



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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For Immediate Release-Feb. 2, 2015

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JAPAN'S "FIRST IMPRESSION" VISITS NMI

Saipan, Northern Mariana Islands (NMI) – Japan publisher First Impression recently visited Saipan to produce a magazine article and to film for a promotional DVD and music video to be issued in April 2015.

Ten staffers were in Saipan on Jan. 10-16, filming at numerous beaches, popular tourist spots, in downtown Garapan, and at Hyatt Regency Saipan. The publication will target men and women in their 20s and 30s and aims to promote travel during the winter holiday season. Circulations will be made on YouTube.

“Some of our most attractive features in the Northern Marianas are our beautiful beaches, and First Impression spent most of their time filming at those locations,” said Marianas Visitors Authority Marketing Manager Bruce Bateman. “Those images will definitely help sell our destination during the cold winter months in Japan.”

In Fiscal Year 2014, 114,366 visitors from Japan visited the Northern Mariana Islands (NMI), comprising 26 percent of total visitor arrivals. In December 2014, another 9,942 visitors from Japan visited the NMI for a total of 23,476 so far this fiscal year.

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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