



# MARIANAS VISITORS AUTHORITY

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## ANNUAL REPORT FY 2022

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# MISSION STATEMENT

To promote and develop the Marianas as a premier destination of choice for visitors from throughout the world while providing a maximum quality of life for our people. We nurture and encourage cultural interchange and environmental sensitivity for visitors' enjoyment and our children's children.



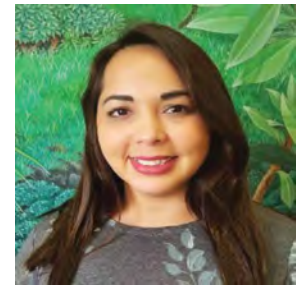


# MESSAGE

Overall, in FY 2022 visitor arrivals to The Marianas recovered 1,196% to 69,534 total arrivals, compared to only 5,364 in FY 2021 under the full impact of the coronavirus pandemic. The largest source market was South Korea with 52,811 visitors, followed by Guam with 7,461 and USA with 5,949 visitors. Japan registered 735 guests.

Repercussions of the economic impact of the pandemic continued to be felt throughout the entire operations of the MVA. Due to low visitor arrivals, the CNMI Budget Appropriations Act in FY 2022 suspended MVA's entitlement to the Hotel Occupancy Tax and Alcohol Container Tax. Major funding sources in FY 2022 were the American Rescue Plan Act for pandemic recovery, Community Development Block Grant-Disaster Recovery, Office of Insular Affairs Technical Assistance Program, and local appropriation. With this funding, we were also able to organize several signature events, including the 18th Annual Tinian Hot Pepper Festival, the return of Saipan Marathon, May Tourism Month, Taste of The Marianas International Food Festival & Beer Garden, and more.

The continued recovery of The Marianas tourism economy will require strategic planning, analysis, and responsiveness to local, national and international conditions, whether disease, exchange rates, international relations, or other factors. We welcome your continued partnership toward making The Marianas a premiere place to live, to visit, and to do business.



Pricilla M. Iakopo  
Managing Director, MVA



Viola Alepuyo  
Chairwoman of the Board



# OUR BOARD

The Marianas Visitors Authority is governed by a 9-member Board of Directors. Five of these members are appointed by the Governor with the advice and consent of the Senate. The remaining four are elected by the members of the MVA. All members serve a term of four years. The main purpose of the Board is to set policies for the MVA's activities in order to fulfill its statutory responsibility as mandated by Pubic Law 11-15.



Viola Alepuyo  
Chairwoman



Gloria Cavanaugh  
Vice-Chairwoman



Agida T. Quitigua  
Secretary



Chris Nelson  
Treasurer



Marian Aldan-Pierce  
Member, Appointed - Saipan



Tom Liu  
Member, Appointed



Warren Vilagomez  
Member, Tinian



Ivan Quichocho  
Member



Masaru Sunaga  
Member



# HIGHLIGHTS

## VISITOR ARRIVALS

FY 2022 was a year of significant recovery in visitor arrivals to The Marianas since the COVID-19 pandemic began affecting worldwide travel in January 2020. Although the road to recovery was still ahead, in FY 2022 a total of 69,534 visitors came to Saipan, Tinian, and Rota - a 1196.1% increase compared to FY 2021 (5,365 visitors).

## FLIGHT SERVICE

International flights to The Marianas had resumed in July 2021 for the first time since the onset of the pandemic with the implementation of the CNMI Tourism Resumption Plan (TRIP), which provided for Asiana Airlines, Jeju, and T'Way Air to begin weekly flights to Saipan from South Korea. Those airlines continued their flight services into FY 2022, along with several other airlines availing of TRIP incentives and growing outbound travel demand from Korea. United Airlines continued to provide flight services from Guam. Flight service from China and Japan remained closed.

## MARKETING HIGHLIGHTS

Due to low demand and limited funding resulting from the COVID-19 pandemic, marketing and promotions were largely restricted to South Korea, the only source market with consumer demand for travel and direct air service to The Marianas. Beginning in July 2021, the CNMI Tourism Resumption Investment Plan (TRIP) had been implemented to resume international flights to The Marianas and jumpstart the industry and the economy. Founded on a travel bubble agreement negotiated between the CNMI and South Korea, in FY 2022 the TRIP program further invested in airlines, travel agencies, and other tourism partners to entice a Korean public with pent-up travel demand to choose The Marianas as their first international destination as COVID-19 fears mitigated and health and safety protocols were established.



# JAPAN MARKET

*The Japan market saw a 1609.3% increase in FY 2022 to only 735 arrivals, compared to 43 arrivals the previous year. Japan comprised 1.1% of total visitors to The Marianas*

## FLIGHT DEVELOPMENT

Although arrivals from the Japan market jumpstarted The Marianas tourism industry in the 1970s, regular flights from Japan subsequently ceased, and arrivals from Japan dropped from a high of 210,567 in FY 2009 to 11,846 in FY 2019.

Under the CNMI Tourism Resumption Investment Plan (TRIP), on June 27 the MVA and United Airlines announced the launch of regular Narita-Saipan flights three times a week beginning September 1. This would be the first direct flight service since Skymark Airlines suspended their flights in March 2020 due to the pandemic.

On August 31, an inaugural flight reception was held at ANA Inter-Continental Hotel Tokyo with 76 travel trade and media representatives to mark the launch of the flights. Dignitaries including the CNMI Governor and U.S. Embassy in Tokyo Deputy Senior Commercial Officer made remarks, promotional campaigns were introduced, and a talk show featuring golf and diving in The Marianas ended the program.

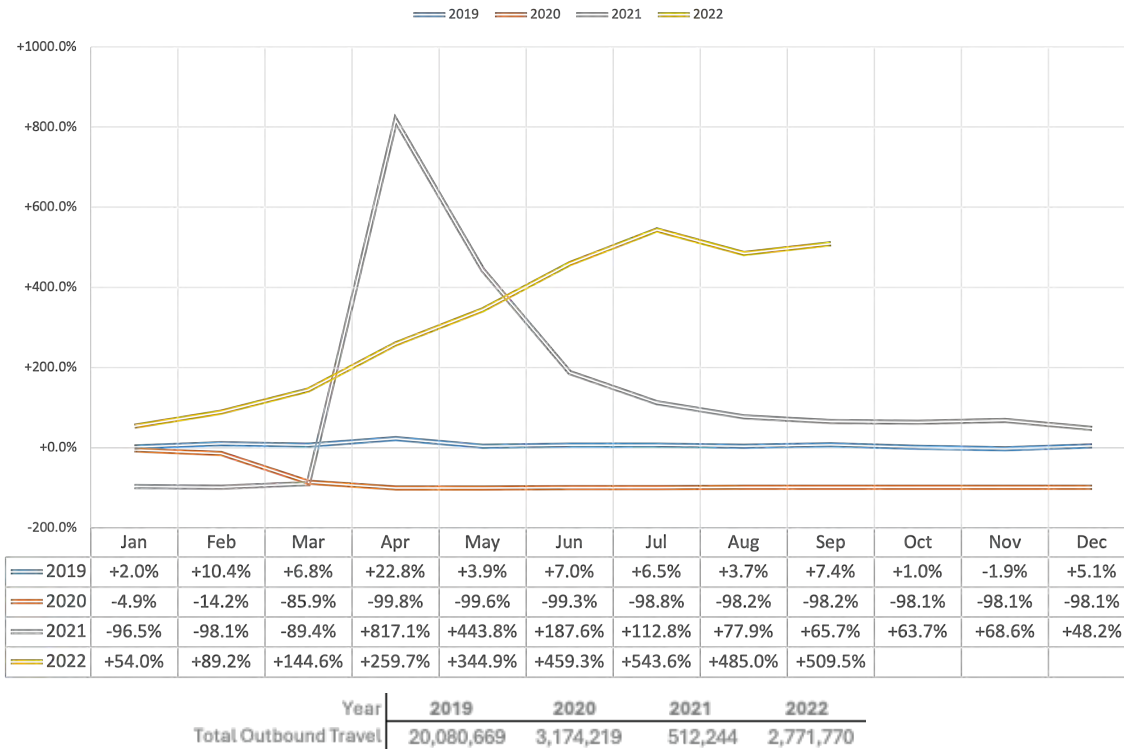


United Airlines created a Saipan Landing Page on their website featuring Marianacation offers and links to travel agent booking pages. A leaflet promoting the launch was inserted in the morning edition of the Asahi Newspaper on September 1, reaching about 600,000 households in target affluent areas of Tokyo. The advertorial featured an introduction of The Marianas, Marianacation offers, COVID-19 safety measures, and a welcome message from the governor.

## COVID-19 MARKET FACTORS

In FY 2022 there were three waves of the coronavirus in Japan -- Delta, Omicron BA.1, and Omicron BA.5. The government continues to enforce strict travel regulations which barred most non-resident foreigners, including tourists, from entering Japan and similar strict conditions for Japanese who travelled overseas and made reentry to Japan. In particular, two obstacles made it especially difficult for Japanese travelers to travel overseas: 1) the requirement of self-quarantining after returning/entering Japan, and 2) the requirement for incoming travelers to provide proof of negative COVID-19 PCR test results.

### JAPAN OVERSEAS DEPARTURES % CHANGE VS. PREVIOUS YEAR



In March, there were positive developments to resume international travel, as it was announced fully vaccinated travelers arriving from non-designated countries and regions would be eligible for quarantine exemption. In April 2022, self-quarantine requirements were eliminated for travelers from the U.S. From June 10, Japan reopened its borders to inbound tour group travelers, and Japanese travel agencies resume their outbound international package tours to start with Hawaii tours during the Golden Week holidays, the first time in two years and two months since halting them in March 2020 amid pandemic restrictions. On August 31, the government also announced that it would raise its cap of daily entries from 20,000 to 50,000 starting September 7. In addition, in early September, Japan no longer required incoming travelers to provide proof of negative COVID-19 PCR test results, as long as travelers had three doses of the coronavirus vaccine. On September 22, Japan announced plans to relax tight COVID travel restrictions, making it easier for tourists to return to the country. Independent tourists could begin traveling to Japan on October 11. Also, Japan removed its cap on daily arrivals on October 11 as part of its easing of COVID-19 border controls. On the same day, Japan resumed visa-free individual trips to the country.

## COVID-19 MARKET FACTORS - CONT.

Throughout most of the year, the Japan Government Domestic Tourism Subsidy Program -- Kenminwari -- incentivized domestic regional travel. At the beginning of the program in April, half of travel expenses, or up to 5,000 yen per overnight stay, and shopping vouchers of up to 2,000 yen are subsidized by the government per person. The Japanese government extended and expanded the domestic travel subsidy program as part of plans to give tourism and hospitality providers a much-needed boost throughout the year, making it more attractive for Japanese to travel domestically rather than overseas.

Nonetheless, in Summer 2022, the local travel industry, led by the Japan Association of Travel Agents (JATA), launched promotional campaigns in Tokyo and other major Japanese cities to encourage international travel. JATA also launched an online Twitter campaign and placed large ads encouraging outbound travel in major newspapers, with details of the campaign being featured on numerous television news programs. As the COVID situation continued to gradually improve through Summer 2022, there was pent-up demand with the Japanese to start traveling again. The U.S. was consistently ranked in surveys as one of the top destinations for Japanese travelers post-COVID.

### REPRESENTATIVE OFFICE FULLY REOPENS

In the first half of the fiscal year, the MVA representative office in Japan was partially furloughed due to budget constraints and lack of travel demand due to the pandemic. During this period, work was focused on only SNS exposure and weekly industry monitoring updates on travel factors. In April 2022, the office was reinstated with a limited budget to prepare for the anticipated reopening of direct flights from Japan to The Marianas. The office focused its efforts in the following areas:

- Developing direct flight airlift between Tokyo and Saipan
- Re-establishing working partnerships with travel trade and media partners and reinforcing The Marianas as a clean and safe destination to travel
- Enhancing exposures of The Marianas to consumers as well as to trade and media partners.

## TRAVEL TRADE MARKETING

Trade Seminars are planned and executed in FY 2022 to acquaint key travel agents with MVA promotional strategies and to provide updates on recent tourism developments in Saipan, Tinian, and Rota:

### 1. Marianas Seminar & Webinar 2022

The Marianas Seminar & Webinar 2022 was held on July 8 at Comore Yotsuya Conference in Tokyo, in conjunction with the Marianas Sales Seminar. It was the first in-person seminar in over two years. Due to restrictions on the number of participants, the seminar was also livestreamed. Forty-four participants attended in person and 102 attended online. The “Marianacation” new marketing tagline and incentives for travel agencies were shared, United Airlines shared their upcoming flight service, and updates to Marianas products and services were shared. A travel trade media interview was also held with Travel Voice, Travel Wing/Travel Vision, Travel Wire, and Marianas Business Journal. The articles were posted on Travel Vision and TRAVELWIRE on July 12 and Travel Voice on July 13.

- Travel Voice: <https://www.travelvoice.jp/20220712-151628?tvn>
- Travel Vision: <https://www.travelvision.jp/news/detail/news-100008>

### 2. Marianas Sales Seminar

Leading up to the Marianas Seminar & Webinar, the Marianas Sales Seminar was held with key travel partners: JATA, US embassy, and HIS on July 6; and United Airlines, Skymark, and JTB on July 7. The purpose of the sales seminar was to reaffirm cooperation in anticipation of resumed direct flight service between Narita and Saipan by United Airlines beginning September 1, and the MVA’s marketing strategies discussed.

