



NTO REPORT

JUDY C. TORRES, ACTING MANAGING DIRECTOR



Public Survey Held for Global Brand

- New global brand aims to be a clear identity for The Marianas that is recognizable and that resonates with the worldwide travel community that The Marianas is a desirable destination to visit
- To be launched in 2023

MVA Inks MOU with Korea Baseball Asso.



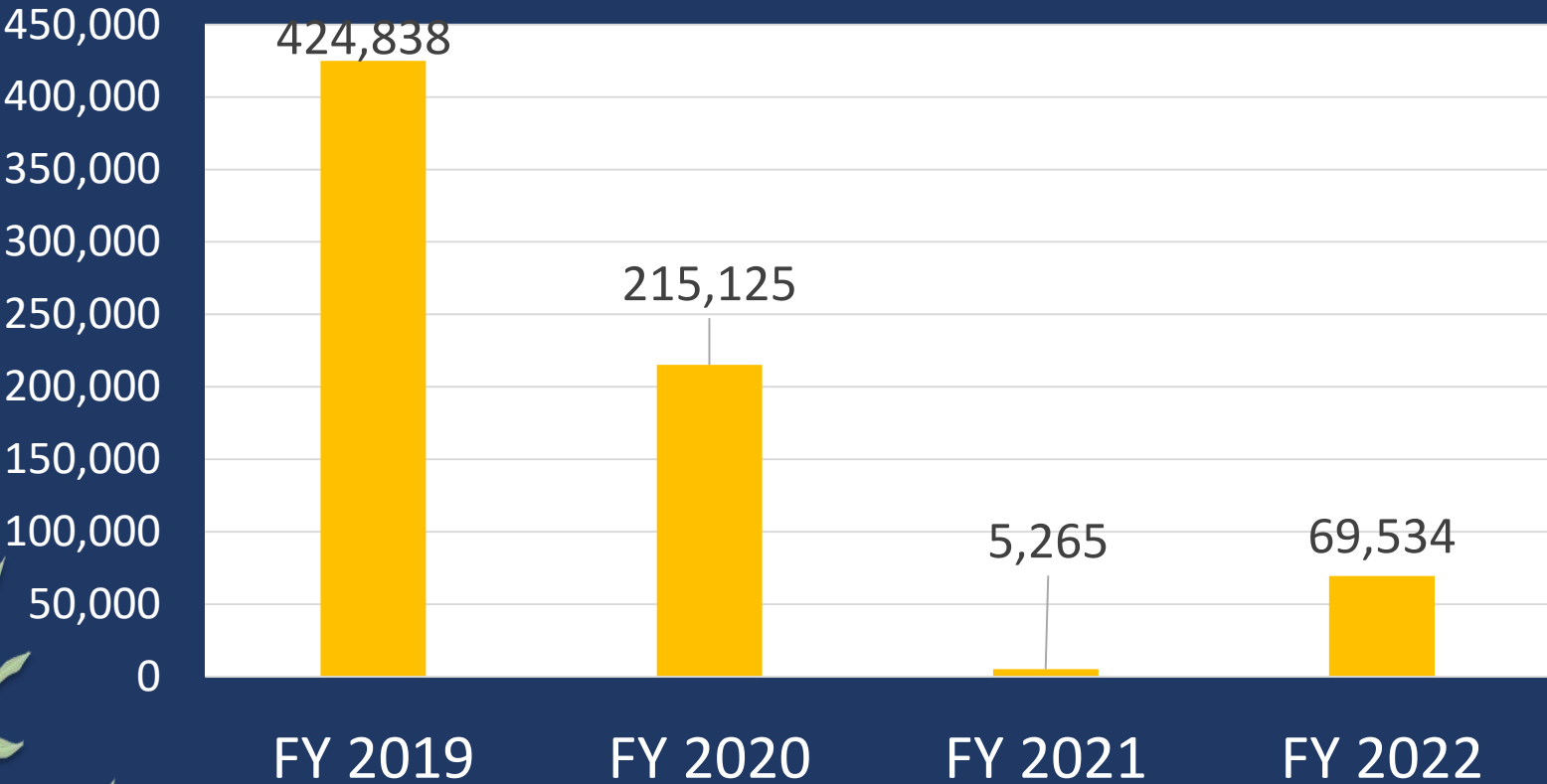
In a major step forward in its sports tourism agenda, the Marianas Visitors Authority (MVA) signed a one-year MOU in Seoul on Dec. 1, 2022, with the Korean Professional Baseball Players Association (KPBPA).

The agreement was inked by MVA Board Chairwoman Viola Alepuyo and KPBPA Yang Eiu Ji at a signing ceremony in Korea. In general, the MOU aims to promote The Marianas and improve the welfare of KPBPA players through cooperative activities. Most immediately, professional players will be part of a 70-member contingent visiting Saipan in December 2022, as part of a media tour by one of the largest national television networks in Korea, MBC TV.

