



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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CELEBRITY ACTRESS YUAN SHOOTS PHOTO BOOK IN NMI

Saipan, Northern Mariana Islands (NMI) – Celebrity actress Phoebe Yuan Ai Fei was in Saipan, Tinian and Rota on June 23-27, 2016, for her very first photo book shoot arranged by the Marianas Visitors Authority (MVA).

Through its Taiwan office, the MVA collaborated with Wonderful International production house on the shoot with the television actress, who has over 430,000 fans on Facebook. The anticipate 60,000 copies of the photo book will be published in late September, bringing an estimated ad exposure value of \$300,000 for the Northern Mariana Islands.

“We appreciate the opportunity of shooting Phoebe's photo book in the three amazing islands of Saipan, Tinian and Rota,” said Yuan’s agent Viki Lin. “We will select the best of the photos among thousands of them taken, to be published in the upcoming photo book.”

The shoot was also covered by a professional team for video and online media exposure. On Saipan, Yuan filmed aboard the Grand Mariana yacht and at Lao Lao Bay Golf Resort, Marpi, Ladder Beach, and Kili Beach Park. On Tinian, locations were on the main road Broadway, in San Jose village, at the historic Japanese Communication Center, and at Tinian Blowhole. Sites on Rota included the historic Japanese Sugar Mill and Train, Rota Resort & Country Club, Rota Latte Stone Quarry and Rota Swimming Hole. The photo shoot also highlighted Liberation Day festivities, other historical sites, beautiful flame tree scenery, and significant beaches in the Northern Marianas.

“We were pleased to welcome Miss Yuan to the Northern Mariana Islands for this very special location shoot,” said MVA Marketing Manager Bruce Bateman. “From what I hear, the outstanding pristine, natural environment of Saipan, Tinian, and Rota again ‘wowed’ the production team. They also really enjoyed the food and hospitality they experienced while here. This ‘star power’ coverage will help us get excellent exposure in Taiwan and mainland China.”

The group was accompanied by MVA’s Taiwan Country Manager, Milane Tsai, during their tour, which was also supported by Asiana Airlines, Best Sunshine Int’l, Hana Tour, and the Dept. of Public Lands.



Celebrity actress Phoebe Yuan Ai Fei shoots at Tinian Blowhole in June 2016 for her photo book that will be published in September and is anticipated to generate an estimated \$300,000 ad exposure for the Northern Mariana Islands.



Celebrity actress Phoebe Yuan Ai Fei shoots at Ladder Beach in June 2016 for her photo book that will be published in September and is anticipated to generate an estimated \$300,000 ad exposure for the Northern Mariana Islands.



Celebrity actress Phoebe Yuan Ai Fei, seated, shoots at Taga Beach, Tinian, in June 2016, for her photo book that will be published in September and is anticipated to generate an estimated \$300,000 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 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. Interisland travel is provided by United Express (Cape Air). For more information, visit www.mymarianas.com.

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