



## MARIANAS VISITORS AUTHORITY

### News Release

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*Tourism is Everybody's Business!*

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### **MVA EXPLORES TAIWAN MARKET AT TAIPEI TOURISM EXPO 2024**

**Saipan, Northern Mariana Islands (NMI)** – As part of their effort to seek partnerships to further develop Taiwan as a source market for visitors to The Marianas, the Marianas Visitors Authority (MVA) joined Taipei Tourism Expo 2024 on May 31-June 3, 2024, at Taipei World Trade Center.

Taipei Tourism Expo is the second biggest travel and consumer fair in Taiwan, allowing national and state tourism offices from all over the world, airlines, travel agents, hotels, and other tourism stakeholders to promote their products to the Taiwanese market. This year, the expo attracted 307,996 attendees. The event attracted 250 manufacturers, 800 booths, four major airlines – China Airlines, Evergreen Airlines, Cathay Pacific, and Tigerair – and 12 international exhibitors including the MVA, Guam, Republic of Palau, South Korea, Japan, Hong Kong, Philippines, Vietnam, Malaysia, Nepal, and Russia.

The expo was opened with remarks by newly elected Taiwan President Lai Ching Te.

“The MVA has participated in the Taipei Tourism Expo in prior years to engage both travel trade partners and travelers about the attractions of Saipan, Tinian, and Rota,” said MVA Deputy Managing Director Judy Torres, who led The Marianas marketing team at the event. “This was our first participation since prior to the pandemic as the MVA continues to explore the potential of developing markets by seek tourism partnerships and inviting visitors from Taiwan to our destination.”

Prior to the pandemic in FY 2019, a total of 902 Taiwanese visited The Marianas. So far this fiscal year 73 Taiwanese have visited.

. The MVA’s participation was covered by Taiwanese media, including Travel Rich Weekly, Travel Trend News Magazine, and Ximmedia.



Marianas Visitors Authority Deputy Managing Director Judy Torres, fifth left, leads The Marianas delegation at the Taipei Tourism Expo 2024 held on May 31-June 3, 2024, held in Taiwan at Taipei World Trade Center.



The Marianas Visitors Authority promotes The Marianas the Taipei Tourism Expo 2024 held on May 31-June 3, 2024, held in Taiwan at Taipei World Trade Center. The expo attracted over 307,000 attendees.





The Marianas Visitors Authority promotes The Marianas the Taipei Tourism Expo 2024 held on May 31-June 3, 2024, held in Taiwan at Taipei World Trade Center. Taipei Tourism Expo is the second biggest travel and consumer fair in Taiwan, allowing national and state tourism offices from all over the world, airlines, travel agents, hotels, and other tourism stakeholders to promote their products to the Taiwanese market.



Taiwan President Lai Ching Te, eighth left, attends the Taipei Tourism Expo 2024 held on May 31-June 3, 2024, in Taiwan at Taipei World Trade Center. The Marianas Visitors Authority delegation, led by Deputy Managing Director Judy Torres, fifth left, promoted The Marianas at the expo.

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](http://www.mymarianas.com), Facebook/VisitTheMarianas, or Instagram @themarianas.

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