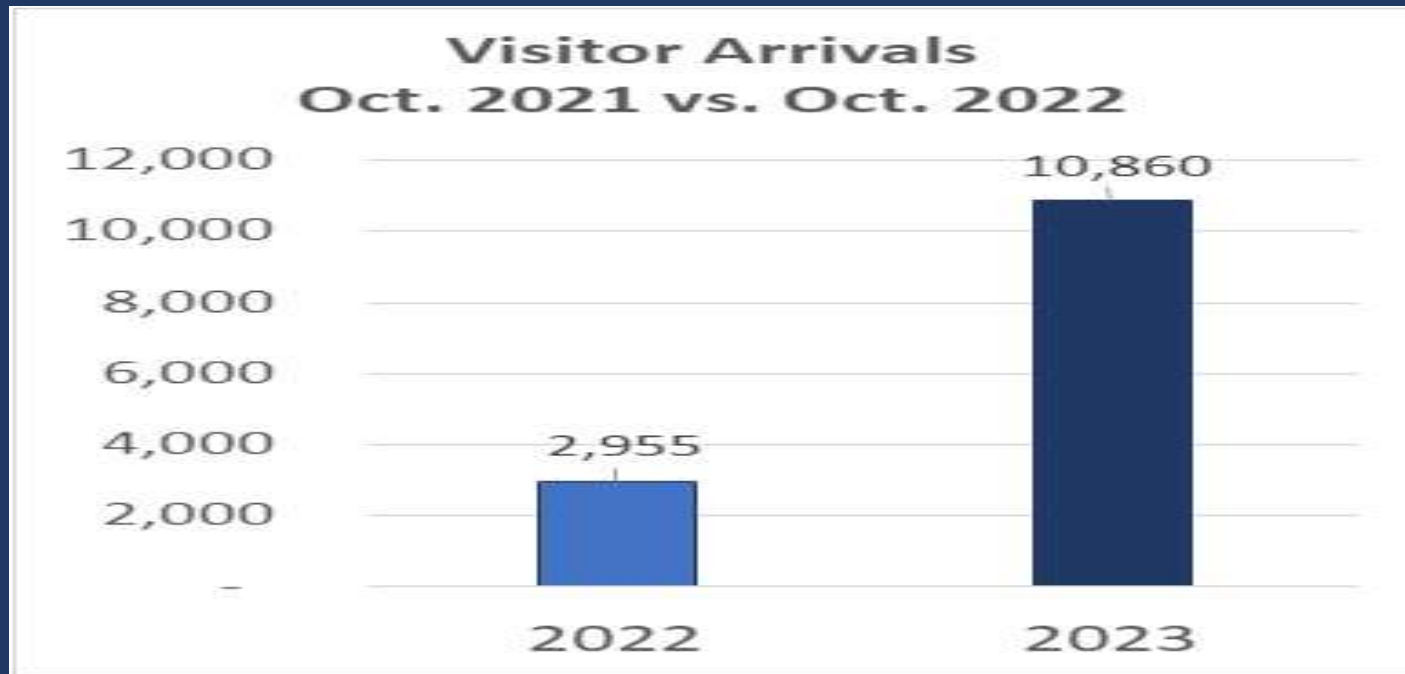
In the past, The Marianas has welcomed professional baseball teams from Korea and Japan for training, including the Lotte Giants. Under the MOU, the MVA will facilitate KPBPA access to baseball fields in Saipan for practice or other activities. With this month's visit of KPBPA players as part of the media tour, young players of Saipan Little League will also have the opportunity interact with players at a baseball workshop.



Visitor Arrivals Stats



cont... Visitor Arrivals Stats





2022 Pacific Asia Travel Association Gold Award for Destination Resilience (Global)

**South Korea-Marianas Travel
Bubble & CNMI TRIP**

PATA Destination Marketing Forum

The Marianas Visitors Authority (MVA) joined other members of the Pacific Asia Travel Association (PATA) in focusing on sustainable tourism at the PATA Destination Marketing Forum held on Aug. 2-4, 2022, in Songkhla, Thailand.

The forum focused on building sustainability through cultural heritage and community-based tourism. The forum included in-depth conversations on critical topics, up-to-date discussions on destination management in the new era of tourism, in-person networking opportunities with other industry professionals.

The PATA Destination Marketing Forum is organized to help PATA members in marketing and managing responsible tourism growth.

Keynote remarks were on The Best Practices for Destination Marketing and The Traveler's Priority – Gastronomic Tourism to Asia, and Experience That Inspires.



MICRONESIA
Experience the Warmth

Asia Dive Expo (ADEX)

The Marianas Visitors Authority (MVA) touted diving opportunities in The Marianas at Asia Dive Expo (ADEX) 2022 on Sept. 16-18, 2022, in Singapore.

ADEX is the largest and longest-running dive consumer and trade show in Asia and is a must-attend event for dive enthusiasts. The MVA joined 127 other exhibitors, including fellow Micronesia destination Palau, in meeting consumers, trade reps, and media during the event which was held at Sands Expo and Convention Center in Singapore. This year's expo attracted nearly 29,000 attendees, including 17,000 consumers, about 10,000 diving trade representatives, and other guests.

