



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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SANKEI SPORTS FEATURES SAIPAN ON NEW YEAR'S DAY

Saipan, Northern Mariana Islands (NMI) – The Tokyo edition of Japan's daily sports newspaper Sankei Sports featured sport fishing in Saipan in its first edition of the New Year.

Sankei Sports spent two days fishing in Saipan waters in December to prepare for the 2/3 page feature. The newspaper circulates to over 750,000 readers through subscriptions and newsstands. The article will also be distributed as a flyer at a fishing expo in Yokohama in March 2014.

“Sankei Sports is a repeat visitor to the Northern Marianas, and it's good news that they are interested in promoting sport fishing in the islands for the coming season,” said Marianas Visitors Authority (MVA) Marketing Manager Bruce Bateman. “We believe there is growth potential in this niche market of salt-water fishing-aficionados, and we were pleased to assist them with their shooting arrangements while in Saipan.”

Sankei Sports is published daily by Sangyo Keizai Shimbun and targets males ages 30-60 who are interested in fishing, including active seniors.

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. China is served from Beijing, Shanghai and Guangzhou. Russia is served via Vladivostok and Khabarovsk. 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 to Saipan via Narita. For more information visit www.mymarianas.com.

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