### 3. JOTC Webinars

The 2nd JOTC Webinars were held in April and July, organized by JATA and JOTC. On July 16, the MVA made a 30-minute presentation to online viewers, providing updates on The Marianas.

### 4. Marianas Webinar with Expedia TAAP

The event was held on August 25 in collaboration with Kumano-te, an Expedia affiliate program for travel agencies. Information on upcoming direct flight service to Saipan was shared, as well as other MVA incentives for travelers to The Marianas.

## TRAVEL TRADE MARKETING

### 5. CNMI Tourism Resumption Investment Plan

To promote new direct flight bookings, the CNMI Tourism Resumption Investment Plan offered several incentives, which were communicated via banner ads and leaflets upon check-in in Japan.



- 10,000 Yen booking incentives for travel agents
- Additional Group Booking Offer
- Complimentary Airport-Hotel Shuttle in Saipan
- \$50 Coupon
- Two Free Dives or Rounds of Golf
- Free PCR Test in Saipan Prior to Departure

### 6. Travel Vision EDM

Travel Vision Electronic Direct Mail (EDM) were sent out to travel trade partners nationwide on August 18 to promote the upcoming Tokyo-Saipan direct flight launch, traveler incentives, the MVA's marketing initiatives, and destination updates. The EDM was sent to 52,600 registered subscribers.

### 7. Travel Agent FAM Tours

A series of travel agent familiarization tours to provide hands-on travel experience in The Marianas for leading travel wholesalers and retailers in Japan were conducted. Given the rapid surge of COVID-19 in Japan during the summer of 2022 and short staffing in travel agencies, some companies restricted their employees from taking overseas business trips. FAM Tour participants were selected based on sales performance of The Marianas, ability and potential.

- 15 Agents on August 20 for 4 Nights
- 15 Agents on August 27 for 4 Night



## TRAVEL TRADE MARKETING

### 8. Tie-In Promotions

These promotions were implemented through several joint marketing promotions. It is designed to encourage travel agents to develop new tour packages and to increase sales volume. The following travel trade promotions were developed:

1. Travel Standard Japan launched a Saipan Landing Page (July 28)
2. ST World launched a Saipan landing page to promote direct flights (August 3)
3. Adventure (Skyticket) launched a Saipan landing page and its online magazine was sent out (August 19)
4. HIS launched a Saipan landing page (August 31)
5. AirTrip launched a "Marianacation" landing page with a banner on its homepage (September 1)
6. NEWT started a Saipan social media campaign (September 2)
7. Expedia placed a Saipan ad banner on its homepage, rotating with other destination ads (September 1 - December 2022)
8. Hankyu Travel launched a Saipan landing page and other social media content (September 26)



## PUBLIC RELATIONS & DIGITAL MARKETING

With the MVA's limited marketing budget, strong partnership with the travel trade industry is important to stretch marketing dollars. Marketing efforts were leveraged by arranging free media coverage to introduce Marianas tourism attractions. This involved a series of negotiations with various media outlets that covered The Marianas.

Over \$841,000-million in unpaid advertising value was secured via PR campaigns during the year, with 271 exposure secured in 126 outlets, reaching a circulation of over 52.4 million people. The advertising value was secured on the basis of aggressive media calls and negotiation with major TV networks, daily newspapers monthly magazines, websites, and other media outlets in Tokyo and other key markets.

Major public relations included:



Marianacation Ambassador Influencers were recruited and selected to share content from Saipan, Tinian, and Rota in August. Content was shared via Instagram to the participants' followers and via the MVA's official Instagram.

Total PR Value: \$167,255.53

Professional food fighter Sachiyo Masubuchi participated in the 23rd Annual Taste of The Marianas, publishing four videos about her stay in The Marianas.

Total PR Value: \$109,246.07



The article "MVA Resumes Full-Scale Efforts to Attract Tourists. United Airlines Begin Narita-Saipan Service on September 1" was published on Genic Web in August, highlighting a "Clean & Safe Marianas"

Total PR Value: \$106,438.02

## CONSUMER PROMOTIONS

Consumer promotions provided the opportunity to showcase the unique product offerings of The Marianas directly to potential travelers. In FY 2022, consumer promotions included:

### *Marianacation*

The new marketing initiative Marianacation was launched to suggest The Marianas as a place to make up for vacations lost during the pandemic. Related activities were launched:

The landing page "Marianacation" was launched to introduce incentives for travelers via the upcoming direct flights by United Airlines between Tokyo and Saipan, including a \$50 coupon, free airport-hotel shuttle in Saipan, two complimentary dives or rounds of golf, and a free PCR test upon departure from Saipan. A press release was widely distributed to travel trade media. (Aug. 8)

Marianacation Ambassadors recruitment was held for social media influencers to promote Saipan, Tinian, and Rota through an upcoming FAM tour. A press release was issued for public recruitment, shared via SNS channels, and advertised online. Over the 90-day application period, 299 influencers applied and 300 followers were gained on Instagram. (July 22-31)

### *Social Media Marketing*

Social media marketing was conducted throughout the year to promote The Marianas and increase the number of follower and engagement of digital consumers and potential travelers. A series of exposure were coordinated with social media influencers prior to the launch of direct flights by United Airlines from Narita. Over five days, participants experienced and shared with their followers what The Marianas has to offer, including the Taste of The Marianas International Food Festival & Beer Garden, Saipan World Resort water park, morning yoga and more amenities at Aqua Resort Club Saipan, Ladder Beach, Old Man by the Sea, Managaha, Mt. Tapochau, iconic Saipan sign, Grotto, Kinpachi Restaurant, American Pizza & Grill, Plumeria Steakhouse, Mariana Lighthouse, Surf Club, and shopping at T Galleria Saipan by DFS. Participating influencers were:



Wakana, a digital creator and Instagram influencer with 3,582 followers. Wakana also won the Creators Camp held in Saipan in 2020 and is an official MVA Instagrammer.  
IG: @t0.wakana

Mayu, a website designer and Instagram influencer focusing on travel, sharing bright and energetic posts. Her emphasis for the same coverage was wellness.  
IG: @HIRAMAYU1

## KEY MEDIA TIE-UPS

KEI, a travel video creator, was an instructor in the Creative Camp held in Saipan in 2020. His message is that travel enriches people's lives. He has 19,000 followers on Instagram. IG & YT: @kazukiyoo427

AYA is a Go Pro Family travel influencer and travel show reporter for six years. Known for her acting role on the popular Japanese reality show Teras House, she has 103,00 followers in Instagram. She and KEI also have 5,900 followers on their YouTube channel. Their post on Saipan World Resort water park had 1 million views. IG: doraemontoaya



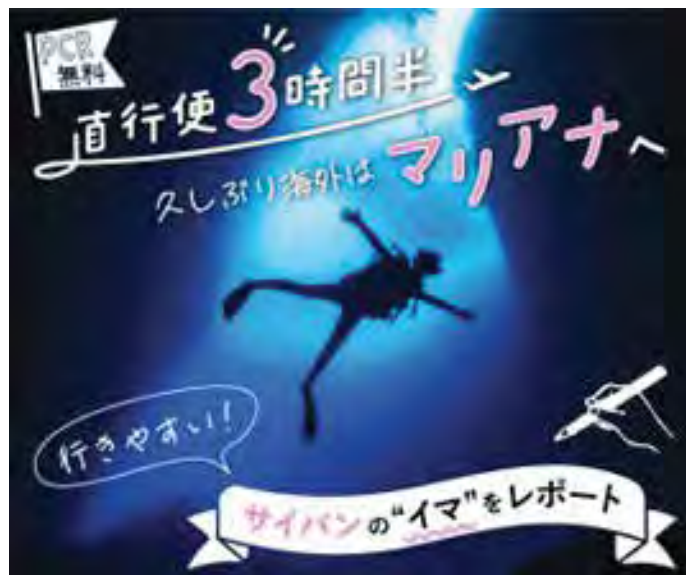
### Media Tie-Ups



Food fighter Sachiyo Masubuchi was invited back to Saipan for the 23rd Annual Taste of The Marianas International Food & Beer Garden, where she won first place in the eating contest. She shared four videos of her stay in The Marianas, featuring local food. Masubuchi has 200 subscribers on her YouTube channel, and each video is expected to garner 1 million views over time.

EVEN golf magazine published 12 pages reporting on golf courses in Saipan in its September issue. One page of the coverage also promoted direct flight service from Narita. The pages were reprinted by the MVA to use as collateral. (Aug. 5)

Advertisement was placed on the top page of website Oceana, as well as top banners and top side banners on all other pages. Four articles were posted about trips to The Marianas, as well as a special article about the Marianacation campaign offerings.



## KEY MEDIA TIE-UPS - CONT.

### Media Exposure

"Daigo's Capricious World Remote Tours" on TV BS Nippon TV featured Saipan. The 54-min. weekly TV show features travel destinations around the world and is hosted by TV celebrity Daigo. The Saipan broadcast introduced Micro Beach, SeaTouch Saipan, Managaha, diving at Grotto, Mariana Lighthouse, Marianas Creation, and Sunset Beach BBQ at Aqua Resort Club Saipan. (Sept. 20)



With resumption of marketing from April, we started to secure media exposures from June and month on month basis MVA is acquiring increasing number of exposures.

	Exposures	Ad Value	Circulation
June 2022	4	\$48,047.64	1,221,700
July 2022	5	\$73,702.87	4,372,000
August 2022	18	\$502,640.62	31,473,635
September 2022	15	\$216,716.02	15,335,320
Total	42	\$841,107.15	52,402,655

## CONSUMER PROMOTION

### JATA Tourism Expo 2022

Japan's largest travel trade show, was held at Tokyo Big Site, Tokyo. The first two travel trade days focused on B2B appointments and walk-in meetings with travel trade and media partners, while the last two consumer days were open to the public. Approximately 43,000 tourism professionals joined the event on the travel trade days, while an estimated 79,000 consumers attended on the third and fourth days.



The Marianas booth provided the latest tourism information about the destination, with emphasis on the Marianacation incentives being offered to United passengers from Narita. Visitors to the booth had the opportunity to learn coconut frond weaving, banana printing, and "mwar"-making. Chamorro and Carolinian dance performances were done four times each day. Travel influencer Kei (FB@kazukiyo0427) had a live talk show at the booth twice daily. A quiz competition about The Marianas was held, and Marianas-branded giveaways were awarded to the winners. A Marianacation video was played under the interval between other activities, and promotional brochures were distributed to the visitors. (Sept. 22-25)



### Sister City Relationship

Saipan Mayor David Apatang and Katori City Mayor Ui Seichi agreed to declare the island and city as sister cities. The signing ceremony took place simultaneous in Katori and Saipan online., with MVA Japan office joining in person in Katori. The ceremony was the result of a courtesy call by Mayor Apatang to Katori in May 2019. (Oct. 29)

# KOREA MARKET

*The Korea market saw a 52,921% increase in FY 2022, compared to 985 arrivals the previous year.*

## FLIGHT DEVELOPMENT

Under the CNMI Tourism Resumption Investment Plan program, Asiana Airline, Jeju Air, and T'way Air each commenced once a week flights from Seoul to Saipan in July 2021. In FY 2022, the Korean government continued "Quarantine free travel" through its travel bubble with The Marianas, based on a high vaccination rate in The Marianas, safe travel protocols, and a travel resumption program.

However, on Dec. 3, 2021, due to the fourth COVID19 wave, the Korean government announced a resumption of five-days mandatory quarantine for all inbound passengers. This was contrary to the measures that allowed no quarantine for arrival passengers who had completed vaccinations, and as a result, travel demand, which had been revived, dropped drastically again. Due to fears of COVID-19 arose at the same time, and in January 2022, only Asiana Airlines maintained flight operations to The Marianas. To revive travel demand, the "Lunar New Year project" was launched, providing airline and travel agency support. As a result, Jeju Air and T'way Air resumed operations, and two new airlines—Air Busan and Air Seoul—started flying to Saipan, as well.



## COVID-19 MARKET FACTORS

The COVID-19 pandemic continued to effect Korea outbound travel in FY 2022. The government continued “quarantine free travel” through the travel bubble commenced in June 2021, which was based on a high vaccination rate, a safe travel protocol, and a travel resumption program involving a multifaceted approach for Korean travelers, including airline support, free PCR tests, coverage of medical costs if COVID-19 positive, and Travel Bucks to spend in Saipan, Tinian, or Rota.



In October Busan became part of the travel bubble. As Busan City holds over 50% stock in Air Busan, this move was anticipated to open up resumed flights by Air Busan to The Marianas. Citing its success, the travel bubble was introduced by MOLIT at the IATA Fair in Rome as a model for travel. The fair was attended by over 100 airlines, country ministries of transport, airport associations, and other related partners.

However, on December 3, due to the fourth COVID wave, the Korean government announced a resumption of five-day mandatory quarantine for all inbound passengers. This was contrary to the measures that allowed no quarantine for arrival passengers who had completed vaccinations, and as a result, travel demand, which had been revived, returned to the worst level. At this time, under the travel bubble The Marianas was almost the only country that allowed Korea residents to reenter the country without quarantine after traveling to Saipan. However, due to rising fears of COVID at the time, in January 2022 only Asiana Airlines maintained flight operations to The Marianas.

