



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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ACTRESS ALYSSA CHIA CHING WEN VISITS SAIPAN & TINIAN

Saipan, Northern Mariana Islands (NMI) – Celebrity actress Alyssa Chia Ching Wen was in Saipan and Tinian on June 2-8, 2016, for a film shoot arranged by the Marianas Visitors Authority (MVA).

Through its Beijing office, the MVA collaborated with three magazines, five online websites, and five video websites on the shoot with the movie and television actress, who is popular in both Taiwan and China. The resulting photos and videos will be published on the cover of Voyage magazine, the inside pages of SkyLife and Travel + Leisure magazines, and in video and online reports for an estimated ad exposure value of \$3-million US.

Chia filmed at Agingan Point, Coral Ocean Point Resort, Kensington Hotel chapel, and on Tinian. They highlighted cuisine, water sports, land sports, and romantic and family activities in the Northern Marianas. Site inspections were also held at Kensington Hotel, San Juan Beach,

Marpi, Bird Island Lookout, Mt. Tapochau, and other locations. Chia and her baby BuBu stayed at Pacific Islands Club Saipan.

“We’re told the whole group had a wonderful time on both islands, especially with the cultural performances,” said MVA Managing Director Christopher A. Concepcion. “We expect that through the continued outreach of our off-shore offices, the Northern Marianas will become increasingly popular with celebrities.”

The shoot was also covered by key opinion leader Hu Bo, for video and online media exposure (a key opinion leader, or KOL, is an individual who influences media or target groups). The online website reports have already been uploaded and magazine reports will be published in August or September. Video reports will be available in early July.

“The KOL and photographers think this is a great place for vacations and photography,” said MVA Marketing Specialist Laura Hsiao, who accompanied the group during their tour. “They said the combination of the light and color is so good that you hardly need to edit or use Photoshop on the photos. They especially had a great time taking photos with happy local kids.

“After the photo shoot each day, Ms. Chia couldn’t wait to go running or take her own vacation photos at the beautiful and peaceful sites, under the starry sky, in the ocean and by the beach,” added Hsiao. “Originally, she didn’t plan to take her baby to Tinian, so we were very surprised when she changed her mind and requested to include Baby Bubu for the filming there. Of course, we were happy to arrange it.”

The tour was also supported by Aqua Resort Club, The Shack, Best Sunshine Int’l, I Love Saipan, Kinpachi Restaurant and Impression Tours.



Members of Chamorro cultural dance group Simiyan I Manana-ta with actress Alyssa Chia Ching Wen, in yellow, at Killili Beach Park, Saipan, on June 4, 2016.



Actress Alyssa Chia Ching Wen, left, films in Marpi, Saipan, on June 4, 2016.



Actress Alyssa Chia Ching Wen films at San Juan Beach, Saipan, on June 4, 2016.



Actress Alyssa Chia Ching Wen at Kensington Hotel, Saipan, on June 6, 2016.



Actress Alyssa Chia Ching Wen, in white, at Coral Ocean Point Resort in Saipan on June 6, 2016.

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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