



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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For Immediate Release-Sept. 21, 2016

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INSTAGRAMMERS SHARE STUNNING SAIPAN, TINIAN IMAGES

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) has conducted a second FAM(iliarization) tour for power Instagrammers from Korea, resulting in a stunning collection of photos and videos now making their way across the country and world.

The FAM tour was held with 14 Instagrammers on Aug. 31-Sept. 4, 2016, in cooperation with Jin Air and Kensington Hotel Saipan to draw attention to MVA's social media outlets in Korea, especially Instagram, and to generate online viral by working with renowned and popular Instagrammers.

“To keep the destination's image fresh for potential visitors, participants were encouraged to generate new creative content about the Northern Marianas,” said MVA Managing Director Christopher A. Concepcion. “Their coverage of new features in Saipan and Tinian - a new airline, a new hotel, a new restaurant - and other more familiar experiences has resulted in a number of amazing images shared by the participants via their own social media accounts during the tour. In addition, those photos and videos are also now available to the MVA for further marketing and promotional campaigns.”

Featured activities included skydiving, aqua biking, shopping at DFS T Galleria, a sunset dinner cruise, a tour of Forbidden Island, and shooting at Mt. Tapochau, Aqua Resort Club, Paupau Beach, Ladder Beach, and Micro Beach. On Tinian, the group toured the Blow Hole,

Broadway, House of Taga, Chulu Beach, Long Beach, Taga Beach, and other sites. Dining at Bubba Gump's and barbeque at Kensington Hotel Saipan was also included. During their free time, the Instagrammers also generated original content, such as the night sky time and nightlife at Godfathers in downtown Garapan. Participants also shot with high quality 360-degree cameras Ricoh Theta S.

In support of the FAM tour, Jin Air provided discounted airfares, Kensington Hotel Saipan provided complimentary rooms, and Aqua Resort Club Saipan provided discounted rooms.



Fourteen popular Instagrammers from Korea toured Forbidden Island on Sept. 2, 2016, on a FAM(iliarization) tour organized by the Marianas Visitors Authority aimed at discovering and sharing "Something New in Saipan!".



A night scene of newly-opened Kensington Hotel Saipan was captured on Sept. 2, 2016, by Instagrammers from Korea on a FAM tour organized aimed at discovering and sharing “Something New in Saipan!” to their followers. The FAM tour was jointly organized by the Marianas Visitors Authority, Kensington, and Jin Air.



Popular Instagrammers from Korea capture a new perspective of the beach during a FAM tour organized by the Marianas Visitors Authority on Aug. 31-Sept. 4, 2016, in Saipan and Tinian.



Popular Instagrammers capture car rental and other scenes while in Saipan and Tinian on a FAM tour organized by the Marianas Visitors Authority from Aug. 31-Sept. 4, 2016.



Using a 360-degree panoramic camera, an Instagrammers from Korea captures an image of Banzai Cliff while on a FAM tour organized by the Marianas Visitors Authority on Aug. 31-Sept. 4, 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 Air Lines 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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