the Marianas Visitors Authority (MVA), arrivals to the islands of Saipan, Tinian and Rota registered 35,638 visitors in June 2014, compared to 33,539 visitors received in June 2013.

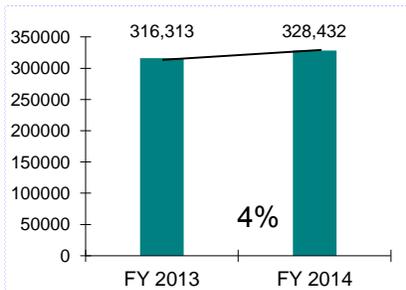
Arrivals from China soared 50 percent to 14,962 visitors, making China the largest source market for the NMI in June. With two additional charters from Beijing as well as new charter flights from Hong Kong, the number of Chinese visitors to the CNMI is projected to continue to rise steeply during the summer season. To capitalize on this rapid growth out of the China market and particularly to boost promotions in the South China and Hong Kong markets, the MVA established a new Guangzhou office on July 1 to work with key media, travel trade, airline, and online partners throughout the south China market and ensure the continued rapid growth in arrivals out of South China.

Arrivals from Russia grew by 11 percent to 1,363 visitors in June. Growth in arrivals from Russia in the coming months, however, is projected to slow as Russia's economy suffers from the impact of the Ukraine crisis and as outbound travel by Russians to all destinations worldwide slows dramatically. To counter this trend, the MVA is launching major summer co-op campaigns with Aviacharter and Asiana Airlines to support the current airlift to the NMI from Russia during the summer season.

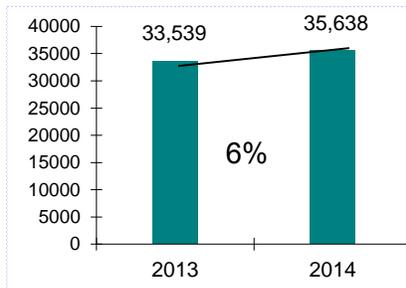
Arrivals from Japan fell 13 percent to 7,601 visitors in June. This was driven primarily by a 20 percent decline in air seat supply from Narita which impacted the Japanese market, as Delta Air Lines temporarily suspended two night-flights per week from Narita. Japan continues to suffer from an airlift crisis and urgently needs the entry of a low-cost carrier into the market as seen in the past 12 months in both the Korea and China markets.

Arrivals from Korea dropped 17 percent in June to 9,465 visitors. Korea's tourism industry has been struggling in the wake of the April 16 Sewol ferry disaster as Koreans refrain from travel or engaging in leisure activities. In an attempt to revive the sagging tourism sector to all destinations worldwide, the Korean government has launched a nationwide tourism promotion campaign to encourage travel under the current sense of national mourning. Given weak outbound travel, Asiana temporarily suspended Busan flights but will resume Busan-Saipan service from July 23 every Wednesday and Saturday. With Korea's gradual recovery from the Sewol ferry disaster, it is expected that arrivals from Korea to the NMI will begin growing once again from July. In the meantime, Jeju Air has started to sell 'Early Bird' tickets through its official website for its new daily non-stop service from Seoul to Saipan launching October 1.

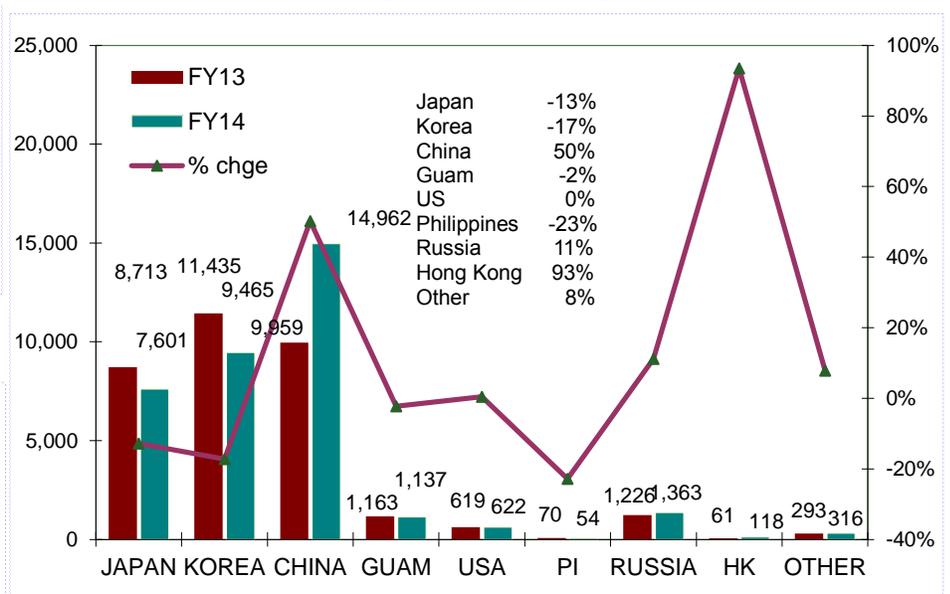
**Visitor Arrivals Year to Date
FY 2013 vs. FY 2014**



**Visitor Arrivals
June 2013 vs. June 2014**



**CNMI Source Market Arrivals
June 2013 vs. June 2014**



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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