Airline and travel agency support plans were launched to stimulate more flight services, and as a result, Jeju Air and T'way Air resumed operations for the Lunar New Year, and The Marianas received two new airlines, Air Busan and Air Seoul. On March 23, 2022, when the Korean government lifted the five-day quarantine for arrivals, the Korean outbound market recorded rapid growth, eventually reaching 561.05% year-on-year growth in July. This confirmed that the biggest obstacles to resuming leisure travel were mandatory quarantine and PCR test. On September 30, 2022, the South Korean government finally lifted the requirement for PCR test within 24 hours after arrival, which was the last remaining COVID restriction measure, making overseas travel convenient once again.

## TRAVEL TRADE MARKETING

### 1. CNMI Tourism Resumption Investment Plan (TRIP)

At a time during the pandemic when most destinations had closed to or were undecided on how to manage leisure international travel, the MVA was proactive in producing a plan to jumpstart tourism. While some may have considered being a small destination as a disadvantage, The Marianas capitalized on its close-knit community to create the TRIP program founded on:

- Community consensus and cooperation with safety protocols, including mask wearing, hand-washing, social distancing, and early and high vaccination rates
- Extraordinary inter-agency collaboration led by the Office of the Governor, Commonwealth Healthcare Corp., CNMI COVID-19 Task Force, and the MVA in seeking input from all stakeholders, public and private, in creating and implementing TRIP
- Welcoming various perspectives and working to address the needs of public and private parties toward the mutual goal of getting businesses reopened, employees back to work, and the tourism economy restarted.

### 2. Co-op Promotions

- Hana Card and Kensington co-op promotion, sharing about The Marianas and the Travel Bubble benefits. Hana Financial Group is the largest Korean financial group in terms of assets. KEB Hana Car is a core subsidiary that provides premium car service at home and abroad. Travelers received 10% mileage payback for their expenses in Saipan and 15% mileage payback from their expenses at Kensington Hotel Saipan. (Nov. 1-Dec 31)
- 60-minute KRT Homeshopping on Lotte Home Shopping Channel with 10.5% viewership rate; also promoted via T-mon Live, Kakao Talk, and other channels (Dec. 26)
- Verygood Tour Kakao Talk channel push message to 340,00 followers (Dec. 20)
- Yellow Balloon Tour Kakao Talk channel push message to 35,369 followers (Dec. 15)
- Hana Tour Kakao Talk channel push message and CJ Shopping Live, with 708,793 channel followers and an estimated 1.3 million viewers. Hana Tour also promoted on its website and via social media (4th week of December)
- Mode Tour conducted live commerce (100,000-200,000 PV) and Kakao Talk channel push message (432,566 followers), targeting women ages 20-50
- Interpark Tour conducted a promotion on Interpark TV Live and app push message with promotional banner exposure, main banner ads on its webpage, and popup banner ads
- Lotte Tour conducted a joint promotion with Asiana Airlines via Kakao Talk push message (110,373 followers), SMS messaging to Lotte Tour members (130,000 members) and Lotte VIP members (30,000) for travel on January 1-26 (Dec. 20)

## TRAVEL TRADE MARKETING

### 2. Co-op Promotions - cont.

- The Lunar New Year Promotion by KRT and Lotte Tour was promoted on Lotte Home shopping and GRIP, Korea's first live commerce app that offers real time communication between buyers and sellers. The product was 3N4D and 4N5D packages via Asiana Airlines and T'way.
- A 60-minute program aired on Lotte Home shopping channel with about 1.5 million viewers, promoting travel from Feb. 10 to May 31. (Feb. 2)
- A 100-min. broadcast on Grip had over 11,000 participants. The program was extended from 60 to 100 minutes due to high reviews and real time access numbers. (Feb. 19).
- Yellow Balloon promotion with two home shopping shows, G-market shocking deal, T-Mon discount coupon, Facebook and Instagram ads, and in-house channel media exposure and promotion (April 1-May 31)
- Hellopang conducted a promotion selling 3N4D, 4N5D, and 7N8D packages in cooperation with Asiana Airlines and LauLao Bay Golf & Resort. A 65-minute show on NS Home shopping channel had 1.2% viewership rate. A 60-minute show on Hyundai home shopping channel had 2.4% viewership rate (April 10; April 17)
- Lotte Tour conducted a home shopping promotion with Asiana Airlines, T'way, and Jeju Air selling 4N5D with special benefits including Managaha tour, stargazing, and healing activities. The 50-min. program reached approximated 357,000 viewers, targeting those in their 20s-40s (May)
- Online Tour conducted a home shopping promotion with Asiana Airlines, T'way, Jeju Air, Air Seoul, and Air Busan, and Kensington Hotel Saipan with a 50-min. program selling 4N5D and 3N4D packages from Incheon and Busan. The promotion targeted viewers in their 20s-40s with travel from May 18 to Sept. 30. The average viewership rate was .6%, about 306,000 viewers. (May)
- Mode Tour conducted a home shopping promotion with a 60-min. program on Shinese Home shopping channel, selling 4N5D and 3N4D packages in cooperation with Asiana Airlines, Kensington Hotel Saipan, Pacific Islands Club Saipan, and Coral Ocean Resort. The target travel period was May-October, and the target audience was viewers in their 20s-40s. (May)
- Interpark conducted two home shopping promotions on Lotte One TV promoting travel from May to September. Lotte One TV is an interactive shopping service that allows sellers to launch products autonomously and buyers to watch products selectively. The promotion sold a healing and nature experience with Managaha tour and stargazing. The promotion was held in cooperation with Saipan World Resort, T'way and Asiana Airlines. (May)
- To boost sales of summer vacations, Verygood Tour conducted a promotion with Kikao Talk push message, Ticket Monster, TV home shopping, and its own channel.
- KRT conducted a promotion via Ticket Monster Live Channel broadcast in cooperation with Pacific Islands Club Saipan, Kensington Hotel Saipan, Jeju Air, Asiana Airlines, and Air Seoul.

## TRAVEL TRADE MARKETING

### 3. Travel Agent Promotions

To boost summer sales, Interpark, Mode Tour, KRT, and Yellow Balloon Tour conducted sales promotions via various channels with MVA support.

- The Travel Agency Support Program for 2022 Q3 aimed to increase awareness of The Marianas, establish the destination as a preferred destination, and boost sales through maximized exposure via various channels. Fourteen travel agencies participated in the program, selected based on online impressions, diversity of channel exposure (e.g. TA channel, co-op partner channel, ads), booking record, inclusion of Rota and Tinian, and TA marketing budget. As of Sept. 30, the promotion had achieved 13,348 bookings.
- The Travel Agency Volume Incentive 2022 program targeted travel from October-December 2022 through the establishment of a social influence pool, creating coop opportunities, creation of various itineraries and introducing hidden gems of the destination, expanding exposure, targeting the highest impression for each influencer, increasing destination content via social channels, and securing professional photos with copyright for commercial use.
- Recap Tour—the in-house agency of LG Corp.—including The Marianas in their e-newsletter selling destinations to LG employees who have served over 20 years. The e-newsletter has 140,000 LG subscribers.
- Mode Tour included The Marianas on the February page of its 2023 calendar, which is a must-have for its travel agents. About 40,000 copies will be distributed to 10,000 Mode Tour agencies, as well as to airlines and tourism boards. The MVA will receive 100 calendars for distribution. The inclusion of The Marianas will increase awareness of the destination and the MVA logo and underscore a strong relationship with Mode Tour.
- Bus wrapping ads with Yellow Balloon Tour was conducted in September and October on the Seoul City Tour Bus, reaching an estimated 45,500 passengers and 6.7 million people throughout the city. The promotion was also supported by additional marketing by Yellow Balloon via IG, Facebook, and electronic direct mail.



## TRAVEL TRADE MARKETING

### 4. Airline Promotions

As The Marianas continued to try to recover the Korea market, a series of airline promotions were supported in cooperation with airlines to stimulate demand from the market and increase load factors and flights:

- Jeju Air chartered a flight from Busan with 165 seats. The charter included 30 representatives of travel agencies, media, and social media influencers and was promoted via Naver and other channels. (Dec. 29)
- T'way conducted a promotion via its webpage, announcing a promotional fare for September-October 2022.



- Asiana Airlines promoted nature, water sports, golf, and culinary travel to The Marianas on their website. The promotion also introduced Rota and Tinian and was sponsored by MRI.
- Jeju Air conducted product promotion for travel to The Marianas from Oct. 1, 2022, to March 25, 2023.
- The MVA requested airline ticket sponsorship to maximize the click-through rate to the MVA's landing page by offering a free airline ticket for those who signed up via the MVA's website to receive the monthly MVA e-newsletter. The promotion was supported via Jeju Air's promotional page, main banner ads, sub banner ads, EDM, App push message, and discount coupons to 1,000 purchasers. The promotion was also shared via Jeju's IG and via ads on Naver and Kakao Talk.
- To increase the MVA's email distribution list, a sweepstakes for airline tickets to The Marianas was held, supported in part by ticket donations from Jeju Air and T'way. In return, the airlines received exposure on the MVA website. Individuals could join the sweepstakes by sharing their email address on the MVA website.



## TRAVEL TRADE MARKETING

### 5. Other Promotions

- A joint promotion was held with MRI in cooperation with social influencers and Hana Tour. The promotion utilized influencers to increase destination awareness and enhance bookings. Twelve influencers posted 93 content posts on YouTube, Facebook, IG, and via their own blogs focusing on travel, sports, photography, and lifestyle. The total number of followers is 4,387,429 and current number of likes/ views is 1,191,743. The second part of the co-op promoted golf at Coral Ocean Resort via Hana Tour channels and ads. The Saipan Flex product was also introduced.



- The MICE Group Support System launched in FY 2008 was continued through FY 2022 to increase group travel from Korea. The program encouraged sales and supported group wholesalers and tour operators by subsidizing the cost of large tour groups to The Marianas. In FY 2022 the following incentive groups representing 971 visitors availed of the program during the year.
  - HANWHA Insurance Company - 176 Pax
  - Enzacta Korea Company - 177 Pax
  - DB Insurance Company - 180 Pax
  - Mirae Insurance - 55 Pax
  - Bosch Rexroth Korea - 43 Pax
  - Publicis Korea - 240 Pax
- The Marianas e-newsletter provides the latest updates and ongoing events or promotions about The Marianas to travel agents, airline partners, media, and influences. The e-newsletter was distributed to over 10,000 subscribers in FY 2022.



## PUBLIC RELATIONS & DIGITAL MARKETING

The MVA's Korea public relations campaigns secured \$6,717,193 in unpaid advertising value in FY 2022 through 21 press releases which generated 410 articles published by 131 media publication and outlets with a combined circulation of 99,357,755 readers, viewers, and others. This public relations included:

### *Social Media*

- 10 IG influencers were provided photos and information about The Marianas for sponsored posts on Feb. 24-25 (\$23,895 PR value)
- A PR blitz targeting families was conducted with five Naver bloggers and five Instagram KOLs in May and June (\$10,000 PR value)
- Journalists of Yonhap News Agency and Herald Business and one IG influencer generated 27 online articles, two print articles, 9 IG posts and 19 IG stories (\$265,000 PR value)

### *Television*

- Coupang Play "Chain Reaction" filmed in The Marianas for its 7th and 8th episodes of the dating reality show. Filming was conducted in May, and the show airing in September and October 2022 (\$5,000,000 PR value)
- The #1 travel TV program "Walking Expedition" of KBS1 channel aired a 50-minute episode filmed in The Marianas on July 16, along with four YouTube clips (\$4,500,000 PR value)
- Golf reality show "ChangMinHo's Birdie Buddy" filmed eight episodes in The Marianas realized on Aug. 29-Sept. 15 on Seezn (OTT), YouTube and social media (\$5,000 PR value)
- "A Map to Return to" aired a 30-minute episode on Oct. 13 on YouTube (@ChannelS) and Seezn (OTT) (\$9,150,000 PR value)

### *Print Articles*

- Festival All & Travel Magazine featured a guide for travelling to the Marianas (\$12,000 PR value)
- Chosun Ilbo, Korea's #1 Daily Newspaper, featured the Charms of The Marianas from A to Z on Feb. 26 (\$280,00 PR value)
- AB-ROAD published a 14-page feature on The Marianas in its April issue (\$98,000 PR value)
- Jeju Air's inflight quarterly magazine Enjoy included Saipan as their main 12-page feature in their Spring 2022 issue (\$72,000 PR value)
- Natural Geographic Traveler included a feature in their April 2022 issue (\$36,000 PR value)
- T'way's inflight Magazine featured the 16-page article, "Have a Vacation Like Paradise on the Treasure Island of the Pacific Ocean" about The Marianas in its Summer 2022 issue (\$46,000 PR value)
- Hotel & Restaurant monthly magazine featured a 16-page article about The Marinas in its Summer 2022 issue (\$46,000 PR value)
- Sudo Ilbo featured general travel information about The Marianas and a Mode Tour promo in their May 11 issue (\$20,000 PR value)
- Outdoor Magazine published "The Marianas: Another Way to Call Paradise" in 8-pages of its August issue (\$35,000 PR value)
- Maeil Business published "Hafa adai-Tirow Cultural Experience in Saipan" in its May 19 issue (\$125,000 PR value)
- Ceragem cosmetic band recommended a golf trip to The Marianas in its quarterly magazine in August 2022 (\$10,000 PR value)

