



MARIANAS VISITORS AUTHORITY

News Release

Tourism is Everybody's Business!

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MVA, GOVERNOR HOST MARIANAS SEMINAR IN TOKYO

Saipan, Northern Mariana Islands (NMI) – Over 70 travel agents, media representatives, and other key industry partners in Japan recently learned the latest destination details about The Marianas at a Marianas Seminar conducted by Marianas Visitors Authority (MVA) on Tuesday (May 14).

MVA organized the seminar in Tokyo to provide details about Saipan, Tinian and Rota, with the goal of generating new Marianas products and new media coverage to attract more Japanese travellers to the destination.

“The Marianas Seminar is an important opportunity for us to meet face-to-face with the travel trade professionals who sell and promote The Marianas,” said MVA Managing Director Christopher A. Concepcion. “While trade shows allow us to meet thousands of individuals, our Marianas Seminar also gives our destination the undivided attention of attendees and allows us to answer all their questions and establish and reaffirm important trade relationships.”

CNMI Governor Arnold I. Palacios personally welcomed attendees to the seminar. The event covered updates about the market, including flight service; MVA's marketing activities, including its new marketing campaign to be launched tentatively in June focusing on four pillars: Community, Nature, Mindfulness, and Immersive (CNMI). Details were also shared about various promotional campaigns, MVA annual signature events like this month's Taste of The Marianas International Food Festival, and new tourism infrastructure such as the Garapan Revitalization Project.

Governor Palacios and MVA representatives were interviewed at the seminar and reception by Marine Creative/Marine Diving Web, Travel Wing, Travel Journal, and Kateigaho.

Direct service from Tokyo to Saipan is provided by United Airlines three times a week. United Airlines also provided two roundtrip airline tickets for a raffle at the seminar.



CNMI Governor Arnold I. Palacios welcomes travel trade and media representatives to the Marianas Seminar organized by the Marianas Visitors Authority on May 14, 2024, in Tokyo, Japan.



Over 70 travel trade and media representatives learn about Saipan, Tinian, and Rota at the Marianas Seminar organized by the Marianas Visitors Authority on May 14, 2024, in Tokyo, Japan.



Indigenous Carolinian dancers of The Marianas welcome attendees of the Marianas Seminar organized by the Marianas Visitors Authority on May 14, 2024, in Tokyo, Japan.



CNMI Governor Arnold I. Palacios, seated third left, leads The Marianas delegation in sharing information about the destination with travel trade and media representatives at the Marianas Seminar organized by the Marianas Visitors Authority on May 14, 2024, in Tokyo, Japan.

サイパンの認知度高いシニア層中心に訴求
SNS積極活用による新たな魅力提案

パラシオス知事は直近の日本人の旅行動向について「コロナ禍を経て日本人の旅行習慣が根本的に変化していることを理解している」と述べた上で「サイパンはかつて日本人にとって人気の高いビーチリゾートとして認知されている一方で、ミレニアル世代以降の若年層はサイパンやマリアナ諸島の名前は聞いたことがあっても、実際に訪問したことがない人が多いことも認識している」と現状の課題を指摘した。



マリアナ政府観光局のクリストファー・A・コンセプション局長

そうした中で、ポストコロナ期における北マリアナ諸島への日本人訪問を促していくため「すでにサイパンなどを認知しており、十分な所得のあるシニア層を最大のセグメントとして誘致を図っていきたい」と意気込みを示した。

同時に「テクノロジーに精通し、日常的にSNSを利用する新世代の日本人の獲得も目指したい。従来とは異なる海外旅行のデスティネーションを探している若い世代に対して魅力を訴えていきたい」と述べた。

イベント冒頭でパラシオス知事は「日本とマリアナの間には100年以上にわたる美しく長い歴史がある。いまこそその絆を再構築し、強化することで、ここから明るい未来を創造できることを嬉しく思う」と述べた上で「マリアナは日本からわずか3時間。ファミリー、高齢者、すべての受入ができる場所。リラクゼーション、ダイビング、文化、ショッピング、美しい景観、ハイキング、食事など、日本人の方が忘れない思い出を作れる場所」とアピールした。



マリアナ政府観光局の西川支朗日本支局長

さらに「いまこそ日本とマリアナの関係の炎を再燃させる時。連携を一層強固なものとし、さらに新しい関係を築くことを楽しみにしている」と強調した。

知事からのあいさつに引き続いて今年2月に就任したマリアナ政府観光局の西川支朗日本支局長が現地の最新情報を紹介した。

マリアナへのアクセス面については現在成田ーサイパン間で直行便を運航するユナイテッド航空が5月6日からの運航スケジュールの変更したことを説明した。

運航日は成田発が火・木・土曜、サイパン発が月・水・金曜という週3便体制は変わらないが、発着時間が成田17:30発→サイパン21:55着、サイパン11:40発→成田14:25着に変更。これにより、現地での滞在時間が長くなり、利用しやすいスケ

Travel trade industry media Wing Travel Daily features The Marianas in their May 17, 2024, issue following the Marianas Seminar organized by the Marianas Visitors Authority on May 14, 2024, in Tokyo, Japan. The seminar attracted over 70 travel trade and media industry partners to learn about Saipan, Rota, and Tinian.

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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