



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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MVA JOINS RUSSIA'S PACIFIC INT'L TOURISM EXPO

Saipan, Northern Mariana Islands (NMI) – On May 20-22, 2016, the Marianas Visitors Authority (MVA) participated in the Pacific International Tourism Expo (PITE) 2016, the largest and most well-recognized travel-related exhibition in the whole Far East of Russia.

According to the event organizer, more than 10,000 guests visited the 3-day exhibition. Many VIP guests, including the governor of Primorsky Region and general consul of the United States in Vladivostok, also visited the event. The event was arranged by the government of the Primorsky Region and was held at the exhibition complex of Far Eastern State University.

At the Northern Mariana Islands exhibition stand, guests could meet representatives of the MVA, ask questions about traveling to the islands, and receive printed materials (brochures, guidebooks) on the NMI and branded giveaways.

To attract more visitors to the exhibition stand, the MVA held a sand art show. An artist illustrated NMI-related pictures and held a sand art class for children. Travel agents and guests of the exhibition showed high interest to the Northern Marianas. The MVA also distributed eight hundred Russia brochures, over 200 guidebooks, and printed materials received from industry partners Mango Resort, Pacific Islands Club Saipan, and Saipan World Resort.

“PITE was an excellent opportunity this year for the MVA’s team in Russia to reach consumers directly and a large number of travel agents at one time,” said MVA Acting Managing

Director Judy Torres. “Although visitor arrivals from Russia are lower, those who are visiting the Northern Marianas now are largely repeat visitors who love the destination, and we anticipate a strong recovery in arrivals once the Russian economy stabilizes.”

In addition to the MVA’s team in Russia, over 200 national tourism offices, travel agencies, tour operators, and travel-related companies joined the event, including tourism offices of Guam, Malaysia, Korea, Japan, Vietnam, Macao and Philippines.



On May 20-22, 2016, in Vladivostok, the Marianas Visitors Authority participated in the Pacific International Tourism Expo (PITE) 2016, the largest and most well-recognized travel-related exhibition in the whole Far East of Russia.



A sand art demonstration draws a crowd to the Marianas Visitors Authority stand at the Pacific International Tourism Expo (PITE) 2016 on May 20-22, 2016, in Vladivostok, Russia.



A sand art painting of the Northern Mariana Islands draws a crowd the Marianas Visitors Authority stand at the Pacific International Tourism Expo (PITE) 2016 on May 20-22, 2016, in Vladivostok, Russia. Over 10,000 people visited the expo.



Saipan, Tinian, and Rota were promoted by the Marianas Visitors Authority's team in Russia at the Pacific International Tourism Expo (PITE) 2016 on May 20-22, 2016, in Vladivostok, Russia. The event attracted over 10,000 consumers and travel agents.



The Marianas Visitors Authority's distributed brochures, guidebooks, and other material promoting Saipan, Tinian, and Rota at the Pacific International Tourism Expo (PITE) 2016 on May 20-22, 2016, in Vladivostok, Russia. The event attracted over 10,000 consumers and travel agents.

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 Asia and Australia. The Northern Marianas are served from Tokyo and Osaka in Japan by Delta and Asiana Airlines. From Korea, Asiana provides direct daily flights from Seoul and Busan and Jeju Air provides daily service from Seoul. From China, direct flight service from Shanghai, Beijing, Guangzhou, to Saipan is available. 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 Air Lines to Saipan via Tokyo Narita, and United Airlines via Guam. Russian and Taiwanese visitors usually arrive via Seoul. For more information, visit www.mymarianas.com.

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