## PUBLIC RELATIONS & DIGITAL MARKETING

### Online Articles

- Jeonbuk Ilbo reported on Oct. 12 on the achievements of the TRIP program (\$3,000 PR value)
- Chosun Ilbo reported on Nov. 5 on the preparedness of The Marianas with the TRIP program (\$12,000 PR value)
- Hankyoreh Newspaper reported on Nov. 20 on entry measures to The Marianas and how to prepare for a visit (\$10,000 PR value)
- Segye Ilbo reported on Nov. 21 on the sales achievement of the TRIP program (\$6,000 PR value)
- Discovery News conducted an interview with the MVA representative office on Dec. 7 about the success and future plans of the TRIP program (\$5,000 PR value)
- Aju Economy reported on Dec. 7 about the support offered by The Marianas for medical treatment and quarantine costs in the event of COVID-19 infection while in the destination (\$6,000 PR value)
- Maeil Business reported on Dec. 9 on travel information on The Marianas (\$10,000 PR value)
- The Korea Travel Times reported on Dec. 16 about the extension of TRIP benefits (\$4,000 PR value)
- News 1 reported on Dec. 18 about the importance of The Marianas as a destination in 2021 (\$6,000 PR value)
- Hankyung published "Travel Abroad is Now Warming Up to Resume" on Jan. 17, highlighting airlines operating flights from Incheon to Saipan and Honolulu (\$6,500 PR value)
- Herald Business reported on Jan. 17 about Marianas' government support to Korean travelers and the special historic relationship between The Marianas and Korea (\$5,000 PR value)

### News Reports

- MBN Morning Show introduced The Marianas as the right destination in the "With COVID-19" era
- YTN The Beginning New interviewed the MVA In-country Manager on Oct. 18 on the success of the TRIP program (\$61,402 PR value)
- TV Asahi Saturday Station interviewed the MVA In-country Manager on Nov. 13 about the travel bubble and the fact that over 3,000 Koreans have visited The Marianas since July (\$218,400 PR value)
- SBS News featured the travel bubble in a Feb. 15 episode (\$179,558 PR value)
- MBC News featured on March 1 the travel bubble and safe travel to The Marianas, which has attracted over 10,000 visitors from Korea (\$247,960)
- YTN News reported on March 19 that economic conditions are improving for Korean residents in The Marianas due to the steady influx of tourists under the travel bubble (\$53,176 PR value)
- YTN News reported on April 6 that The Marianas has extended support for the cost of PCR testing and self-isolation for five nights upon arrival in Saipan (\$48,313 PR value)
- YTN News featured the Saipan Marathon and the return to near normal, mask-free conditions in The Marianas on its broadcasts on April 16 & 17 and via its YouTube channel (\$910,040 PR value)
- YTN News featured on Sept. 4 "long stay" trips in The Marianas, with Korean visitors staying from 10 days upon to one month. The feature was also shared via YouTube. (\$350,550 PR value)

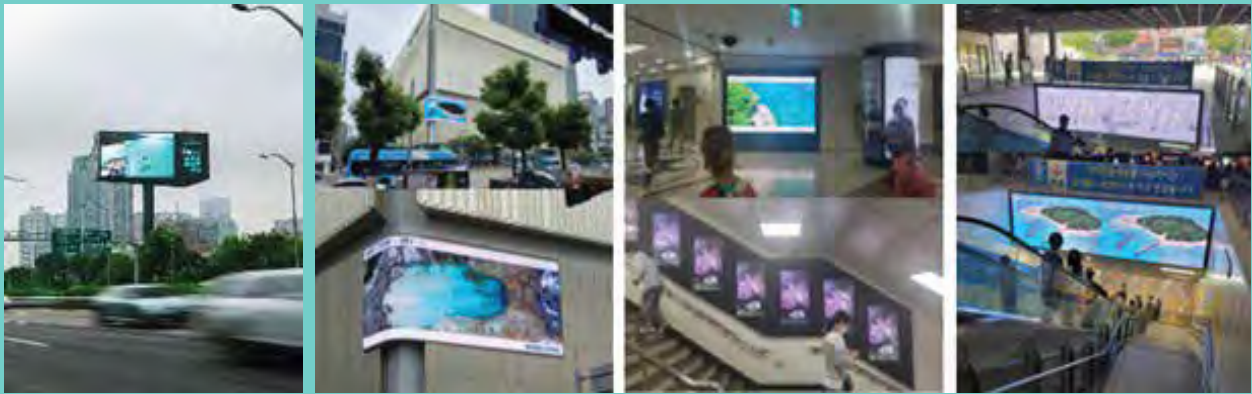
## CONSUMER PROMOTIONS

### Social Media

- The social media event “Traveler’s Photo Contest of The Marianas” was held to increase engagement and stimulate travel demand to The Marianas. Over 100 new followers were gained.
- To increase engagement and the number of MVA IG followers in Korea and stimulate travel demand, social media campaigns were conducted from August to November, resulting in a 19.3% increase in IG followers (14,121 followers).
- In cooperation with SASAMO, the most visited Naver community for travelers, an Indigo Music Festival ticket giveaway was conducted on IG and Facebook (May 16)

### Out-Of-Home Ads

- Seoul: LED billboard on Olympic Highway, LED billboard at digital Chosun building on downtown street, digital display at Hapjeong smart bus shelter
- Busan LED billboard at Lotte Shopping Center, LED display and digital poster at Seomyeon Central Mall, LED banner at KTX Busan station downtown



### Digital & Media Ads

- Digital Ads were placed introducing Saipan, Tinian, and Rota with a link leading to the MVA official website and out links to tour agency websites selling Marianas travel products. Channels included Google, NAVER, YouTube, Kakao, and others. The ads ran from August to October. To encourage subscription to the MVA e-newsletter, a sweepstakes for 10 roundtrip tickets to Saipan was conducted, supported in part by T'way and Jeju Air.
- Media Ads were placed to share magnificent images of The Marianas with newspapers and online news distribution channels in order to stimulate travel demand. Ads were placed in August and September in 16 media outlets. The campaign generated 37,436,038 page views, 348,314 total clicks, and 6.6% CTR.



# TAIWAN MARKET

*Taiwan had been a significant secondary source market for The Marianas prior to the pandemic, with most Taiwanese visitors arriving via Hong Kong or Korea. Due to the loss of Taiwanese visitors, the MVA's representative office in Taipei was suspended on April 30, 2020, and reinstated on April 15, 2021. The Taiwan market saw 14 visitor arrivals in FY 2022 compared to only five arrivals the previous year.*

## TRAVEL TRADE MARKETING

Travel trade marketing involves working closely with key partners in the travel trade to educate and encourage production, increased sales, and a greater variety of tour products to The Marianas. In Japan, travel trade marketing normally includes sales missions in major markets, seminars in key cities, partner meetings, and other activities.

Trade Seminars were organized as a series of education seminars throughout Taiwan to acquaint key retailers, wholesalers, and tour operators with marketing strategies and to provide updates on recent tourism developments in the islands:

- Overseas Chinese University (OCU) Destination Training (Oct. 26) - Exclusive seminars were organized by OCU Assistant Professor S.H. Tang at OCU and Asia University with about 110 college students in attendance. A presentation on The Marianas was made and branded giveaways were distributed.
- Master Travel Agent Club (Dec. 29)- The Master Travel Agency Club annual event was held with over 240 travel agents in Taipei on Dec. 15 and the Tainan Certified Travel Councilor Association was held with over 320 travel agents from southern Taiwan.
- Hsinchu Association of Travel Agents Spring Toast Event (March 5) - Over 200 travel agents participated in the event in the Hsinchu area, which is one of the Taiwan's high-spend consumer regions.
- Mulan Ladies Golf Club (March 8) - MVA In-country Manager Milane Tsai was elected as the 2022 President of Mulan Ladies Golf Club, which has over 50 female members from the travel industry management. Tsai presided over the hosting of six golf tournaments and 12 gatherings over the year, starting March 8 with the induction ceremony at Hyatt Hotel Taipei.
- Taipei Association of Travel Agents (March 18 & May) - The Taipei Association of Travel Agents invited members of the Association of National Tourist Office Representatives (ANTOR) to join two major travel fairs, the Taipei International Tourism Expo on March 18 and the Taipei Tourism Expo in May.
- Travel Association Annual Assemblies — With the resumption of public events in Taiwan, annual assemblies of travel agency associations was held. The MVA presented ANTOR appreciation plaques to association chairpersons for service in Taipei, Taichung, Miaoli, and Nantao. Over 3,500 travel agents were represented.
- New Taipei Association of Travel Agents— The New Taipei Association of Travel Agents' spring toast event was held with over 1,000 travel agents in New Taipei. A courtesy gift was presented by the MVA to Honorary President Y.C. Chang for his sponsorship of the Mulan Ladies Golf Club, of which MVA Taiwan In-country Manager Milane Tsai became the president in March 2022.

## TRAVEL TRADE MARKETING

- Discover America Committee (DAC) Travel Trade Event (March 21) - The Discover America Committee spring toast event was held with over DAC members and media partners. The event was attended by Honorary Marianas Ocean Ambassador Yorko Summer. Marianas-branded giveaways were distributed to attendees and a statement was made by the MVA.
- Shiner Tour Golf Event (June 10) - Information on The Marianas, including its golf attractions, were shared at the Shiner Tour golf game at Golden Tulip Fab Hotel in New Taipei City.
- Destination Marketing Online Events— Tourism resources of Saipan, Tinian, and Rota were shared at 35 online training seminars during the year. Information shared included diving, attractions, hotels, transportation, gourmet food, events, and other activities.
- MVA Education Seminar (August) - The MVA Educational Seminar was held on the opening day of the Taipei Tourism Expo on August 19 to strengthen cooperation between industry, government, and academia. The purpose of the seminar was to leverage awareness of The Marianas among university professors who could pass on information about the islands as part of their classroom curriculum. Additional seminars were held in Taichung on August 24 and in Kaohsiung on August 25.
- Tainan Association of Travel Agents Table Mart (Sept. 17) - The MVA marketing plan and events were shared with agents at this co-op promotion opportunity.
- Bi-monthly Discover America Committee Meeting and Table Mart (Sept. 21)

## PUBLIC RELATIONS

With the MVA's limited marketing budget, strong partnership with the travel trade industry is important to stretch marketing dollars. Marketing efforts were leveraged by arranging free media coverage to introduce Marianas tourism attractions. This involved a series of negotiations with various media outlets that covered The Marianas. Major print, television, radio, and SNS exposures were:

- Travel agency WOTA Lifestyle developed a extremely high-end, tailor-made FIT travel product via private jet to the U.S. islands of Saipan, Tinian, Rota, Guam, and Hawaii, starting at \$34,500 per person. The package was the most expensive outbound FIT travel product offered at Taipei ITF 2021, generating media coverage of the exclusive product. (\$10,800 PR value)
- An MVA newsletter was published announcing the reopening of The Marianas to international travel and upcoming MVA campaigns and events in Taiwan. An aviation consultant was hired on May 20 to advise on charter and scheduled flight matters. (\$35,100 PR value)



international travel and upcoming MVA campaigns and events in Taiwan. An aviation consultant was hired on May 20 to advise on charter and scheduled flight matters. (\$35,100 PR value)

- Taiwan's top media featured the MVA Taiwan Education Seminar held during the Taipei Tourism Exposition (\$29,700 PR value).

## PUBLIC RELATIONS

- Where Travel Magazine featured The Marianas on four pages of its publication, highlighting gourmet experiences. (\$10,800 PR value)
- Travel YouTuber Michael's Talk featured Saipan, Tinian, and Rota. Channel host Michael Ho is general manager of Overseas Travel Service, part of Perfect Travel Group in Taiwan. Guest speakers were travel blogger Reton Kao and Honorary Marianas Ocean Ambassador Yorko Summer. (\$10,800 PR value).

## CONSUMER PROMOTIONS

Consumer promotions provided the opportunity to showcase the unique product offerings of The Marianas directly to potential travelers.



### Taipei International Travel Fair

As a supporting partner, the MVA was provided a booth by Taipei ITF organizer Taiwan Visitors Association to participate in the fair on Nov. 5-8.

### Taipei Underwater Production Photography Exhibit

The MVA was represented as a special guest of renowned Taiwanese underwater film director Tiger Hu at the press conference announcing the "Taiwan Underwater Production" firm establishment on April 29. Hu filmed, directed, and produced the Summer 2018 promotion video filmed in Saipan and Tinian of Marianas Honorary Ocean Ambassador Yorko Summer.



### 2022 Taipei Tourism Exposition

The 16th Taipei Tourism Expo on Aug. 19-22 gathered 150 exhibitors and 400 booths, attracting 181,096 visitors and generating an estimated \$15 million worth of business opportunities. A well-known travel agent in the diving travel community introduced, promoted, and sold The Marianas tour packages at a special discount rate at the MVA's booth.

## CONSUMER PROMOTIONS

### *CO-OP With 3rd Parties and Partners*

- 2022 Hsinchu International Travel Fair: The organizer of the Hsinchu International Travel Fair, Hsinchu Association of Travel Agents, provided a complimentary booth at the event to the MVA as a supporting partner and member of ANTOR. The travel fair was held from Sept. 2-5.
- Courtesy Call on Starlux Airlines: The MVA joined other members of ANTOR on a sales call to Starlux Airlines on April 12 in Neihu, Taipei, to receive updates on the airlines' global route map and the discuss the possibility of direct flights between Taiwan and The Marianas.
- Courtesy Call to EVA Air: The MVA joined the American Institute in Taiwan on a sales call to EVA Air on July 20 in Taipei City to receive updates on the airlines' global route map and the discuss the possibility of direct flights between Taiwan and The Marianas.

