



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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TIANJIN TV AIRS FIVE EPISODES ABOUT NORTHERN MARIANAS

Saipan, Northern Mariana Islands (NMI) – China's Tianjin Broadcast and TV Network (TJTV) aired five episodes about the Northern Marianas last month on its Times Digital Channels, highlighting dining options and visitor attractions in Saipan.

The five shows circulated to 20-million+ viewers in the Tianjin/Beijing metropolis and were aimed at middle- and high-income groups. Featured Saipan eateries included Kinpachi, candlelight dinner at 360 Revolving Restaurant, lunch at Managaha, seafood dinner at Aqua Resort Club, lunch buffet at Mariana Resort & Spa, a cultural dinner show at Fiesta Resort & Spa, lunch at Hard Rock Café Saipan and the Garapan Street Market.

The Marianas Visitors Authority (MVA) supported the production by providing a Chinese-speaking marketing specialist for the film crew and assisting with the processing of film permits.

“With its five full episodes on the islands, TJTV has made a tremendous impact in Tianjin city by sharing information about travel to the Northern Mariana Islands,” said MVA Marketing Manager Bruce Bateman. “With the aid of MVA’s Marketing Specialist Laura Hsiao and the in-kind support of MVA’s members, we were able to showcase some of the best food and entertainment in Saipan.”

The shows also featured an ATV and buggy tour with Marianas Trekking, I Love Saipan

shop, a sunset cruise on the Jade Lady, a submarine tour, parasailing, diving, Bird Island Lookout, and Pretty Car Rental.

Accommodations were provided by Fiesta Resort & Spa.



China's Tianjin Broadcast and TV Network (TJTV) aired five episodes about the Northern Marianas in May 2014 on its Times Digital Channels, highlight dining options and activities such as off-road adventures with Marianas Trekking filmed on April 11, 2014. The production was supported by the Marianas Visitors Authority.

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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