



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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MVA JOINS BIGGEST JAPANESE TRAVEL SHOW

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) joined representatives of 141 other international countries and regions and 47 prefectures of Japan at JATA Tourism EXPO 2015, Japan's largest annual travel show, on Sept. 24-27, 2015.

The number of attendees increased 10 percent this year compared to last, exceeding 173,000 attendees. JATA Tourism EXPO 2015 was held at Tokyo Big Sight and attracted national tourism agencies, airlines, hotels, travel agencies, cruise companies, other tourism professionals and the traveling public. Exhibitors provided the latest tourism information to visitors and professional members of the travel trade. This year, over 40,000 attendees joined the event on the travel trade day on Sept. 25, while over 64,000 and 62,000 consumers joined the second and third days of the event, respectively.

“JATA Tourism Expo remains on the top of the MVA's list of annual marketing shows in Japan, due to its wide popularity with the general public and travel trade representatives,” said MVA Deputy Director Judy Torres. “This year, not only was there an increase in the number of attendees, but there were also more visitors entering the Northern Marianas booth. This was largely due to a booth design reflecting our island lifestyle and cultural demonstrations including coconut oil production, *mwar* making, and banana printing.”

Nearly 6,000 people also participated in the trade and media meeting on Sept. 25, 2015,

including a delegation from the MVA. The event is organized by Japan Travel and Tourism Association and Japan Association of Travel Agents (JATA).

JATA Tourism EXPO is internationally recognized as one of the largest travel events in the world and presents Japan as a tourism nation to the world, further developing outbound, inbound and domestic travel by bringing together the combined strengths of not only the tourism industry, but all industries in Japan and its local communities. JATA Tourism EXPO provides opportunities for travel professionals to exchange travel information and conduct effective business meetings, while inspiring consumers through the power of travel.



The JATA Tourism EXPO 2015 was held on Sept. 24-27, 2015, in Tokyo. Marianas Visitors Authority reached out to over 173,000 consumers, travel trade reps, and media reps who attended the travel show.



The Marianas Visitors Authority demonstrates coconut oil production at the JATA Tourism EXPO 2015 on Sept. 24-27, 2015, in Tokyo.



Pacific Development Inc. and the Marianas Visitors Authority demonstrate banana printing and *mwar* making at the JATA Tourism EXPO 2015 on Sept. 24-27, 2015, in Tokyo.



Marianas Visitors Authority Marketing Manager Bruce Bateman, Miss Northern Mariana Islands Jian Joyner, and Brand USA/B-FOR Representative Michelle McArtor at the JATA Tourism EXPO 2015 on Sept. 24-27, 2015, in Tokyo.



Saipan-da plays paper-scissors-rock with a young visitor at the JATA Tourism EXPO 2015 which was held on Sept. 24-27, 2015, in Tokyo.

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 daily flights from Seoul and Busan and Jeju Air provides daily service from Seoul. From China, direct flight service from Shanghai, Beijing, Guangzhou, 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. Russian and Taiwanese visitors usually arrive via Seoul. For more information, visit www.mymarianas.com.

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