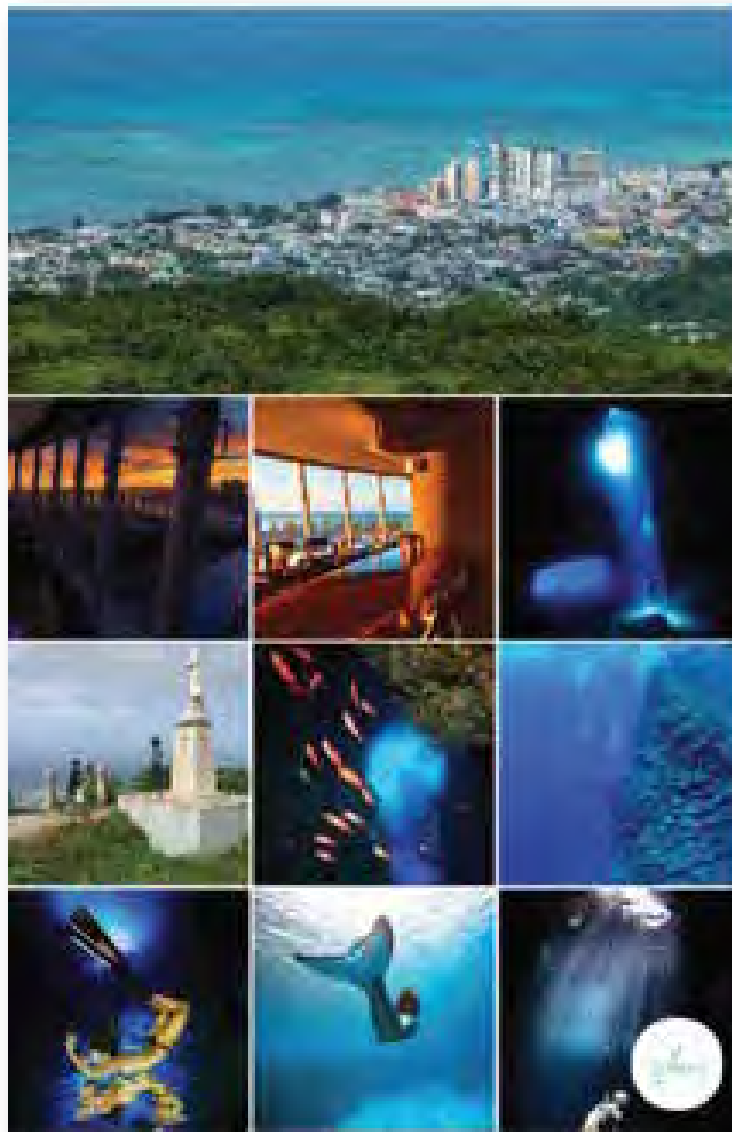


## CONSUMER PROMOTIONS

### *Digital Marketing*

Social media marketing was undertaken to provide updates and news about The Marianas. Social media assets are Facebook, Instagram, official website, and YouTube with 29,000 fans in FY 2022.

- The MVA Taiwan Instagram (themarianas\_tw) handle was established on April 22 to attract users from Taiwan and Hong Kong to the popular social media platform.
- Social media development included regular posting of tourism highlights including hotel updates, outdoor activities food and restaurant information, and tourism site information.
- The official Facebook fan page and Instagram account reached over 200,000 viewers.



# CHINA MARKET

China had been nearly tied with Korea as the largest source market for The Marianas prior to the pandemic. As a result of the loss of flights from China during the pandemic, the MVA's representative offices in Beijing, Shanghai, and Guangzhou were closed on June 30, 2020, and remained closed in FY 2022. In FY 2022, The Marianas received only 191 visitors from China compared to FY 2020, which saw 49,870 arrivals. As a result of this drastic increase, this figure comprised only .3 percent of total visitor arrivals for the year, compared to over 40% market share prior to the pandemic in FY 2019.

# GUAM MARKET

*The Guam market saw a 278% increase in FY 2022 to 7,461 arrivals, compared to 1,975 arrivals the previous year. Guam comprised 10.7 percent of total visitors to The Marianas.*

## CONSUMER PROMOTIONS

Guam military personnel had the opportunity to learn about the visitor attractions of Saipan, Tinian, Rota, and the Northern Islands at the May 2022 military travel fair at Anderson Air Force Base. The MVA attended the Military MWR Go Local Fair Show on May 26, 2022, which was attended by nearly 600 service members and family members. MWR stands for Morale, Welfare, and Recreation. The MVA was joined by Aqua Resort Club Saipan at the travel fair, which included 24 other vendors from Guam. Giveaways and collaterals from Kensington Hotel Saipan, Coral Ocean Resort, Pacific Islands Club Saipan, Marianas Trekking, PDI, Sasamo Tour, and Fishing Tackle were also distributed.

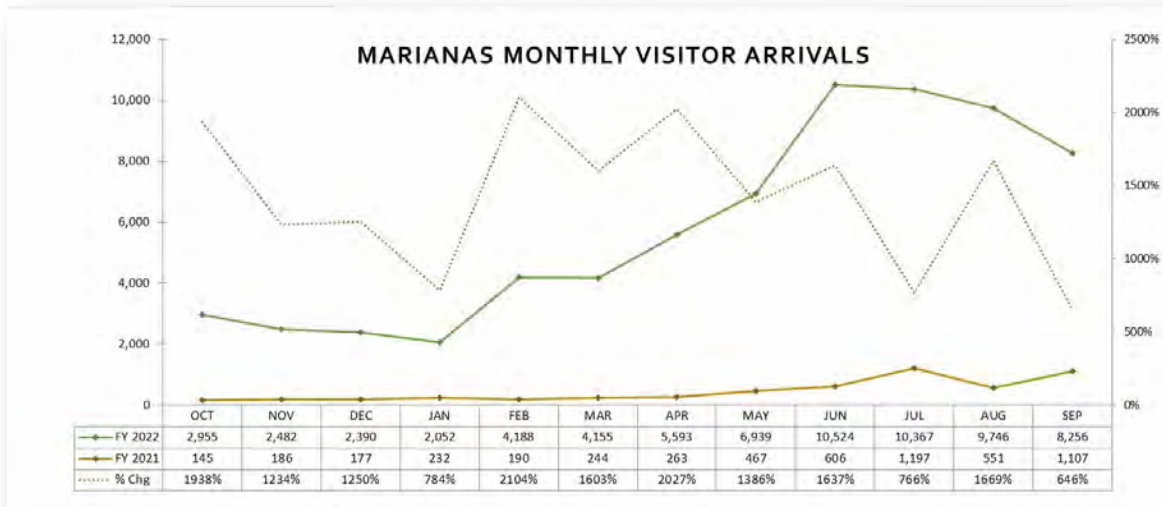
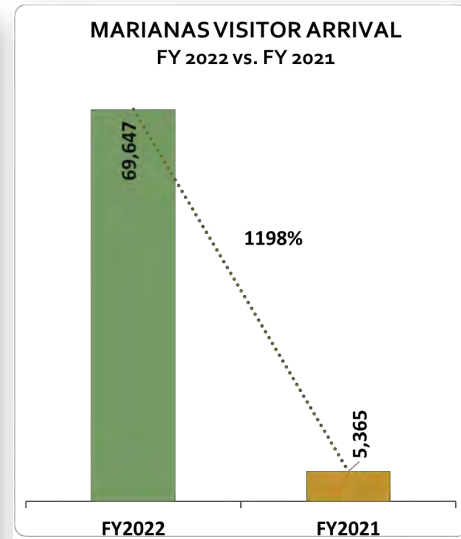
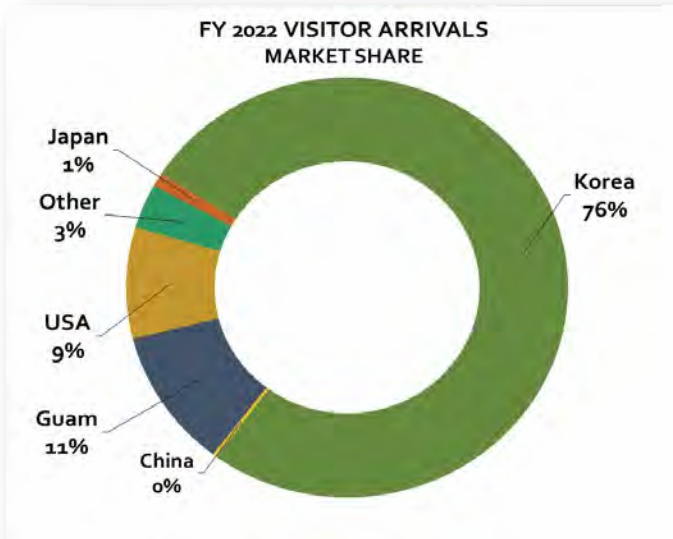


# RESEARCH

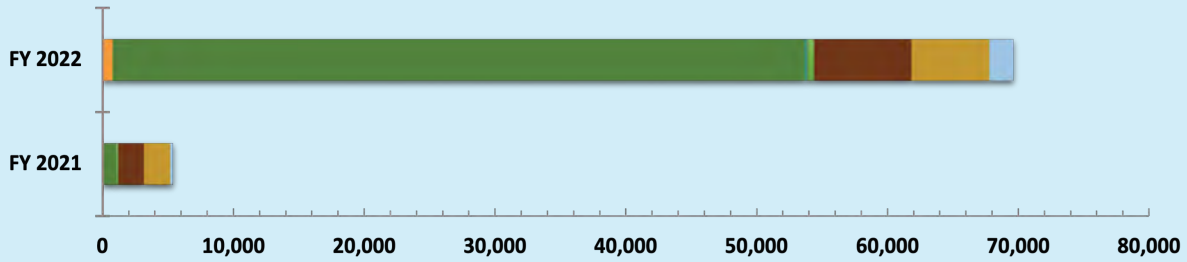
## TOTAL VISITOR ARRIVALS

In FY 2022, 59,534 visitors came to The Marianas compared to 5,365 visitors the previous fiscal year, an increase of 1196%. Visitors arrivals continued to slowly but steadily recover from the coronavirus pandemic that had started in early 2020. Under the CNMI Tourism Resumption Investment Plan (TRIP) started in July 2021, the number of flights and arrivals recovered exponentially from South Korea, while flights from Japan resumed in September 2022.

As a result, in FY 2022 Korea comprised 76 percent market share. Guam registered 11 percent market share, with Guam following with 9 percent market share. Japan marked 1 percent market share, while all other markets combined comprised 3 percent market share.

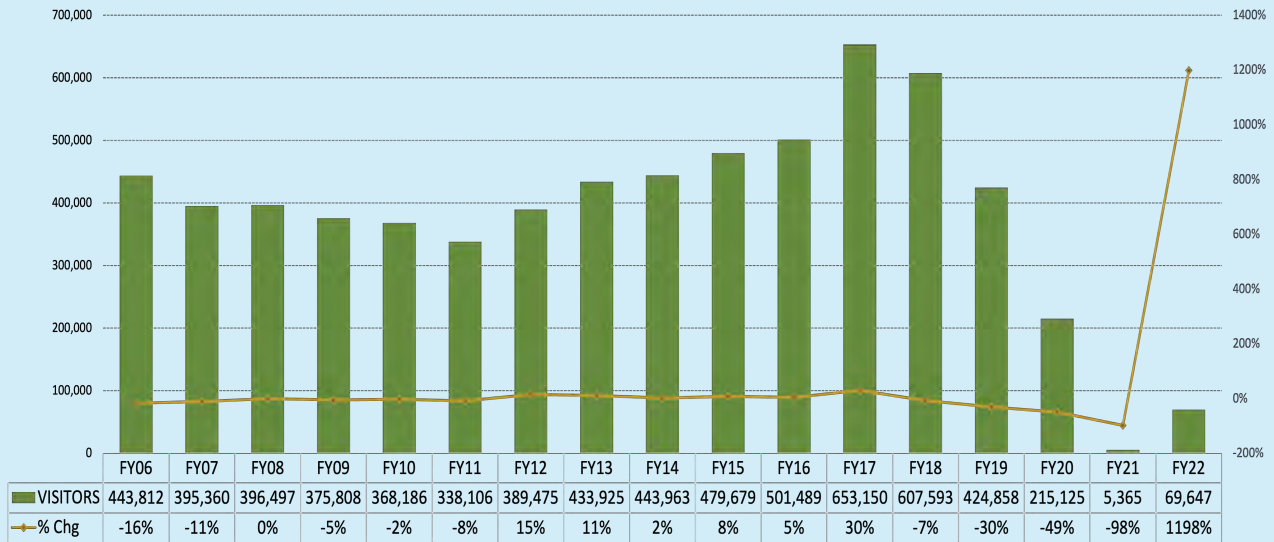


### CNMI VISITOR ARRIVALS BY MARKET



	FY 2021	FY 2022
Japan	43	735
Korea	985	52,921
China	7	191
HK	8	37
Taiwan	5	14
PI	133	469
Guam	1,975	7,461
USA	2,017	5,951
Russia	1	10
Other	191	1,858