As diving is one the strongest attractions The Marianas has to offer to a niche market, ADEX is the perfect opportunity to get the word out to anyone interested or involved in the world of diving...



cont...Asia Dive Expo (ADEX)



At its promotional booth, the MVA shared general information about the destination; details on air service to The Marianas; various diving experiences available in Saipan, Tinian, Rota, and the Northern Islands; and other tourist attractions in the islands. The Marianas 30 Treasures brochure was made available digitally, and participants also received Marianas-branded giveaways for taking a survey. The MVA was joined by Axe Murderer Tours owner and master dive instructor Jay Wolfe in promoting The Marianas at the event.



The tropical Marianas offer a wide selection of shore, boat, night, wrecks, cavern, and marine life dives with high underwater visibility.



U.N. WTO World Tourism Day



The Marianas joined the global travel and tourism community in celebrating the United Nations World Tourism Organization's World Tourism Day on Sept. 27, 2022.

Businesses and other groups participated in island beautification cleanups on Saipan at Paseo de Marianas in downtown Garapan and at Tinian at Tinian Swimming Hole. Participating groups in Saipan were from Kinpachi Restaurant, Japan Saipan Travel Association, Northern Marianas Diving Operators Association, Saipan Keepers, Loco & Taco, Crowne Plaza Resort Saipan, the Offices of Vice Speaker B.J. Attao and Rep. Ralph Yumul, Division of Parks & Recreation, and L.J.'s Lawn Care...

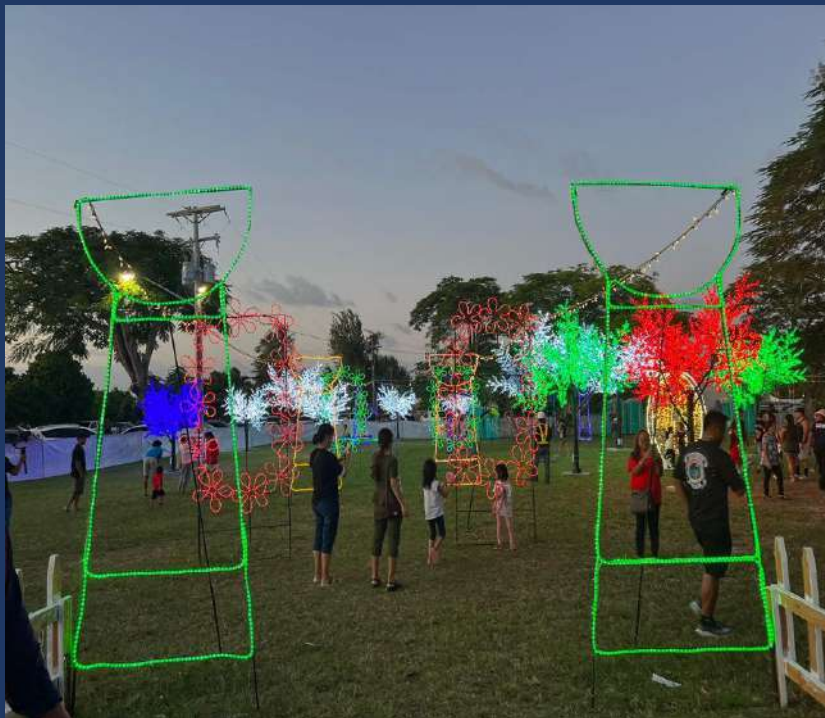
cont...U.N. WTO World Tourism Day



World Tourism Day Sunset Walkathons were held on all three islands beginning at 6 p.m. Tinian's walk attracted nearly 200 participants, including a large number of youth and employees of local eatery JC Café in cultural attire. Winners in the cultural attire contest were: 1st place, Joedric Torres; 2nd place, Lorena Cabrera; 3rd place, Sienna Lazaro; 4th place, Derek Cabrera; and 5th place, DJ Atalig. Fifty three walkers joined Saipan's walk beginning at the Mina'chom Atdao Pavilion at Kili Beach Park in Susupe, with John Tagabuel II winning the Chamorro and Carolinian cultural attire contest. On Rota, the walk beginning at East Harbor drew 22 participants. In collaboration with the Northern Mariana Islands Museum of History & Culture, high school Marianas Youth Welcome All Visitors Enthusiastically (MY WAVE) clubs of Saipan Southern High School, Marianas High School and Kagman High school received free tours in the morning. Students also had the opportunity to join Color Nights painting session with local instructor Linda Torres.



Christmas in The Marianas



Announcements



FY 2023 Signature Events (tentative)


-Tinian Hot Pepper Festival, February 18-19

-Saipan Marathon 2023

-Taste of The Marianas International Food Festival & Beer Garden, May 2023

-and more...





Thank you
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