



MARIANAS VISITORS AUTHORITY

News Release

Tourism is Everybody's Business!

For Immediate Release- May 23, 2024

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EIGHT KOREAN MEDIA OUTLETS VISIT THE MARIANAS

Saipan, Northern Mariana Islands (NMI) – Eight South Korean media outlets have visited The Marianas on a whirlwind tour of the islands that is being featured in news and feature stories in the destination's top source market.

The tour was led by the Marianas Visitors Authority (MVA), with media reps hitting the ground running upon their arrival in Saipan on May 10. Their information and image-gathering quest included a tour of iconic sites, a visit and interview with representatives of 500 Sails about indigenous Carolinian and Chamorro maritime skills, inspections of the professionally designed courses at LaoLao Bay Golf Resort and Coral Ocean Resort. Other activities included coverage of the 25th Annual Taste of The Marianas International Food Festival, stargazing, DFS T Galleria, I Love Saipan, CK Smokehouse, Ataari cultural dinner show, Chunji Restaurant, and Inas' Kitchen.

The group also took a daytrip to Tinian, which include a tour of historic and scenic sites, an interview with resident Petra Cabrera about the processing of Tinian's famous "donni sali" hot pepper.

The media also conducted an interview with Korean Cultural Center in Saipan Hong Kyun Kim - who is also Director of the Memorial Service Association for Deceased Compatriots Overseas' Saipan Branch – and Tinian Korean Cultural Center Director Jin Ho Sung at Tinian's iconic JC Cafe. The two spoke on the cultural and historical ties of The Marianas and Korea.

“We are still enjoying strong demand for Saipan in Korea, and we have been strategically leveraging that to drive through traffic to Tinian and Rota, as much as air service can accommodate,” said MVA Marketing Manager Thomas Kim. “With the support of our MVA member businesses and organizations, this tour provides a solid return-on-investment toward attracting more visitors to our paradise destination.”

Participating media were Herald Economy, Yonhap magazine, Maeil Business Newspaper, Hankook Ilbo, edaily, Digital Chosun, The Kukmin Daily, and Sports Kyunghyang. The Marianas will receive an estimated \$84,000 in ad exposure from the on- and off-line media coverage.

The group stayed at Crowne Plaza Resort Saipan and Saipan World Resort during their visit and departed Monday (May 13).



Representatives of eight Korean media outlets visit House of Taga in Tinian, The Marianas, to prepare news and entertainment coverage of the destination. House of Taga is listed on the U.S. National Registry of Historic Places. The media trip was organized by the Marianas Visitors Authority.



Representatives of eight Korean media outlets and their guides pay their respects at the Korean Memorial in Saipan, The Marianas. The memorial commemorates those who lost their lives during World War II. The media were in The Marianas to prepare news and entertainment coverage on the destination in coordination with the Marianas Visitors Authority.



Representatives of eight Korean media outlets capture a 360-degree view of Saipan, The Marianas, from Mt. Tapochau. The media were in The Marianas to prepare news and entertainment coverage on the destination in coordination with the Marianas Visitors Authority.

The Marianas is an archipelago of 14 islands - including Saipan, Tinian, and Rota - in the Western Pacific. The Marianas are home to indigenous Chamorro and Carolinian people, as well as over 20 different ethnicities from around the world who live and work in this harmonious tropical paradise. Ancient latte stone limestone monoliths, traditional nature-based ocean navigation not reliant on modern technology, and a culture seasoned by East and West influences are just a few of the experiences found in The Marianas, where pristine sea, sand, and skies are only a 3–4-hour flight from major Asian gateway cities. From South Korea, Asiana Airlines, Jeju Air, and T'Way provide direct flights to Saipan from Seoul-Incheon. United Airlines flies three times a week from Tokyo-Narita, Japan, and daily from Guam. Hong Kong Airlines flies twice weekly from Hong Kong. Interisland travel between Saipan, Tinian, and Rota is provided by Star Marianas Air. For more information on The Marianas, visit www.mymarianas.com, Facebook/VisitTheMarianas, or Instagram @themarianas.

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