### VISITOR ARRIVALS TO THE CNMI FY06 - FY22

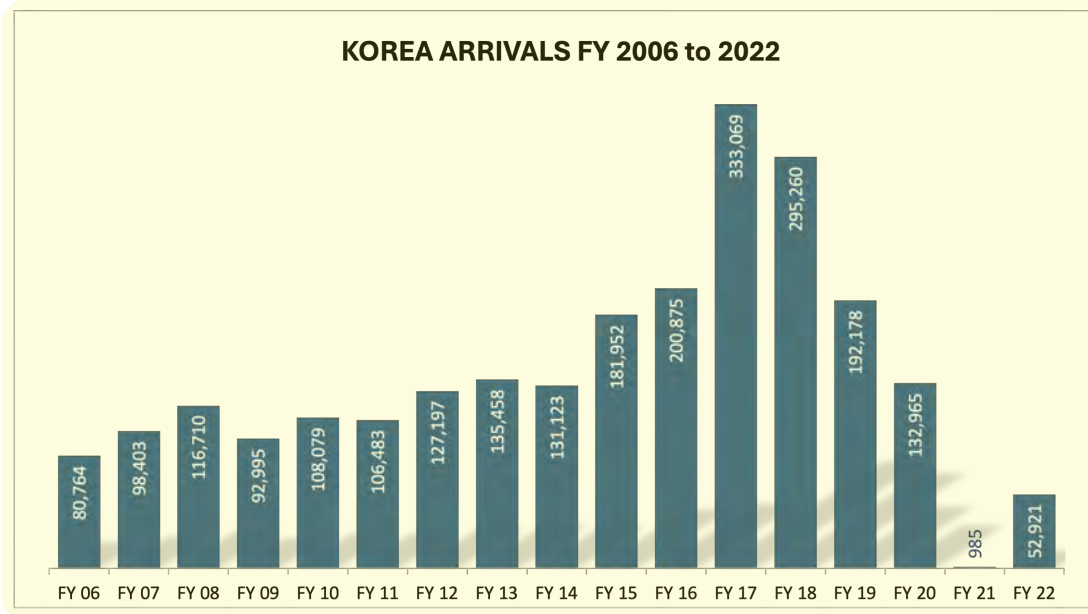
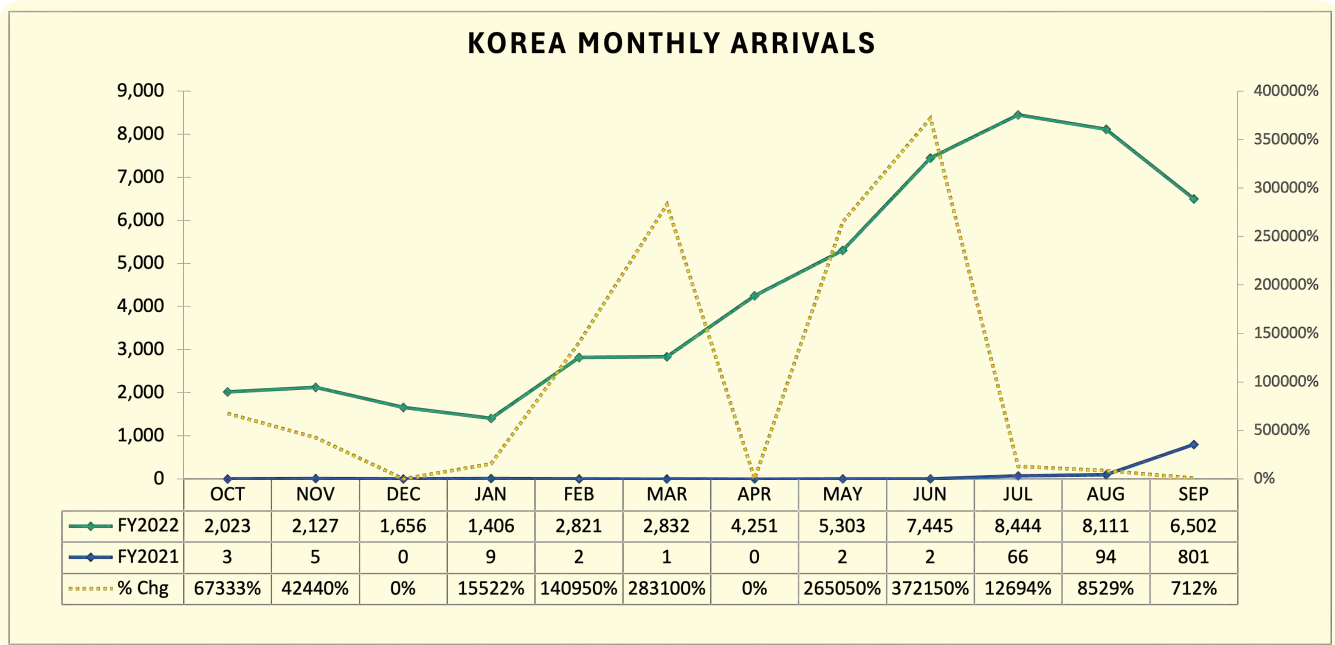
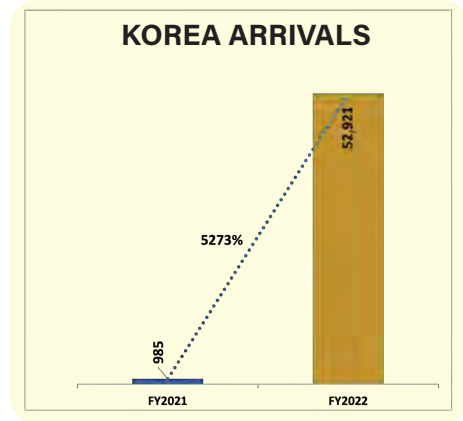


	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	
VISITORS	443,812	395,360	396,497	375,808	368,186	338,106	389,475	433,925	443,963	479,679	501,489	653,150	607,593	424,858	215,125	5,365	69,647	
% Chg	-	-16%	-11%	0%	-5%	-2%	-8%	15%	11%	2%	8%	5%	30%	-7%	-30%	-49%	-98%	1198%

## KOREA

Top-performing market Korea registered 52,912 visitors in FY 2022, a 5,262% increase compared to 985 in FY 2021.

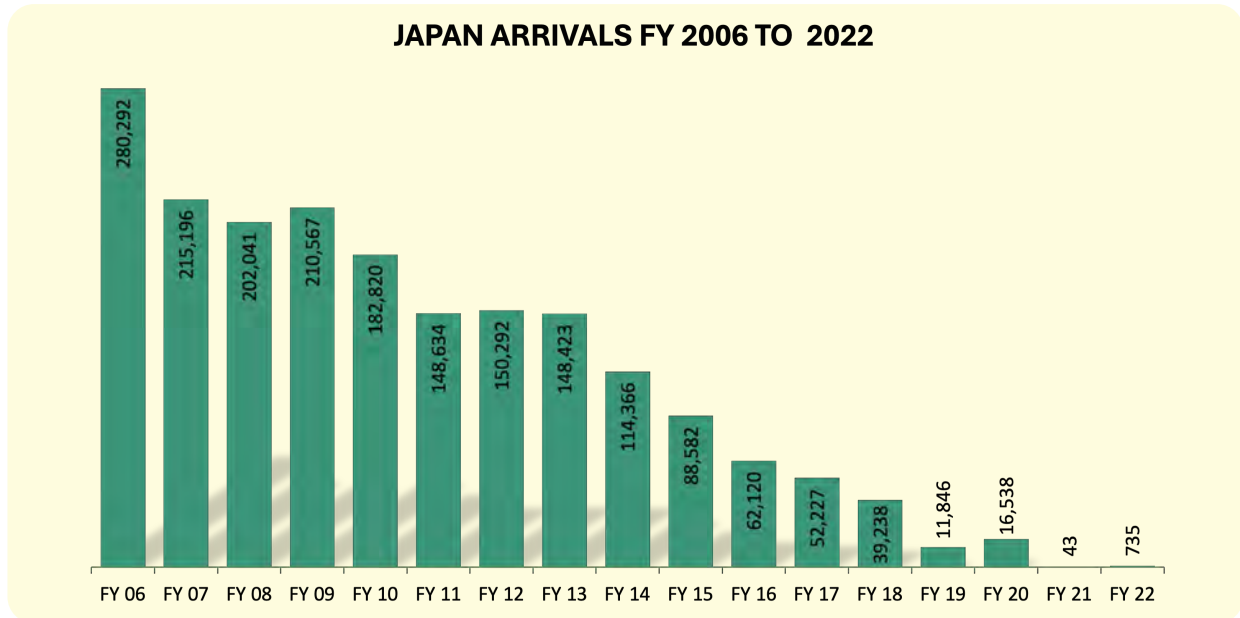
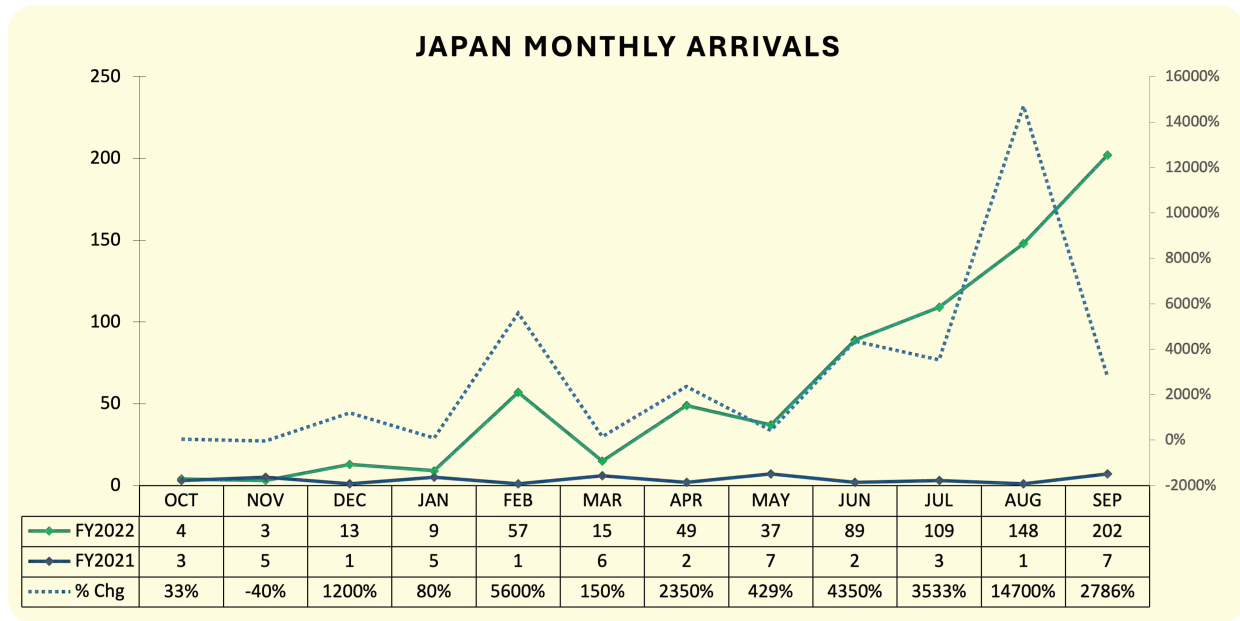
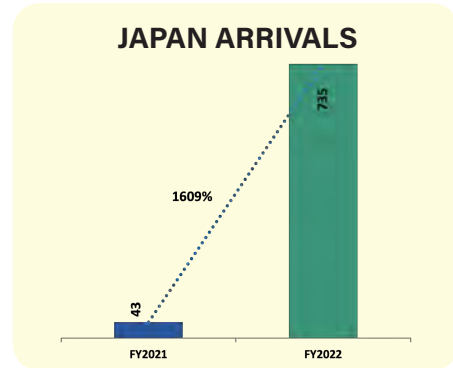
While arrivals early in the year were supported under the CNMI Tourism Resumption Investment Program, incentives were gradually discontinued as organic visitor demand began to increase. As normal market conditions began to resume, the number of air carriers and flights operating to The Marianas –and visitor arrivals– also increased.



## JAPAN

Reversing its upward trend prior to the COVID-19 pandemic, arrivals from Japan took a nosedive in FY 2021 to only 43 visitors.

