



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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CANON KOREA VISITS ROTA, SAIPAN ON MVA FAM TOUR

Saipan, Northern Mariana Islands (NMI) – In cooperation with global camera brand Canon Korea, the Marianas Visitors Authority (MVA) conducted a mega FAM(iliarization) tour in Rota and Saipan from June 22-26, 2016.

The tour was organized to promote and raise awareness of the natural beauty of the Northern Mariana Islands and to attract potential FIT travelers. Thirty five participants in the FAM tour experienced the islands abundant, natural tourism resources and took beautiful landscape pictures of Rota and Saipan, including shoots at Songsong Village Lookout, I Chenchon Bird Sanctuary, Tonga Cave, Teteto Beach, Senbon Yashi, and As Matmos fishing cliff.

Canon, Inc. is a global company with world operations that specializes in the manufacture of imaging and optical products, including cameras, camcorders, photocopiers,

medical equipment and more. Canon's net annual sales average over \$40-billion, and the company employs nearly 130,000 people worldwide.

"I understand all of the members loved and enjoyed our beautiful scenery here in the Northern Marianas, especially shooting the sunset and later the stars at Micro Beach on Saipan and shooting at Songsong Village Lookout on Rota," said MVA Managing Director Christopher A. Concepcion.

The group was separated into two teams, the "EOS 80D" team and the "Rota" team. Each team was given competitive missions, such as best group jump shot in Senbon Yashi and producing a music video using the filming function of EOS 80D. Participants also uploaded photos to their personal blogs and Instagram accounts, providing a great deal of SNS coverage online in Korea.

As a follow-up event, the MVA's office in Korea will hold a "Marianas Photo Exhibition" at the Canon PLEX gallery in Seoul from July 25 to Aug. 5, featuring pictures taken by the participants. A Marianas' Best Picture Award will be given at the opening ceremony of the exhibition. To add more excitement to the exhibition and to generate online viral activity via SNS, small-scale Instagram events will be hold onsite.

The FAM tour was also supported by Jeju Air, Rota Resort & Country Club, Aqua Resort Club Saipan, and the Dept. of Public Lands.



Participants in the Marianas Visitors Authority's joint FAM(iliarization) tour with Canon Korea film at Pinatang Park, Rota on June 23, 2016.



Thirty-five participants in the Marianas Visitors Authority's joint FAM(iliarization) tour with Canon Korea tour Rota and Saipan on June 22-26, 2016.



Participants in the Marianas Visitors Authority's joint FAM(iliarization) tour with Canon Korea take a commemorative photo at the Rota Swimming Hole on June 24, 2016.



Thirty-five participants in the Marianas Visitors Authority's joint FAM(iliarization) tour with Canon Korea filmed in Saipan and Rota on June 22-26, 2016. Their photography and film will be featured in a "Marianas Photo Exhibition" at Canon PLEX gallery in Seoul from July 25 to Aug. 5, 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 other parts of Asia and Australia. The Northern Marianas are served from Tokyo Narita in Japan by Delta and Asiana. From Korea, Asiana, Jeju Air, and Jin Air provide direct flights from Seoul, and Asiana also provides service from Busan. From China, direct flight service from Shanghai, Beijing, Guangzhou, and Hong Kong to Saipan are available. Philippine Airlines provides nonstop service from Manila to Saipan and connects with many cities in China and across Asia. 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 to Saipan via Tokyo Narita, and by United via Guam. Russian and Taiwanese visitors usually arrive via Seoul or Manila. For more information, visit www.mymarianas.com.

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