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**MARIANAS VISITORS AUTHORITY**  
**News Release**

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*Tourism is Everybody's Business!*

**CHRISTOPHER A. CONCEPCION**  
MVA MANAGING DIRECTOR

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**MVA APPOINTS 227 NMI TOURISM AMBASSADORS IN JAPAN**

**Saipan, Northern Mariana Islands (NMI)** – The Marianas Visitors Authority (MVA) has appointed 227 travel agency staff in Japan as Northern Mariana Islands Tourism Ambassadors, following a series of FAM tours to the islands this year jointly sponsored by the MVA, Delta Air Lines, and the Hotel Association of the Northern Mariana Islands.

MVA Managing Director Chris Concepcion presented the certifications at a ceremony on July 27, 2016, in Tokyo.

“The historic foundation of the NMI tourism industry is based on Japanese travelers, and a continued good partnership with travel agencies in Japan is necessary for the industry to thrive in Saipan, Tinian, and Rota,” said Concepcion.

The appointment ceremony was also joined by HANMI Chairwoman Gloria Cavanagh.

Tomo Shimada, general manager of the MVA’s Japan office also announced the launch of a 40-day, TV ad campaign to launch after the Obon summer holiday period in the Kanto area. The ad will also be on big screens in Shibuya, Tokyo.

The FAM tours were initiated by Masaru Morimoto, Managing Director Japan of Delta Air Lines, who was quoted by Travel Vision magazine as saying, “You can enjoy beautiful beaches in both summer and winter in Saipan, which is only 3 and a half hour from Tokyo by a direct flight.”

Morimoto also announced the plan to strengthen the sales of Delta's Narita-Saipan route, the only regular direct flight between Saipan and Japan.



The Marianas Visitors Authority appointed 227 Northern Mariana Islands Tourism Ambassadors from various travel agencies in Japan on July 27, 2016.



Two hundred twenty-seven Northern Mariana Islands Tourism Ambassadors from various travel agencies were appointed by the Marianas Visitors Authority in Japan on July 27, 2016. The appointment comes following a series of FAM tours for travel agency planners and agents this year, sponsored by the MVA, Delta Air Lines, Hotel Association of the Northern Mariana Islands, and Japan Saipan Travel Association.



Marianas Visitors Authority Managing Director Christopher A. Concepcion appoints 227 Northern Mariana Islands Tourism Ambassadors from various travel agencies in Japan on July 27, 2016.



Marianas Visitors Authority Managing Director Christopher A. Concepcion, left, and Saipan-da, right, congratulate one of the 227 Northern Mariana Islands Tourism Ambassadors from various travel agencies appointed in Japan on July 27, 2016.



Participants celebrate the successful appointment of 227 Northern Mariana Islands (NMI) Tourism Ambassadors from various travel agencies in Japan on July 27, 2016. The ambassadors were participants of a series of FAM(ilarization) tours to the NMI jointly sponsored by Marianas Visitors Authority, Delta Air Lines, Hotel Association of the Northern Mariana Islands, and Japan Saipan Travel Association.

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](http://www.mymarianas.com).

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