



The Marianas
| Saipan | Tinian | Rota |

MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

PRISCILLA M. IAKOPO
MVA MANAGING DIRECTOR

For Immediate Release- August 18, 2022

For further information, contact:
Priscilla M. Iakopo, Managing Director
Marianas Visitors Authority
Telephone: (670) 664-3200/3201 Facsimile: (670) 664-3237
info@mymarianas.com
www.mymarianas.com

MVA JOINS PATA DESTINATION MARKETING FORUM

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) joined other members of the Pacific Asia Travel Association (PATA) in focusing on sustainable tourism at the PATA Destination Marketing Forum held on Aug. 2-4, 2022, in Songkhla, Thailand.

The forum focused on building sustainability through cultural heritage and community-based tourism. The forum included in-depth conversations on critical topics, up-to-date discussions on destination management in the new era of tourism, in-person networking opportunities with other industry professionals.

“The PATA Destination Marketing Forum is organized to help PATA members like The Marianas in marketing and managing responsible tourism growth,” said MVA Managing Director Priscilla M. Iakopo. “This aligns very closely with the MVA’s 10-Year Strategic Plan Toward Sustainable Tourism, so it was an excellent opportunity to share best-practices in the industry. The networking meeting was also very valuable in opening opportunities for The Marianas to expand our tourism markets in other destinations.

Keynote remarks were on The Best Practices for Destination Marketing and The Traveler’s Priority – Gastronomic Tourism to Asia, and Experience That Inspires.



The Marianas Visitors Authority joins the Pacific Asia Travel Association Destination Marketing Forum on Aug. 2-4, 2022, in Songkhla, Thailand. The theme of this year's forum was "Building Back Sustainably through Cultural Heritage and Community-based Tourism."



The Marianas Visitors Authority joins the Pacific Asia Travel Association Destination Marketing Forum on Aug. 2-4, 2022, in Songkhla, Thailand. The theme of this year's forum was "Building Back Sustainably through Cultural Heritage and Community-based Tourism."

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. The Marianas is the first destination with a travel bubble agreement with South Korea, with direct flights from Seoul-Incheon and Busan. United Airlines flies daily from Guam. Interisland travel between Saipan, Tinian, Rota and Guam is provided by Star Marianas Air and Marianas Southern Airways. For more information on The Marianas, visit www.mymarianas.com, Facebook/VisitTheMarianas, or Instagram @themarianas.

###