



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

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*Tourism is Everybody's Business!*

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**NMI SEPTEMBER 2014 VISITOR ARRIVALS UP 5%**

**Fiscal Year 2014 Visitor Arrivals Up 2%**

**Saipan, Northern Mariana Islands (NMI)** – September 2014 visitor arrivals to the Northern Mariana Islands (NMI) jumped five percent compared to September 2013. According to the Marianas Visitors Authority (MVA), arrivals to the islands of Saipan, Tinian and Rota registered 35,140 visitors in September 2014, compared to 33,329 visitors received in September 2013.

For FY 2014, visitor arrivals grew two percent. For the first time in NMI tourism history, visitors from China surpassed other markets, comprising 36 percent of total visitor arrivals, a 40 percent increase over FY 2013. Visitors from Korea dipped 3 percent compared to the previous year, comprising 30 percent of arrivals. Japan dropped 23 percent, comprising 26 percent of total visitor arrivals. Meanwhile, visitors arrivals from Russia grew 26 percent in FY 2014 to comprise three percent of arrivals.

In terms of September performance, arrivals from China grew 41 percent to 13,769 visitors, making China the largest source market for the NMI for the eighth consecutive month. The MVA worked with Century Tours and Modern Bride Magazine to arrange a major media shoot on Saipan and Tinian with the Wang Luodan, one of the most famous actresses in China in a continuing push to position the NMI as a world class wedding and honeymoon destination for Chinese couples.

Arrivals from Japan fell 10 percent to 9,214 visitors in September. After the eight flight cancellations in August due to pilot working hour requirements imposed by the Federal Aviation Administration (FAA), Delta Air Lines operated its morning flight (DL298) and night flight (DL288) on a daily basis in September, serving 10,440 seats in total.

Arrivals from Korea dropped 11 percent in September to 9,602 visitors. Some Korean travelers postponed travel to the NMI in September given Jeju Air's inaugural flight to Saipan launching on Oct. 1 with an "Early Bird Promotion" offering low fares in October. With the new Jeju Air flight, it is expected that arrivals from Korea will continue to grow. In the meantime, Asiana Airlines established a new Korea Regional headquarters in September to handle not only Seoul but also other secondary cities in Korea, paving the way for faster and more flexible decision-making at the Seoul sales office.

Arrivals from Russia fell 65 percent to 182 visitors in September following the suspension of direct flights in August. The MVA is now working with other airline partners and with leading travel agencies to restore direct non-stop flight service from Russia to the NMI. The MVA is also working closely with Asiana on joint promotions to boost travel from East Russia on one-stop flights to the NMI via Seoul and to maintain the visibility of the NMI as a destination of choice during off-peak fall season..

### **Source Markets Economic Highlights**

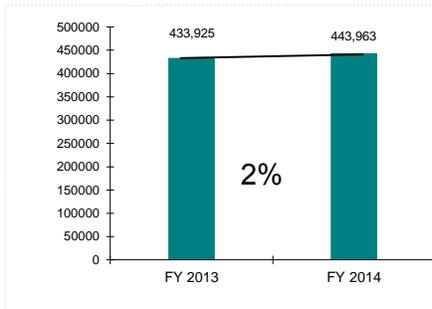
The Japanese government downgraded its assessment of the economy in its September report for the first time in five months, saying it is weighed down by a decrease in personal spending due to unstable weather such as typhoons and heavy rains. The yen depreciated against the dollar, from 103.97 yen to the dollar at the end of August, to 109.42 yen as of Sept. 29.

Korea's domestic economy activities have shown signs of gradual improvement, although the pace of recovery has been moderate. The Korean economy is forecast to gradually improve in the coming months in line with global economic recovery. The won/dollar exchange rate rose 50.26 over the past month to close at 995.98 won against the U.S. dollar. South Korea's won completed its biggest monthly loss since May 2012.

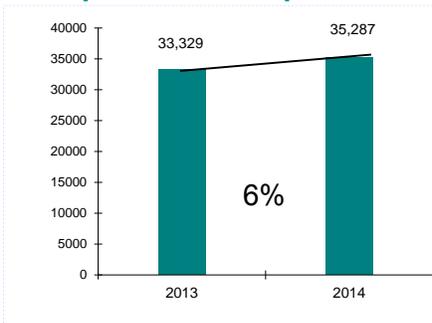
China's National Bureau of Statistics (NBS) reported August's retail sales grew 11.9 percent year-on-year to \$343.3-billion. The value of the Chinese currency renminbi, or the yuan, weakened by 28 basis points to 6.1453 against the U.S. dollar, according to the China Foreign

Exchange Trading System. Global market research company Ipsos reports that China's self-guided outbound tourism sector is booming and in-depth and high-end traveling is gaining momentum.

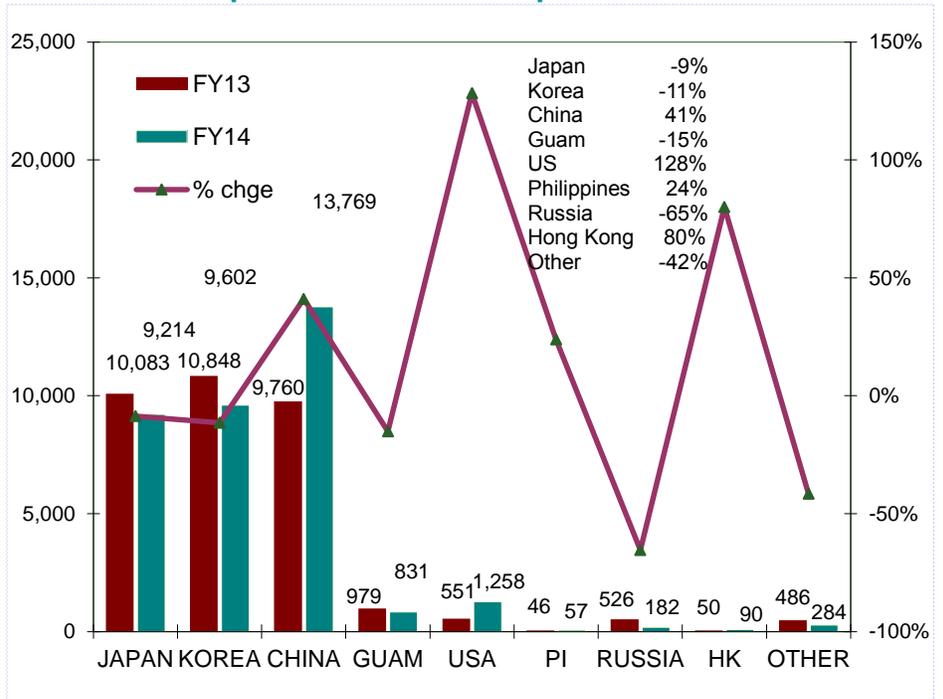
**Visitor Arrivals Year to Date  
FY 2013 vs. FY 2014**



**Visitor Arrivals  
Sept. 2013 vs. Sept. 2014**



**CNMI Source Market Arrivals  
September 2013 vs. September 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](http://www.mymarianas.com).

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