



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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NMI JANUARY 2015 VISITOR ARRIVALS UP 8%
Highest Monthly Visitor Arrivals in Nearly 10 Years

Saipan, Northern Mariana Islands (NMI) – Marking the highest month of visitor arrivals since September 2005, January 2015 visitor arrivals to the Northern Mariana Islands (NMI) rose 8 percent compared to January 2014. According to the Marianas Visitors Authority (MVA), arrivals to the islands of Saipan, Tinian and Rota registered 45,688 visitors in January 2015, compared to 42,122 visitors received in January 2014.

Arrivals from Korea soared 53 percent in January to 21,145 visitors, the highest ever monthly visitor arrivals from Korea. Targeting the winter high season, Asiana Airlines operated additional flights to Saipan from Seoul four times a week beginning Dec. 2 using an Airbus A320 with 171 seats.

”The strong upward trend in Korean arrivals is expected to continue throughout the winter season with additional seats coming on-line. Jeju Air is planning to launch an additional daily flight to Saipan from Incheon from Mar. 28 using a Boeing 737-800 which has 186 seats, bringing an additional 67,890 seats to the NMI in the first year,” said MVA Managing Director Perry Tenorio. “In addition, Jeju Air is also planning to open an FIT lounge on Saipan in March.”

Arrivals from China grew 12 percent in January to 13,933 visitors. An increase is also projected for February 2015, as almost all flights from China to the NMI are fully sold out during

the Lunar New Year in the second half of February. By contrast, however, given perennial weak market demand right after Chinese New Year, the MVA plans to make advertising into the market from March to April.

Arrivals from Japan fell 34 percent to 8,310 visitors in January as Asiana's suspension of Saipan services from Osaka for January to March impacted the Japan market very heavily with a 46 percent decrease in air sea supply in January. Arrivals included The priority for the MVA is to identify new airlift from Japan to the NMI in 2015 in order to stop the slide in Japanese arrivals.

Arrivals from Russia fell 63 percent to 425 visitors in January as a result of the suspension of direct flights in August. Russia's economic instability and collapsing Russian ruble have caused a dramatic fall in demand for international travel from Russia. The MVA is actively working with local travel trade to support their sales of NMI tours and is working with Asiana Airlines to provide airfare discounts for routes to the NMI from Russia's Far East.

Arrivals for the month included one ship arrival from Japan with 450 pax.

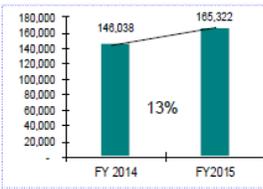
Source Markets Economic Highlights

The Japanese government upgraded its view of industrial production in January 2015, and left its overall economic assessment of moderate recovery unchanged as the economy rebounds from an unexpected recession last year. During January, the yen appreciated slightly against the U.S. dollar to 118.55, up from 119.76 in December.

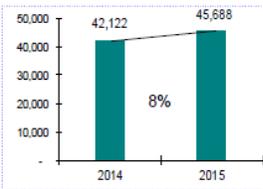
Major indicators in the Korean economy, such as mining and manufacturing production, retail sales and facility investment, are gradually improving and employment continues to rise. The South Korean won/dollar exchange rate rose 1.33 won over the past month to close at 1,098.06 against the U.S. dollar.

A Chinese Academy of Sciences think tank predicts the economy will develop steadily in 2015, with GDP expanding by an estimated 7.2 percent. The value of the Chinese currency renminbi, or the yuan, strengthened by 21 basis points to 6.1247 against the U.S. dollar in its central parity rate, according to the China Foreign Exchange Trading System.

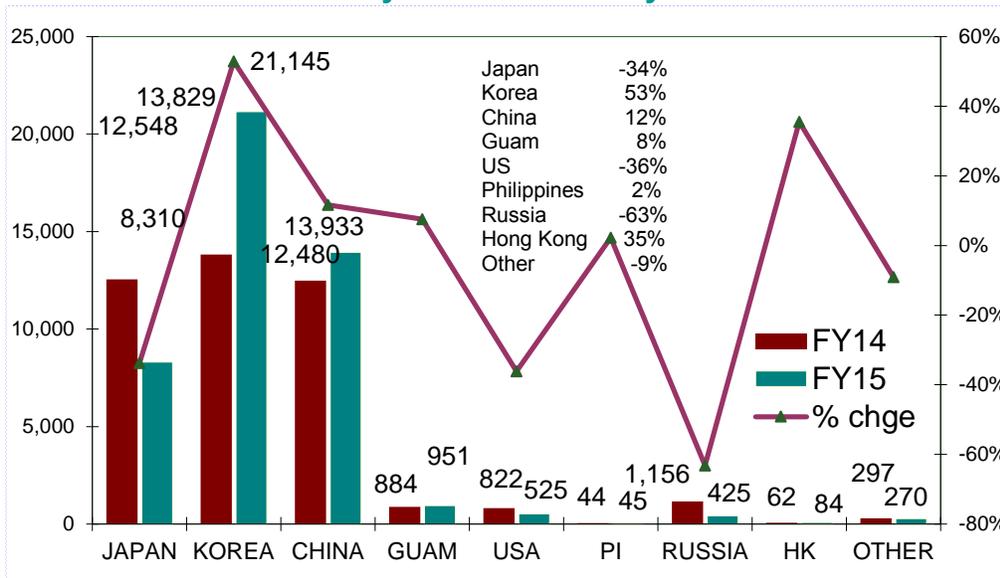
Visitor Arrivals Year to Date
FY 2014 vs. FY 2015



Visitor Arrivals
Jan. 2014 vs. Jan. 2015



CNMI Source Market Arrivals January 2014 vs. January 2015



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.