



**MARIANAS VISITORS AUTHORITY**

## **News Release**

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*Tourism is Everybody's Business!*

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### **MVA TARGETS MILLENNIALS, GEN Z WITH NEW JAPAN CAMPAIGN**

**Saipan, Northern Mariana Islands (NMI)** – The Marianas Visitors Authority (MVA) is targeting a new generation of Japanese travelers with their campaign “Marianas Blues” launched this month.

The campaign was conceptualized and produced for the MVA by creative ad agency UltraSuperNew, whose clients have included American Express, Porsche, Heineken and other prestigious international brands. The campaign is featured on social media platforms and bus and train stations, and it targets millennials and Gen Z adventure seekers, cultural explorers, and wellness enthusiasts.

“This campaign is our latest effort to target a new generation of Japanese travelers, most of who have heard of Saipan and The Marianas but have never been here,” said MVA Managing Director Christopher A. Concepcion. “It brings The Marianas closer to those seeking serene destinations over overcrowded tourist spots and those desiring more profound experiences rather than just sightseeing. This is something younger travelers are looking for.”

Known for their blue skies and deep oceans, The Marianas offer “a chance to experience many shades of blue in a single day.” Through imagery and words, the main commercial video

reflects the unique charm of the islands by connecting “Marianas Blue” to various moments, times, and landscapes, conveying the quiet luxury that is unique to these islands.

“The ‘Shhh. Between You and I.’ campaign is refreshing and has a different vibe that will help entice the younger generation to consider a multi-island Marianas as their parents once considered Saipan, a ‘must see,’” said MVA Marketing Manager Thomas Kim. “The goal of this campaign is to encourage people to share this secret with those who are like-minded and those who are also seeking a new vacation destination.”

The campaign conceptualization notes that millennial and Gen Z share a common eco-conscious mindset, prioritizing experiences over possessions and valuing cost performance. They are also increasingly focused on ethical living and contributing to social good. The campaign is founded on the pillars of Community, Nature, Mindfulness, and Immersion – or CNMI.



Indigenous culture of The Marianas is featured in the Marianas Visitors Authority's new ad campaign targeting millennials and Gen Z in Japan. The campaign - "Shhh. Between You and I." – captures moments of community, nature, mindfulness, and immersion in the islands.



Tinian's famously potent "donne sali" hot pepper and other highlights of indigenous culture in The Marianas are featured in the Marianas Visitors Authority's new ad campaign targeting millennials and Gen Z in Japan. The campaign - "Shhh. Between You and I." - captures moments of community, nature, mindfulness, and immersion in the islands.



Traditional maritime navigation and other highlights of indigenous culture in The Marianas are featured in the Marianas Visitors Authority's new ad campaign targeting millennials and Gen Z in Japan. The campaign - "Shhh. Between You and I." – captures moments of community, nature, mindfulness, and immersion in the islands.

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

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