



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

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*Tourism is Everybody's Business!*

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**SONY CONDUCTS BLOGGER FAM TOUR IN SAIPAN, TINIAN**

**Saipan, Northern Mariana Islands (NMI)** –Sony camera company recently conducted a blogger FAM(familiarization) tour of the Northern Mariana Islands to bring awareness about its new cameras RX1R and RX100II to this tropical beach destination.

Sixteen bloggers from Korea visited Saipan and Tinian on Nov. 22-25, 2013.

“Our tie-up with Sony on this FAM tour is a fortuitous opportunity to increase awareness of the Northern Mariana Islands in cooperative partnership with an internationally-recognized consumer brand,” said Marianas Visitors Authority (MVA) Marketing Manager Bruce Bateman. “We are already receiving wide exposure from the tour through these bloggers’ pages and Sony’s SNS tools.”

A Number scenic and historic sites in the Northern Marianas were photographed by the bloggers. On Saipan the group visited Banzai Cliff, Grotto, Suicide Cliff, the Korean Peace Memorial, Last Command Post, Kalabera Cave, Jeffrey’s Beach, Managaha, Mt. Tapochau, Micro Beach, American Memorial Park, Forbidden Island, Ladder Beach, Obyan Beach, Mt. Carmel Cathedral, downtown Garapan, DFS Galleria, and SandCastle Saipan. The restaurants visited were Shenanigan’s, Round Two, Furusato, and Coffee Care. In Tinian, the group visited

the Blow Hole, Taga Beach, Tachogna Beach, Carolinas Nature Trail, Ushi Cross Point, Broadway, House of Taga, Long Beach, and Chulu Beach. Restaurants visited were JC Café and Monster Pizza.

Lodging was provided Hyatt Regency Saipan, Mariana Resort & Spa, Saipan World Resort, and Tinian Dynasty Hotel and Casino.

According to the most recent exit survey, most major markets cited “nature/scenic attractions” as the #1 or #2 top activities visitors would like to see more of in the Northern Marianas.

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 from the west coast to Saipan via Narita. For more information visit [www.mymarianas.com](http://www.mymarianas.com).

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