



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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NMI October 2013 Visitor Arrivals Up 19%

Saipan, Northern Mariana Islands (NMI) – October 2013 visitor arrivals to the Northern Mariana Islands (NMI) jumped 19 percent compared to October 2012. According to the Marianas Visitors Authority (MVA), arrivals to the islands of Saipan, Tinian and Rota registered 31,886 visitors in October 2013 compared to 26,767 in October 2012.

Arrivals from Japan dropped 15 percent in October to 8,067 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 quite heavily. In addition, the depreciation of the Japanese yen by 26 percent over the past year versus the U.S. dollar has made travel to the NMI for Japanese 26 percent more expensive than last year, resulting in a steep increase in the price of tour packages from the “Kamiki” season which started Oct. 1 and significantly impacting outbound travel from Japan to price-sensitive destinations such as the NMI.

Meanwhile, arrivals from Korea soared 40 percent in October to 11,381 visitors, more than any other source market. Korean arrivals are projected to continue rising rapidly with the announcement of a new airline launching service from Korea to the NMI. Dynamic Airways launched new flights from Seoul to Saipan starting Oct. 30, flying twice a week on Wednesdays and Saturdays and adding another 21,000 annual seats out of the Korean market.

Meanwhile, arrivals from China jumped 31 percent in October to 8,999 visitors.

Continued rapid growth is projected out of the China market for the remainder of this year. The MVA continues to support the new airlift out of the China market, launching promotions in China's southwest region, with a major booth at China International Travel Mart (CITM), China's most influential travel show on Oct. 24–28.

Finally, arrivals from Russia increased 65 percent to 772. Last month the MVA announced the appointment of AVIAREPS as its marketing representative in Russia, with a team of three in Moscow and a team of two in MVA's Vladivostok office, targeting the rapidly growing East Russia Market. The Russia team will be working closely with AVIACHARTERS and Asiana Airlines to boost traffic out of the East Russia market on direct non-stop flights out of the region to the NMI and on one-stop flights to the NMI via Seoul.

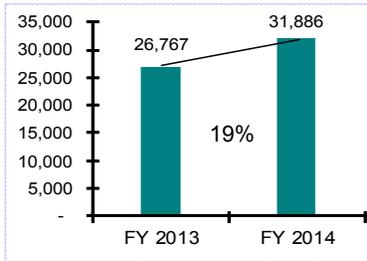
Japan, Korea and China Economic Highlights

In October, Japan's Cabinet Office maintained its assessment that "the Japanese economy is on the way to recovery at a moderate pace." The yen appreciated against the U.S. dollar driven by the government shutdown; as of Oct. 25, exchange rates stood at 97.3 yen to the dollar.

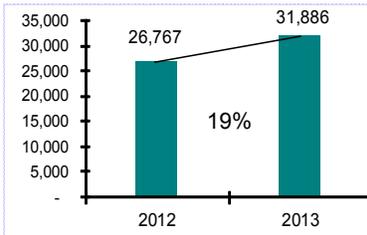
Korea's economy has shown signs of moving into a recovery phase, with gross domestic product growing for a third consecutive quarter in the July-September period and projected to post 2.9 percent growth for the year. The growth rate is expected to rise further next year, to between 3.2 percent and 4 percent according to economist forecasts.

China's National Bureau of Statistics reported China's GDP grew 7.8 percent year-on-year in the third quarter, snapping two quarters of slowing growth in the world's second-largest economy. China's new Tourism Law came into effective on Oct. 1, forbidding levying of extra costs during tours. Individual travel trips therefore became more prevalent than group tours during Golden Week than in the past, according to China's National Tourism Administration.

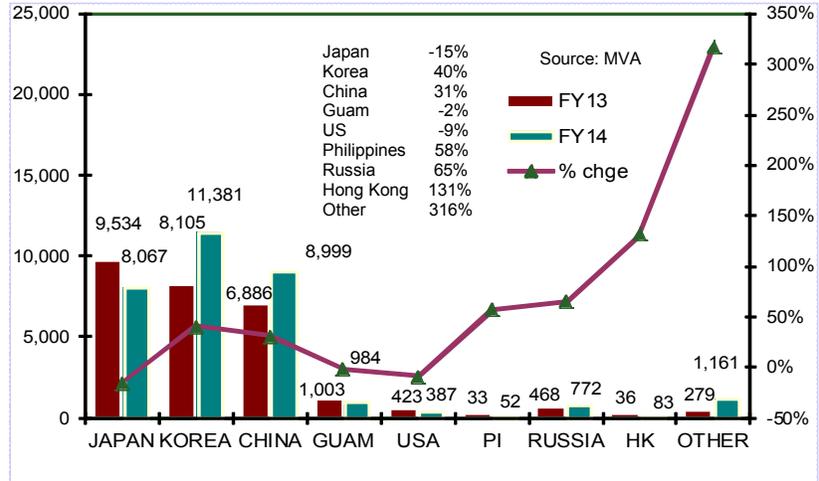
**Visitor Arrivals Year to Date
FY 2013 vs. FY 2014**



**Visitor Arrivals
Oct. 2012 vs. Oct. 2013**



**CNMI Source Market Arrivals
October 2012 vs. October 2013**



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.

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