



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

CHRISTOPHER A. CONCEPCION
MVA MANAGING DIRECTOR

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For further information, contact:
Christopher A. Concepcion, Managing Director
Marianas Visitors Authority
Telephone: (670) 664-3200/3201 Facsimile: (670) 664-3237
mva@mymarianas.com
www.mymarianas.com

\$1.8M NMI AD EXPOSURE WITH ACTOR BO HUANG

Saipan, Northern Mariana Islands (NMI) – The Northern Mariana Islands has generated an estimated \$1.8-million in advertising exposure through the recent visit of popular Chinese actor Bo Huang.

The Marianas Visitors Authority's (MVA) office in China collaborated with Top Travel magazine on a photo and video film shoot with Huang in April 2016, featuring iconic attractions in Saipan and Tinian. The FAM tour has resulted in a 12-page feature and cover in the June 2016 issue of Top Travel, three WeChat articles, four Weibo posts - including one post by Huang - and a video promotion on four video websites reaching 2.9-million viewers.

Huang is considered one of the top actors in China and the top-grossing domestic film star at the Chinese box office, grossing more than \$900 million. Huang has won several awards for Best Actor in various film festivals, including the Golden Horse Awards, the Tripod Award,

China Film Society of Performing Arts Award, Vancouver Chinese Film Festival, and more. Huang also has over 27 million Weibo followers.

“To maximize our funding, the MVA continues to actively negotiate with celebrities – actors and actresses, music groups, comedians, and more – to bring them to Saipan, Tinian, and Rota for photo and film shoots,” said MVA Managing Director Christopher A. Concepcion. “The resulting media coverage, in this case an estimated \$1.8-million, is much more than the MVA could outright buy. It’s a strategic and efficient use of our marketing dollar.”

The FAM tour was also supported by Century Tours, Impression Tours, Imperial Pacific, 360 Revolving Restaurant, Hard Rock Café Saipan, Let's Go!, Saipan Ocean View Hotel and the Dept. of Public Lands. The resulting coverage included cuisine, water sports, land sports and self-drive tours, all activities of particular interest for visitors from China.



Celebrity actor Bo Huang films in Saipan and Tinian for June 2016 issue of Top Travel magazine, along with other photo and film coverage generating an estimated \$1.8-million ad exposure for the Northern Mariana Islands.



Celebrity actor Bo Huang films at Lao Lao Bay Golf Resort in April 2016 for the June 2016 issue of Top Travel magazine, along with other photo and film coverage generating an estimated \$1.8-million ad exposure for the Northern Mariana Islands.



Celebrity actor Bo Huang has a photo shoot in Tinian for the June 2016 issue of Top Travel magazine, along with other photo and film coverage generating an estimated \$1.8-million ad exposure for the Northern Mariana Islands.

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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