



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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TAIWAN'S STAR TV EXPLORES SAIPAN, TINIAN

Saipan, Northern Mariana Islands (NMI) – An estimated 10-million viewers in Taiwan, Hong Kong, China, and Singapore recently had the opportunity to learn about the Northern Mariana Islands as Taiwan's Star TV "Cooking My Way" features Saipan and Tinian.

"Cooking My Way" was in Saipan to capture the 16th Annual Taste of the Marianas International Food Festival & Beer Garden which concluded on Saturday (May 31). The show focuses on gourmet food and travel.

"Thanks to last year's PL 18-1 and its increase in the hotel occupancy tax, the Marianas Visitors Authority (MVA) has been able to use that additional funding to open and operate a representative office in Taiwan and attract more media FAM tours such as "Cooking My Way," said MVA Marketing Manager Bruce Bateman. "We will continue to make our presence known in Taiwan and increase awareness of our islands as a vacation destination."

On Saipan, the group filmed at the 16th Annual Taste of the Marianas, Tony Roma's, 360 Revolving Restaurant, Coffee Room N106, and the Fiesta Resort & Spa dinner show. Other activities included a submarine tour, marine sports at Managaha, shopping, poolside barbecue, a discovery flight, golf at Lao Lao Bay Golf Resort, and snorkeling at Grotto. The Saipan-based episode aired on May 31, 2014, and had a large viewing audience.

On Tinian, the group toured the Tinian Blow Hole and House of Taga. Also on the

itinerary was hot pepper processing, crab kelaguen, poolside massage, Chamorro dance, fishing, snorkeling, beach barbecue, bugging riding, horseback riding, and sashimi processing. There will be a separate episode that focuses only on Tinian that will air this Saturday (June 7).

The group lodged at Hyatt Regency Saipan, Tinian Dynasty Hotel & Casino, and Mango Resort from May 10-15, 2014.

Star TV Cooking My Way has already put up a number of video clips on You Tube. One can be accessed at: <https://www.youtube.com/watch?v=Ivx5pSqR2Zk>. Others can be accessed from the suggested videos list on the same page.



Media representatives of Taiwan Star TV's "Cooking My Way" mingled with dinner show performers at the Fiesta Resort & Spa on May 14, 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 Air Lines 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.

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