



MARIANAS VISITORS AUTHORITY

News Release

Tourism is Everybody's Business!

For Immediate Release- May 24, 2024

For further information, contact:

Christopher A. Concepcion, Managing Director

Marianas Visitors Authority

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

info@my Marianas.com

www.my Marianas.com

THE MARIANAS STANDS OUT AT SEOUL INT'L TRAVEL FAIR

Saipan, Northern Mariana Islands (NMI) – Among over 500 booths at this month's 39th Seoul International Travel Fair (SITF) in South Korea, The Marianas was awarded "Most Popular Booth" by organizers based on the response of the estimated 42,000 attendees of the event.

The Marianas Visitors Authority (MVA) showcased the attractions of Saipan, Rota, and Tinian with a nature-themed booth at the fair held on May 9-12, 2024, at COEX in Seoul. Against the backdrop of the destination's iconic Managaha island and indigenous Chamorro latte stones, the MVA presented traditional Chamorro and Carolinian dance performances and other activities in attracting a crowd.

"The dances received a huge response at the fair and opened the eyes of attendees to what makes The Marianas unique among beach destinations," said MVA Marketing Manager Thomas Kim. "Our indigenous Chamorro and Carolinian culture continues to be an important part of the MVA's marketing messages, and we've grateful to receive an award for our promotional effort and, more importantly, to be able to share our island charm and destination information with many potential visitors."

In addition, the MVA and its members hosted a consumer survey, provided a photo booth, served Marianas Blend coffee, and gave out prizes, including one roundtrip Incheon-Saipan airline tickets each from Jeju Air and T'way.

Five hundred and two organizations and companies from 39 countries participated in Seoul International Travel Fair, providing visitors with information on domestic and international destinations, as well as travel contents by theme, including gourmet food, hobbies, healing, and activities.



The Marianas was awarded “Most Popular Booth” at the 39th Seoul International Travel Fair (SITF) held on May 9-12, 2024, at CODEX in Seoul, South Korea. The fair attracted 42,000 attendees, and the Marianas Visitors Authority’s booth featured indigenous Chamorro and Carolinian dancers and information about Saipan, Rota, and Tinian.



Delegates from The Marianas led by Marianas Visitors Authority (MVA) Korea Business Development & Co-op Marketing Manager Sunny Jeong, fifth right, receive the award for “Most Popular Booth” at the 39th Seoul International Travel Fair (SITF) held on May 9-12, 2024, at CODEX in Seoul, South Korea. The fair attracted 42,000 attendees and over 500 exhibitors.

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.

###