



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

PERRY JOHN P. TENORIO
MVA MANAGING DIRECTOR

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For further information, contact:
Perry John P. Tenorio, Managing Director
Marianas Visitors Authority
Telephone: (670) 664-3200/3201 Facsimile: (670) 664-3237
mva@my Marianas.com
www.mymarianas.com

TOKYO MXTV FILMS IN SAIPAN, TINIAN, ROTA

Saipan, Northern Mariana Islands (NMI) – Tokyo MXTV was in Saipan, Tinian, and Rota last month to film several episodes aimed at introducing the natural beauty and tourism attractions of the destination to its 8.5-million viewers in the Tokyo metropolitan area.

Tokyo MXTV spent Oct. 18-26, 2014, in the islands, taking tours and filming on all three islands in preparation for producing five 30-minute episodes expected to bring the NMI over \$1.8-million in advertising exposure.

“The Tokyo MXTV FAM tour is going to provide Saipan, Tinian, and Rota a tremendous opportunity to reinforce the appeal of our islands to the Japan market, which remains an important part of Northern Marianas tourism,” said Marianas Visitors Authority (MVA) Marketing Manager Bruce Bateman. “It’s critical that the MVA continue to support media FAM tours such as this one to attract visitors from Japan.”

On Saipan, a number of popular historic and scenic sites will be featured: Banzai Cliff, Last Command Post, Suicide Cliff, Bird Island Lookout, Grotto, and the Marpi pathway. Marine sports at award-winning Managaha were filmed. Retail outlets and eateries visited including Kili Café & Terrace, Winchell’s, Cha, Hafadai Shopping Center, Star Sands Plaza, I’Sagua Spa, and Aqua Resort Club’s sunset barbecue.

On Rota, the production team filmed several dive sites, the Japanese Sugar Mill, Tweksberry Beach, Songsong Village Lookout, the bird sanctuary, As Nieves Latte Stone Quarry, the Swimming Hole, Teteto Beach, Tonga Cave, Rota Matsushima, a fruit farm, Tokyo En, and the island's fresh water source. A dinner of local dishes was also hosted by a local family.

On Tinian, dives sites were also featured, as well as House of Taga, Taga Beach, historic Broadway Road , JC Café, Chulu Beach, Tinian Dynasty's Casino and North field.

The crew returned to Saipan on Oct. 24 for additional filming of dive sites, Boka Boka Restaurant, Marianas Coffee plantation, Laolao Bay Golf Resort, Country House Restaurant, Sabalu Market, Forbidden Is., Mandi Asia Spa, Marianas Tropical Liqueur, Microl/Toyota Rent A Car, and a traditional canoe house and artifacts near Tipyeew Chamolinian Village in Garapan.

The crew lodged at Hyatt Regency Saipan, Tinian Dynasty Hotel & Casino, and Rota Resort & Country Club during their tour.



The production crew of Tokyo MXTV filmed at Cha on Oct. 19, 2014, during their FAM tour of Saipan, Tinian, and Rota. Pictured from left are Director/Cameraman Yosuke Hosoi, Cha staffers in black shirts, Director Saneyuki Higashigawa, Cameraman Shigeyuki Mori, and Producer Seiva Fukumoto. The show will air five episodes on the Northern Mariana Islands to their 1.8-million viewers.

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.

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