



MARIANAS VISITORS AUTHORITY

News Release

Tourism is Everybody's Business!

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MVA SEES 54,000 PROSPECTS AT 2015 JAPAN GOLF FAIR

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) had the opportunity to reach 13 percent more visitors at this month's 2015 Japan Golf Fair compared to 2014. Over 54,000 consumers, golf business representatives and media representatives participated in the three-day event at Tokyo Big Sight on Feb. 13-15, 2015.

“After last year's severe snowstorm, we welcomed the uptick in attendance at this year's golf fair,” said MVA Marketing Manager Bruce Bateman. “Japanese sportsmen and women are still interested in golfing in Saipan and Rota, and it's important to maintain our presence in the market until the economy and exchange rate swing back in our favor and the Japanese start travelling in larger numbers again.”

The MVA operated an information booth during the fair where they distributed brochures and answered questions about golf courses in Saipan and Rota and other tourism attractions throughout the Northern Mariana Islands. Attendees included 39,109 consumers, 14,307 industry reps, and 665 media reps.

Next year's fair is slated for Feb. 19-21, 2016.



Naoya Asao, Japan Travel Trade Marketing Manager for the Marianas Visitors Authority, distributes information to consumers, industry reps, and media and answered questions at the 2015 Japan Golf Fair on Feb. 13-15, 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 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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