



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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NMI VISITOR ARRIVALS UP 17% IN JULY 2016

Saipan, Northern Mariana Islands (NMI) –Visitors arrivals to the Northern Mariana Islands (NMI) jumped 17 percent in July 2016 compared to July 2015. According to the Marianas Visitors Authority (MVA), arrivals to the islands of Saipan, Tinian and Rota registered 47,736 visitors in July 2016, compared to 40,882 visitors received in July 2015.

Arrivals from Korea posted their strongest month so far this year, jumping 38 percent in July to 21,092 visitors. With direct double daily flights from Seoul by Jeju Air, and double daily service from Incheon by Asiana Airlines in the summer season, arrivals from Korea to the NMI are projected to remain extremely strong through the end of this year. In addition to new flights launched last month from Korean Air's low cost carrier Jin Air, a fifth Korean airline is expected to launch service from Seoul to Saipan at the end of this year, driving continued rapid growth in Korean arrivals well into 2017.

Arrivals from China increased 9 percent compared to July 2015 to 19,572 visitors. With new charter flights launched by Dynamic Airways from Nanjing and Hangzhou, the MVA's China office worked with local tour operators to carry out a wide range of marketing promotions in

support of the new flights, including an outdoor advertising campaign with a total exposure value of \$285,000, as well as supporting media and travel trade FAM(ilarization) tours to boost the NMI’s destination awareness in these new markets of China and increase flight bookings on the new flights. In addition, with heavy bookings by mainland Chinese visitors on PAL Express’ new flights via Manila, and on Hong Kong Airlines new flights via Hong Kong, the number of Chinese visitors to the NMI is expected to rapidly rise for the remainder of this year.

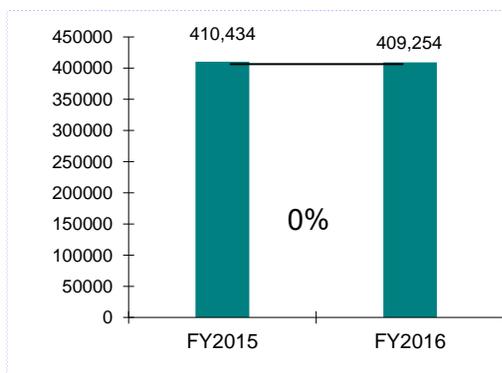
Arrivals from Japan fell 26 percent to 4,172 visitors in July. The MVA is working hand-in-hand with Delta Air Lines and key agents to launch a large scale promotional campaign designed to secure the re-instatement of the second Narita flight by Delta during the coming months. In July, the MVA also appointed 227 Northern Mariana Islands Tourism Ambassadors among tour planners and travel agents that had participated in FAM tours to the islands earlier this year.

Source Markets Economic Highlights

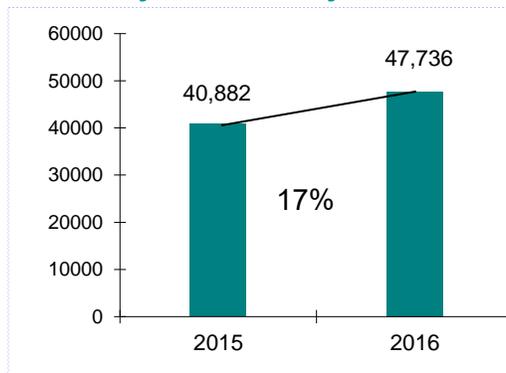
In July the Japanese government slashed its domestic economic growth projection for this fiscal year due to the postponement of the consumption tax hike, previously planned for next April. The government now expects the Japanese economy to grow 0.9 percent in real terms in the year through March from the previous year, down from 1.7 percent forecast in January. The yen continued to grow in value against the US dollar for the eight month in a row, to an average of 103.85 yen for the month.

South Korea’s economy continued its flat performance for three straight fiscal quarters, growing 0.7 percent in the second quarter of this year, according to Bank of Korea. The average USD/WON exchange rate in July was 1,142.40 won, a slight decrease from the June rate of 1,168.35 won.

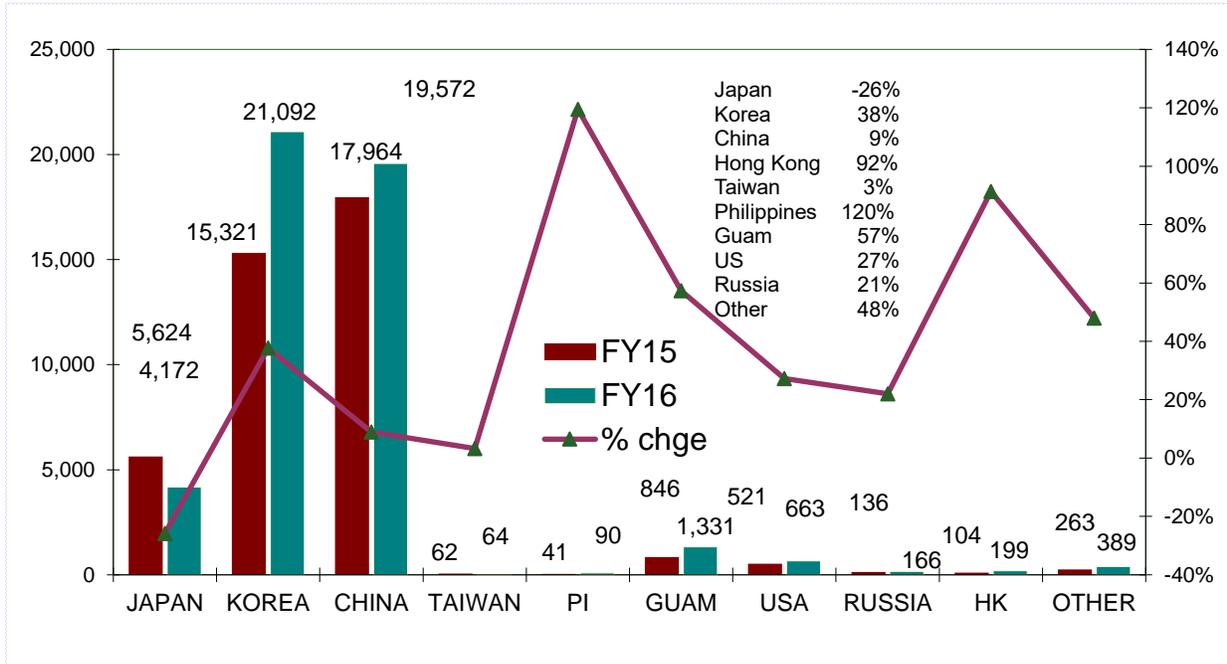
**Visitor Arrivals Year to Date
FY 2015 vs. FY 2016**



**Visitor Arrivals
July 2015 vs. July 2016**



CNMI Source Market Arrivals July 2015 vs. July 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 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. 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. Interisland flights are operated by United Express (Cape Air). For more information, visit www.mymarianas.com.

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