



**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 ACCESS INC. FOR JAPAN MARKETING**

**AVIAREPS Marketing Garden and Skywalker Communications Also  
Appointed**

**Saipan, Northern Mariana Islands (NMI)** – The Marianas Visitors Authority (MVA) has hired market research agency Access, Inc. to market the Northern Mariana Islands of Saipan, Tinian, and Rota to Japan beginning next month.

Access Inc. was established in 1984 and is a member of Japan Association of Travel Agents (JATA), Visit USA-Japan Committee, and Travel Industry Communications Society. Its clients have included Hawaii Tourism Authority, Tourism Massachusetts, Minnesota Office of Tourism, Wyndham Vacation Resorts, Inc. and Dollar Rent-a-Car.

“The Marianas Visitors Authority is pleased to announce that Access, Inc., led by company president Takashi Ichikura, has been selected to represent the MVA in the Japan market effective Oct. 1,” said MVA Managing Director Christopher A. Concepcion. “After careful review and scoring by an 8-member selection committee, Access, Inc. garnered the top position amongst a group of six proposals. We are pleased with the proposal Access, Inc. submitted and are very excited with their marketing and promotional plans for the Japan market. This is an incredibly important market for the Northern Marianas, and we look forward to working with them to revitalize and then stabilize arrivals from Japan.”

Ichikura has also served as Executive Director of Hawaii Tourism Japan and Account Director at Dentsu, Inc., Japan's largest advertising and marketing company and the fifth largest branding agency in the world.

Meanwhile, PR and marketing consultancy AVIAREPS Marketing Gardens was selected to continue as the MVA's representative in Korea, Taiwan, and Russia, while communications agency Skywalker Communications Group will represent the MVA in China.

Each company has developed a country-specific media plan outlining public relations and media activities to expand and stimulate the NMI's tourism market over a 5-year period. The companies are also responsible to provide timely market information affecting outbound travelers to the NMI, respond to all in-country inquiries, advise the MVA on the economic condition in each country and its influence on investment and travel to the NMI, negotiate and coordinate ad placements and familiarization tours, represent the MVA at travel fairs and consumer events, coordinate sales seminars, conduct sales calls and in-house sales presentation with tourism partners, maximize web marketing activities and optimize social media presence, and more.

So far this fiscal year, the Northern Mariana Islands have received 428,225 visitors, a 4 percent increase over the same period last year.

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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