



## MARIANAS VISITORS AUTHORITY

### News Release

---

*Tourism is Everybody's Business!*

---

**For Immediate Release- June 24, 2024**

For further information, contact:

Christopher A. Concepcion, Managing Director

Marianas Visitors Authority

Telephone: (670) 664-3200/3201 Facsimile: (670) 664-3237

[info@mymarianas.com](mailto:info@mymarianas.com)

[www.mymarianas.com](http://www.mymarianas.com)

### **MVA JOINS INTERNATIONAL TOURISM EXPO HONG KONG**

**Saipan, Northern Mariana Islands (NMI)** – For the first time since before the pandemic, the Marianas Visitors Authority (MVA) returned this month to International Travel Expo (ITE) Hong Kong – the city’s only annual travel fair - to promote The Marianas.

On June 13-16, 2024, the MVA and MVA members such as Century Tours, Sky Dive Saipan, and E-Land joined ITE Hong Kong at the Hong Kong Convention and Exhibition Center, sharing the allures of Saipan, Tinian, and Rota. The travel fair included other major and emerging markets for visitors from Hong Kong and South China. Forty other destinations and 515 exhibitors joined the event, which had over 70,000 attendees.

“Our participation in ITE Hong Kong 2024 was a resounding success, enabling us to strengthen ties with key stakeholders, promote tourism between Hong Kong and The Marianas, and showcase the unique offerings of our destination,” said MVA Marketing Manager Thomas

Kim. “It provided a valuable platform to connect with travel enthusiasts, industry professionals, and potential visitors, further positioning The Marianas as a must-visit destination in the Asia-Pacific region.”

As part of its promotional activities, the MVA organized a creative activity at its booth to engage attendees and create buzz around The Marianas. Attendees were encouraged to follow the MVA’s Instagram page and participate in a fun photo booth experience featuring Marianas-themed props. Participants shared their photos on their own social media accounts, spreading awareness about the destination. As a token of appreciation, small giveaway items enhanced their experience and aimed to create a lasting impression.

So far this fiscal year, The Marianas has welcomed about 9,000 visitors from China. Prior to the pandemic in FY 2019, The Marianas received nearly 190,000 visitors from China, a top source market alongside South Korea.



The Marianas Visitors Authority promote The Marianas at the International Travel Expo Hong Kong held on June 13-16, 2024, at the Hong Kong Convention & Exhibition Center. Over 70,000 consumers and travel trade and media representatives attended the event.



The Marianas Visitors Authority promotes The Marianas and the individual attractions of Saipan, Tinian, and Rota at the International Travel Expo Hong Kong held on June 13-16, 2024, at the Hong Kong Convention & Exhibition Center. Hong Kong Airlines flies twice weekly between Hong Kong and Saipan.





The Marianas Visitors Authority promotes The Marianas at the International Travel Expo Hong Kong held on June 13-16, 2024, at the Hong Kong Convention & Exhibition Center.

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.

###