



MARIANAS VISITORS AUTHORITY

News Release

Tourism is Everybody's Business!

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MARIANAS ROAD SHOW HELD IN SEOUL, BUSAN

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) held its annual Marianas Road Show in South Korea this week, providing updates on the tropical destination to key trade travel representatives in Seoul and Busan.

“The Marianas Road Show is a regular opportunity the MVA provides for travel industry representatives from Seoul and Busan to learn about new products and services in Saipan, Tinian, and Rota,” said MVA Marketing Manager Thomas Kim. “We shared in-depth information and actively discuss strategies with these key partners to revitalize the travel market to The Marianas.”

The networking event featured presentations from both the MVA and local travel partners, including hotels, resorts, car rentals, attractions, and shopping outlets.

Yesterday (Aug. 6) nearly 100 representatives of travel agencies, airlines, and media participated in the show in Seoul, including representatives of 32 travel agencies. The MVA event is receiving news coverage by media outlets including Korea Travel Times, Global Travel news, TTL News, Travel Daily, Discovery News, and Tour Korea News. The Seoul show was attended by representatives of the U.S. Embassy – Senior Commercial Specialist Jessica Son and

Commercial Officer Haley Sund. The Marianas has daily flights from Seoul to Saipan operated by Jeju Air and T'way.

Today's (Aug. 7) roadshow in Busan also received a strong reception, with approximately 85 attendees, including representatives of 47 travel agencies. Busan is the second largest city in South Korea.

The MVA was joined in promoting The Marianas by several hotels: Aqua Resort Club Saipan, Crowne Plaza Resort Saipan, Grandvrio Resort Saipan, LaoLao Bay Golf & Resort, Micronesian Resort Inc., Century Hotel Saipan, and Saipan World Resort. Other tourism partners who joined the show to promote The Marianas were SeaTouch, Skydive Saipan LLC, Avis & Budget Rent a Car, and Managaha concessionaire Marianas Global.

The event concluded with a raffle draw, offering prizes including round-trip tickets from Incheon to Saipan donated by Jeju Air and T'way, hotel or resort stays, rounds of golf, and more.



The Marianas Visitors Authority provides updates on the destination to nearly 100 travel trade representatives in Seoul, Korea on Aug. 6, 2024, at the Marianas Road Show.



Travel trade representatives from travel agencies, airlines, partners in The Marianas join the Marianas Visitors Authority at the Marianas Road Show in Seoul, Korea on Aug. 6, 2024. The road show provides an opportunity for in-depth information sharing on Saipan, Tinian, and Rota.



Over 80 travel trade representatives from travel agencies, airlines, partners in The Marianas join the Marianas Visitors Authority at the Marianas Road Show in Busan, Korea on Aug. 7,

2024. The road show provides an opportunity for in-depth information sharing on Saipan, Tinian, and Rota.

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, 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.