



**MARIANAS VISITORS AUTHORITY**  
**News Release**

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*Tourism is Everybody's Business!*

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**NMI November 2013 Visitor Arrivals Up 2%**

**Saipan, Northern Mariana Islands (NMI)** – November 2013 visitor arrivals to the Northern Mariana Islands (NMI) increased 2 percent compared to November 2012. According to the Marianas Visitors Authority (MVA), arrivals to the islands of Saipan, Tinian and Rota registered 33,678 visitors in November 2013 compared to 32,894 in November 2012.

Arrivals from Japan dropped 18 percent in November to 8,233 visitors. Delta Air Lines reduced their night flight DL288 from daily service to five times a week effective Oct. 1 through Dec. 23. The 15 percent decline of air seat supply from Narita impacted the Japanese market heavily. In addition, the depreciation of the Japanese yen by 27 percent over the past year versus the U.S. dollar has made travel to the NMI for Japanese effectively 27 percent more expensive this November than in November last year. To help re-boot the struggling Japan market, the MVA has launched a new Japan website on Dec. 16 to raise the on-line visibility of Saipan, Tinian and Rota in the Japan market and has extended the successful Group campaign to target less price-sensitive market segments.

Arrivals from Korea rose 4 percent in November to 12,350 visitors, more than any other source market. With the launch of Dynamic Airways' new direct service from Incheon to Saipan

in October as the first low-cost carrier linking the Korea market with the NMI, the Korea market is seeing the introduction of a wide range of new travel products to the NMI with competitive prices. Dynamic Airways has announced its intention to double the number of flights from Seoul to the NMI from two a week to four a week during the high season from Jan. 5 to Feb. 28, 2014, which will ensure continued strong growth in arrivals out of the Korea market into the New Year.

Meanwhile, arrivals from China jumped 17 percent in November to 9,631 visitors. The total number of Chinese visitors to the NMI from January to November 2013 has now exceeded 100,000 for the first time in history, reaching 107,379 as of the end of November, a 39 percent increase over 2012. Continued rapid growth is projected out of the China market as the NMI enters the New Year.

Arrivals from Russia nearly doubled, increasing 94 percent to 1,356 visitors to the NMI. While the total number of outbound travelers from Russia to all destinations worldwide is now falling compared to the same period in 2012, due to the ongoing economic slowdown in Russia, arrivals to the NMI continue to soar as a result of strong airlift from East Russia from AVIACHARTERS and Asiana Airlines. Continued strong growth of arrivals from Russia is projected for the New Year as the NMI becomes increasingly attractive with the onset of the freezing winter season.

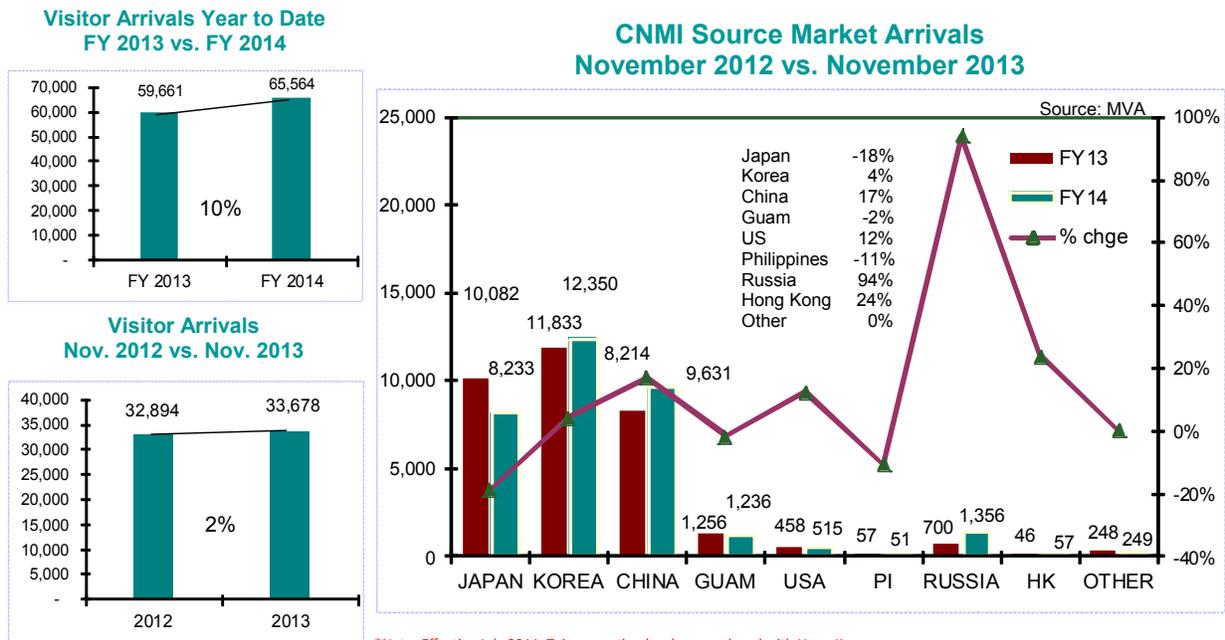
### **Japan, Korea and China Economic Highlights**

In November, Japan's Cabinet Office maintained its assessment that "the Japanese economy is on the way to recovery at a moderate pace." In November, the yen weakened against both the U.S. dollar as Japan chose to maintain its aggressive stimulus policy, while the U.S. showed signs of winding down its own stimulus. As of Nov. 21, exchange rates stood at 100.84 yen to the dollar.

The World Bank's 'Doing Business 2014: Understanding Regulations for Small and Medium-sized Enterprises' report ranked Korea 7th out of 189 countries. Korea moved up one spot from last year's report ranking (8 out of 185 countries) and has been ranked in the global top 10 for the last 3 years. The won/dollar exchange rate fell 1.56 over the past month to close at 1,057.64 won per dollar. In October, the number of outbound travelers reported by Hana Tour and Mode Tour saw an increase of 12.5 percent (158,000 pax) and 17 percent (82,000 pax),

respectively, compared to the same period in 2012. The number of Korean travelers to the Marianas through Hana Tour increased by 20.7 percent in October 2013.

China's Ministry of Finance reported further acceleration of fiscal revenue growth in October as the economy stabilized. The Chinese currency Renminbi, or yuan, strengthened 19 basis points to 6.1332 against the U.S. dollar on Nov. 20, according to the China Foreign Exchange Trading System.



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. 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](http://www.mymarianas.com).