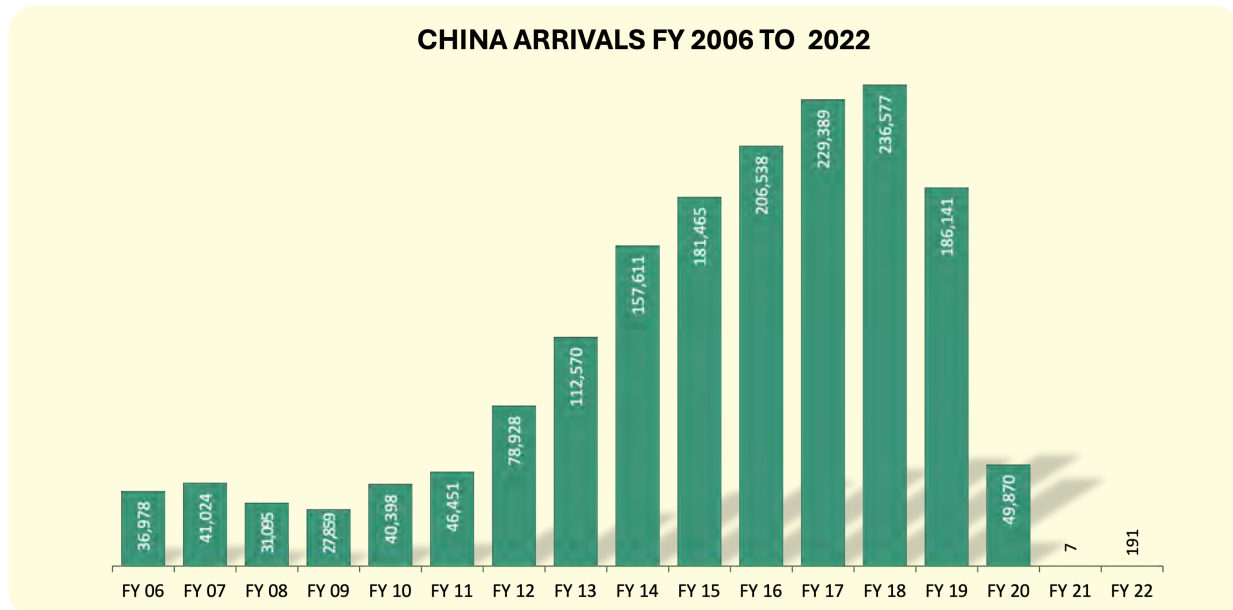
In FY 2022, direct flights from Tokyo-Narita resumed three times a week, bringing total arrivals from Japan to 202 visitors as the market began a slow recovery.



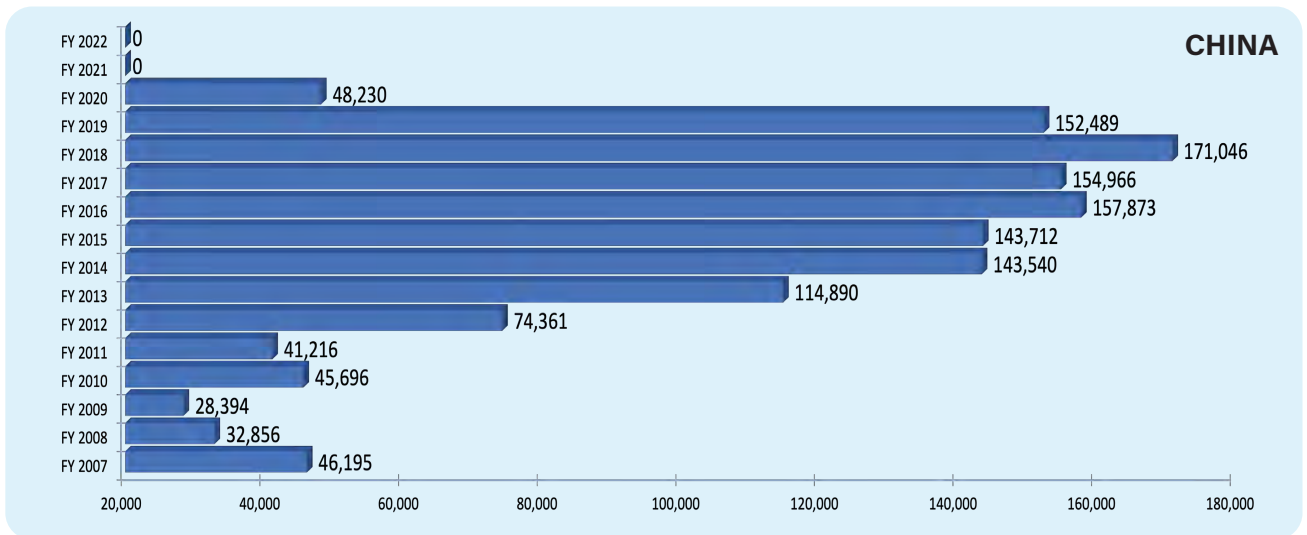
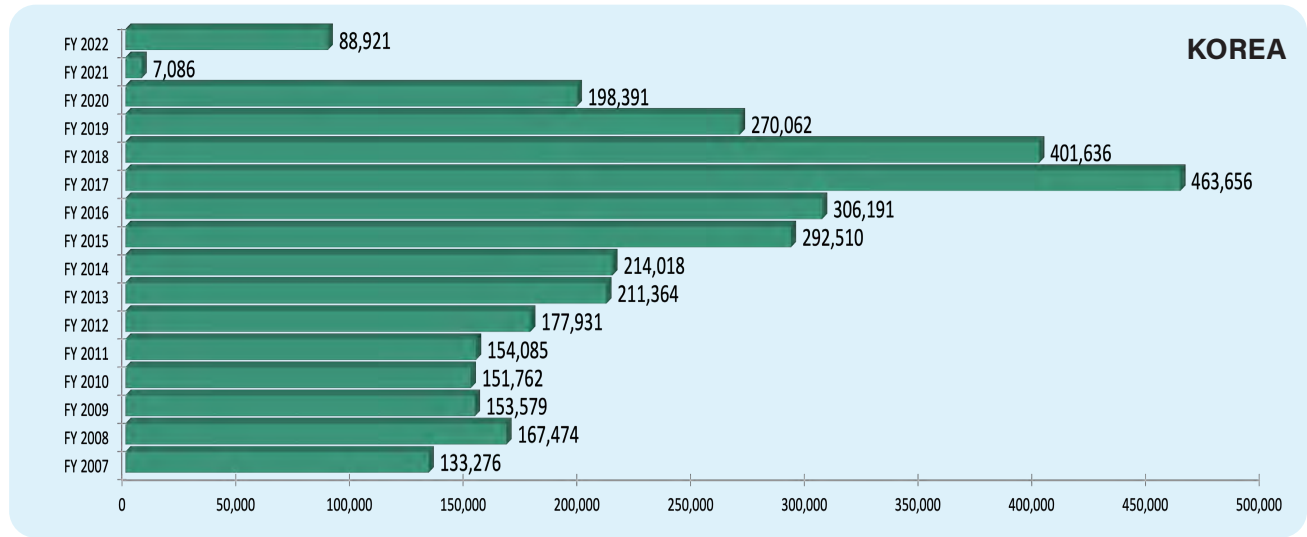
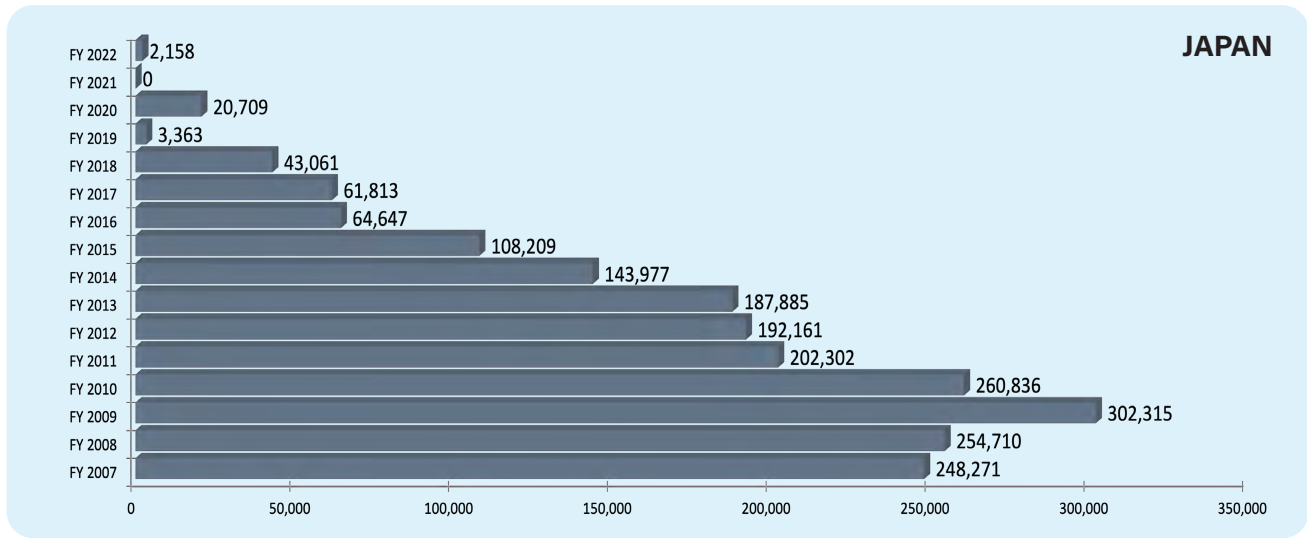
# CHINA

Arrivals from China registered 191 visitors in FY 2022 under the continued lack of direct flights and strict pandemic-related quarantine requirements for any inbound passengers to China, including citizens.

While China had been the second largest source market for The Marianas before the pandemic, the absence of flights relegated the market to less than 1% market share in FY 2022.



# AIRLIFT



# COMMUNITY EVENTS

The Community Projects & Membership Division plays an important role in promoting The Marianas as a leisure and sports destination. Through the division, the MVA has developed annual Signature Events to generate international publicity and to offer visitors a wider variety of activities throughout the year. The division also works closely with industry partners on tourism activities, conducts regular public outreach, facilitates destination enhancements, and partners with MVA members to further educate the community about the importance of the tourism industry.

In Fiscal Year 2022, the MVA had 130 members compared to 93 members from FY 2021. This is largely attributed to the COVID-19 pandemic and sharp downturn in travel-related businesses.

## SAIPAN MARATHON

Three hundred three runners crossed the finish line of Saipan Marathon 2022 on April 9 in The Marianas, successfully navigating their respective half-marathon, 10K, and 5K courses. The original 327 registrants included 304 from The Marianas, 15 from U.S.A., 4 from Guam, and 2 from South Korea, plus two more. The breakdown by race are 86 individuals for the half-marathon, 122 for the 10K, and 119 for the 5K. It was an overwhelming young roster, with 13-17 being the largest age category.



The annual race was organized by the MVA in partnership this year with Northern Marianas Athletics. Saipan Marathon returned this year after a hiatus in 2021 due to the pandemic. The race follows some of Saipan's most scenic roadways, starting and ending at Micro Beach and American Memorial Park and providing stunning views of the azure blue lagoon along the Beach Rd. All participants received a finisher's T-shirt, a certificate of completion via email, and entry to the awards banquet at Aqua Resort Club.

The event was sponsored by Hotel Association of the Northern Mariana Islands. In-kind contributors were Century Hotel, Serenity Hotel, Aqua Resort Club Saipan and Kinpachi Restaurant. Aid stations were provided by Saipan World Resort, Crowne Plaza Resort Saipan, Hyatt Regency Saipan, Triathlon Association of the CNMI, IT&E, Aqua Resort Club Saipan, Kensington Hotel Saipan, Coral Ocean Resort, and Pacific Islands Club Saipan. Supporters are Dept. of Public Safety, Dept. of Public Works, American Memorial Park, Division of Fire & Emergency Medical Services, Div. of Parks & Recreation, Marianas Health Services and Run Saipan Run. The race was a World Athletics -AIMS Certified Course, as World Athletics has agreed to extend the measurement certificates for another 12 months for the Saipan Half Marathon and 10K.

## CHRISTMAS IN THE MARIANAS

Christmas in The Marianas, a Marianas annual signature event normally celebrated every Saturday in December, was cancelled in FY 2022 due to COVID. Christmas lights and sculptures were displayed at Garapan Fishing Base from Dec. 10 to Jan. 7.

## TINIAN HOT PEPPER FESTIVAL

Rain showers couldn't put a damper on festivities at the 18th Annual Tinian Hot Pepper Festival on March 11-13 in The Marianas. The annual signature event of MVA, organized in cooperation with the Mayor of Tinian & Aguiguan, kicked off with a soft opening on March 11 and, despite scattered showers, provided a refreshing good time for residents and visitors throughout the weekend. The 50K Pika Bike Race was held early Saturday morning with 35 registered bikers and finished without a hitch.



Later that day Jessica Cabrera of Tinian repeated her winning form of 2021 by chomped through 100 "donne sali" peppers first to top the Female Hot Pepper Eating Contest. The following day Christian Bulanadi of Tinian took the Men's title. The JC Café Pikalicious Burger Eating Contest tested competitors with giant, "donne sali"-laced patties, with Thomas Hoffman placing first.

Bernard Lopez served up the tastiest dish in the Estufao Pika (spicy chicken stew) Cooking Contest. The "Umang" (hermit crab) Race for boys and girls was topped by Tristan Manglona and Jayden Reyes for having the fastest crabs to exit the circle. David Bamba and Carmen Dela Cruz stepped their way to 1st place in the Cha Cha Dance Competition. For the second year, first place in the Booth Decoration Contest went to Sweetie's Corner.



Exclusive Sponsors for this year's festival were Tan Holdings Corp. and Tan Sui Lin Foundation. Gold Sponsors were Bank of Guam and IT&E. Silver Sponsors were Triple J Bar K, Tinian Shipping Company, and JC Café, and the Bronze Sponsors were McDonald's Saipan and Saipan World Resort. The event was also supported by CNMI Office of the Governor, Commonwealth Healthcare Corp, CNMI COVID-19 Task Force, Tinian Fishermen's Association, JC Café, Bikers Association of Tinian, Dept. of Public Safety, Dept. of Fire Emergency & Medical Services, The Super Emerald and Star Marianas Air. The Tinian Hot Pepper Festival was held at the Fiesta Grounds in San Jose village and is usually held every President's Day weekend in February, although this year's festival was postponed to March due to the spread of the omicron variant. Ferry service and airport shuttle service were also provided during the festival.

## TOURISM MONTH

In celebration of May Tourism Month, a series of community events were organized to celebrate and support the primary economic driver of The Marianas. The month of May was proclaimed Marianas Tourism Month on April 28 at an official signing ceremony at the Office of the Governor on Capitol Hill. The MVA also held a student logo contest. High school students were asked to incorporate the slogans “Marianas Tourism Month” and “Tourism is Everybody’s Business” in their vision of the future of travel. The entry of 11th grader Xinyi Ni was awarded 1st place. Prizes were \$500 for 1st place, \$200 for 2nd place, and \$100 for 3rd place. The logo will be featured in Tourism Month promotions beginning in 2023.

The public had the chance to win Tourism Month t-shirts and gift cards by correctly answering tourism-related trivia questions on radio stations Power 99 (97.5 FM) and KCNM-KZMI (103.9 FM) and cable station KSPN2.



A total of 459 participants turned out early on May 14 to show support at the Fit-to-Lead Marianas Tourism Month Fun Run, which was organized by the MVA in collaboration with the Office of the Governor. The top three overall finishers for both Male and Female Categories received cash prizes of \$250 for 1st place, \$150 for 2nd place, and \$100 for 3rd place. The fun run started at Garapan Fishing Base and followed Saipan Beach Rd. Pathway to the Japanese tank at Quartermaster Rd. intersection and back.

The first wave of runners started at 6:30 a.m. and the second wave at 7 a.m. Each participant also received a raffle ticket for a chance to win various prizes. The first 300 participants on site also received a “CNMI Tourism Month/Fit to Lead” t-shirt. Race proceeds will benefit the Diabetes Coalition and Run Saipan.

To mark Marianas Tourism Month, dozens of volunteers joined a cleanup at Last Command Post in Saipan on May 28. In recent years the annual cleanup has expanded to include more businesses, community groups, and individuals. Approximately 65 volunteers joined the cleanup, which including sprucing up the popular tourist site with a new coat of paint on concrete benches and parking curbs, trash collection, and clearing of debris. In Rota on May 14, 14 students of the Marianas Youth Welcome All Visitors Enthusiastically (MY WAVE) Club of Sinapalo Elementary marked Marianas Tourism Month by conducting a cleanup at Chamorro Village in Sinapalo, Rota.



## TOURISM MONTH

In celebration of Marianas Tourism Month, the Marianas Visitors Authority (MVA) hosted a painting workshop for students on May 21, 2022, at Rita H. Inos Jr./Sr. High School on Rota. Twenty-seven 8th graders participated in the event conducted by local artist Linda Torres. The project aimed to acquaint students with painting fundamentals that could be applied in island beautification projects. Students of Sinapalo Elementary School helped beautify the island with a cleanup at Chamorro Village on May 14, 2022. Students of Dr. Rita Inos Jr./Sr. High School also received a guided tour of historic sites on the island.



On Tinian, a photo contest highlighting the island's natural, historical and cultural attractions was held. The entry of Tinian resident Joshua Brazzle won 1st place and \$500 in the "Capture Your Tinian Treasure" Facebook photo contest. Brazzle's entry shows the Milky Way photographed from Tinian. Also, island youth, tour guides, and industry frontline workers were Tourists for a Day on May 25 & 27, receiving a guided tour of the island to learn more about Tinian's tourist attractions.

MVA management and staff conducted roadside waving every Friday throughout the month to bring awareness to the monthlong celebration.



## TASTE OF THE MARIANAS INTERNATIONAL FOOD FESTIVAL & BEER GARDEN

The 23rd Annual Taste of The Marianas International Food Festival & Beer Garden held in June served up a full plate of delicacies, drinks, live entertainment, and more for visitors and residents, marking another step toward tourism recovery in the destination.

The annual signature event of the MVA returned for its second year since the pandemic with 29 food and 4 drink vendors - more than ever - and catering to a growing number of South Korean visitors and representatives of over 20 Pacific island nations and territories who gathered on Saipan this month for the 2022 Northern Marianas Pacific Mini Games. The festival was held on June 18, 19, 24, 25 & 26, 2022, from 5-10 p.m. at Garapan Fishing Base.

The Kadun Pika (spicy chicken) Cooking Contest on June 18 and the Eskabeche (Fried Fish with Coconut Milk and Vegetables) on June 19 were topped by the same trio of winners. The Pika Me to Win duo of Donald Mendiola and Alex Standish won 1st place and \$500 in both contests. In 2nd place was Manny Borja, winning \$250 in each contest, and in 3rd place was Andrew Songsong, winning \$150 in each contest. Additional prizes were awarded to other competitors. Entries were judged on taste, tenderness, ingredients, and presentation.



On June 25, Japanese food fighter Sachiyo Masubuchi returned to the festival to earn another 1st place finish, besting 9 local competitors in the Sukiyaki Eating Contest. Masubuchi finished five lbs. of the dish in 9:25 minutes, winning \$500 cash while simultaneously broadcasting the event to her fans online. Masubuchi was followed by George Cabrera in 2nd place, Nilo Dino in 3rd place, and Regino Ben in 4th place. In the 5 lb. Burrito Eating Contest sponsored by The Hut

on June 26, Raymond San Nicolas finished 2.7 lbs. of his burrito to land 1st place and \$200, followed by Gus Castro (2.86 lbs.) winning \$100 and Christian Lucero (2.96 lbs.) winning \$75. A cooking demonstration of apigigi (grilled sweet young coconut) and titiyas (tortillas) was held on June 24.

This year's festival was sponsored by the Hotel Association of the Northern Mariana Islands, Dave's Electronics, IT&E Saipan, Hawaiian Rock Products, Best Deal, E.S.T. Rental, Jonny's Bar and Grill, Bistro Marianas, and New X.O. Market.



## WORLD TOURISM DAY

The Marianas joined the global travel and tourism community in celebrating the United Nations World Tourism Organization's World Tourism Day on Sept. 27. Businesses and other groups participated in island beautification cleanups on Saipan at Paseo de Marianas in downtown Garapan and at Tinian at Tinian Swimming Hole.

Participating groups in Saipan were from Kinpachi Restaurant, Japan Saipan Travel Association, Northern Marianas Diving Operators Association, Saipan Keepers, Loco & Taco, Crowne Plaza Resort Saipan, the Offices of Vice Speaker B.J. Attao and Rep. Ralph Yumul, Division of Parks & Recreation, and L.J.'s Lawn Care.

World Tourism Day Sunset Walkathons were held on all three islands beginning at 6 p.m. Tinian's walk attracted nearly 200 participants, including a large number of youth and employees of local eatery JC Café in cultural attire. On Rota, the walk beginning at East Harbor drew 22 participants. In collaboration with the Northern Mariana Islands Museum of History & Culture, high school Marianas Youth Welcome All Visitors Enthusiastically (MY WAVE) clubs of Saipan Southern High School, Marianas High School and Kagman High school received free tours in the morning. Students also had the opportunity to join Color Nights painting session with local instructor Linda Torres.



## HAFA ADAI & TIROW EXPERIENCE



To provide visitors and residents a cultural experience highlighting indigenous Chamorro and Carolinian culture, the MVA, Carolinian Affairs Office (CAO), and Indigenous Affairs Office (IAO) kicked off the Hafa Adai-Tirow Tuesdays and Thursdays cultural experience on Aug. 2.

Coconut frond hats, fresh fried fish, and traditional dance were all part of opening night. The inaugural event was held from 5-9 p.m. at the CAO grounds in Garapan next to the Saipan lagoon and featured Chamorro and Carolinian live entertainment by musicians Ace Elameto, JJ Aguon, and Marvin Deleon Guerrero, as well as Carolinian dance groups Refaluwasch Warriors and Uraali. Arts, crafts, and other products were demonstrated or sold by Bwiibs Merchandise, Will & Ebs Tropic Threads, Islandry670 Handmade, Bonitu Basula, Flower Pot Creations, and John Gerald Pangelinan. Food sales by Chagi Norf Kitchen and Island Snow included indigenous dishes. An official grand opening was held on Aug. 9.

The MVA provided funding for nightly entertainment and support with publicity, while CAO provided man-power and logistical coordination.

## MARIANAS TOURISM EDUCATION COUNCIL (MTEC) SUPPORT

Annual joint outreach with the Marianas Tourism Education Council (MTEC) in their activities toward the mutual goal of promoting tourism education was suspended in FY 2022.

## JOETEN-KIYU LIBRARY 5K FUN RUN

Logistical guidance was provided to organizers of the Joeten-Kiyu Library 5K Fun Run on April 23, and traffic cones were loaned for the event.

## 4TH ANNUAL ROTA GILITA CHAMORRO FESTIVAL

The 4th Annual Rota Gilita Chamorro Festival was held on April 21-23 featuring food, music, and handicrafts inspired by Chamorro culture. The festival was held at the Chamorro Village Learning Center in Songsong village. The event was organized and sponsored by the Rota Mayor's Office, Office of the CNMI Governor, the 18th Rota Municipal Council, the MVA, and Aloha Maid in collaboration with all municipal departments and the Filipino Community of Rota (FILCOR).

## USS MIGUEL KEITH SHIP TOUR

The MVA joined representations of the CNMI Office of the Governor, Saipan Chamber of Commerce, and other agencies in taking a ship tour of the U.S.S. Miguel Keith on April 27 to learn about ship operations and how future port calls can be improved.

# TOUR GUIDE CERTIFICATION

Started in 2016, the Tour Guide Certification Program (TGCP) aims to nurture every tour guide who serves visitors of The Marianas' as welcoming agents equipped with the right tools to best showcase the beautiful islands. Tour guides are one of the most visible occupations in The Marianas tourism economy. The program objectives are to:

- Equip Official Marianas Guides (OMG) with tools so tours can be more safe and informative and remain sensitive to environmental and cultural concerns. Sustaining the most marketable component of the islands, the environment, is the best way to remain a viable and competitive destination.
- Encourage a sense of ownership in tour guides and tourists by providing relatable narratives that can enhance the enjoyment of those who are guiding and are being guided.
- Provide a conduit of communication for tour guides and government agencies to address different issues of mutual concern to agencies and tour guides.

Regulations identify requirements for the certification of all tour guides and tour operators in The Marianas, which include a business license, proof of a business account in The Marianas, police and traffic clearance, identification of an employee or retained independent contractor who is fluent in the English language, and others. Tour guides are also required to display a badge of certification while conducting tours.

## TRAINING & CERTIFICATION

In FY 2022 the hospitality industry continued to suffer the devastating effects of the pandemic. The end of 2022 saw the remaining certified Official Marianas Guides expire, as the certification program remained suspended since the onset of the pandemic. Despite the continuous challenges facing the industry, efforts to improve the Tour Guide Certification Program were undertaken with critical updates and modifications to meet the needs of the new travel environment.

Forward movement was made with MVA's primary community partner for the program, Northern Marianas College – Community Development Institute (NMC-CDI). Following a review of the program's status, modifications to the existing Memorandum of Agreement (MOA) between the two entities were recommended. The newly modified MOA would reduce liabilities from both parties and include other administrative considerations.

In addition, ideas to update the curriculum and improve testing efficacy was the overall focus. Past results indicated that the initial format of the examination may have not been suitable for the audience intended. The proposed modification to the curriculum and examination would adjust delivery of covered material to become more interactive and in layman's terms. The overall goal is to make the material more palatable for the applicants to absorb effectively and by virtue be able to express information during guided tours more accurately.

## FY 2023 STRATEGIC OBJECTIVES

The program is in continued redevelopment and is expected to re-launch the first cohort by the end of 2023, 1st quarter of FY 2024. The new MOA with NMC expected to be completed by the second quarter of FY 2024. There is no barometer at the moment to gauge an accurate figure of the total applicants; however, inquiries for certification continue to flow in every week.



# DESTINATION ENHANCEMENT

The Destination Enhancement Division is responsible for defining, launching and maintaining programs to enhance The Marianas as a tourist destination. Such programs include evaluating the tourism-attraction value of existing sites, monitoring and upgrading the content and upkeep of these sites, and increasing the number of sites. The Destination Enhancement Division works closely with government, community and tourism industry partners to develop projects which will increase the quality of the visitor experience.

Popular tourist sites in Saipan, Tinian, and Rota are major attractions for the travelers and important historical and cultural resources. Financial constraints caused by the COVID-19 pandemic have further slowed or halted repairs and renovations.

## GOVERNOR'S PUBLIC-PRIVATE PARTNERSHIP

Under the Governor's Public-Private Partnership (PPP) agreement, the MVA served as the liaison for government permitting. The PPP brought together funding, manpower, and other resources for destination enhancement project. The MVA coordinated permitting with the Division of Coastal Resources Management, Saipan Zoning Office, Division of Environmental Quality, Department of Lands & Natural Resources, Dept. of Public Works, Dept. of Public Lands, Historic Preservation Office, Div. of Forestry and other departments and agencies. Projects facilitated or extended in FY 2022 were:

- Susupe Beach Park
- Chalan Piao Directional Signage (3 locations)
- Naftan Point Pavilion
- Bird Island Lookout
- Banzai Cliff
- Suicide Cliff
- Grotto
- Marpi site signage
- Mt. Tapochau

A PPP inspection tour was held on April 18 with Governor Torres and partners at Last Command Post, Bird Island Lookout, and Grotto. Railings at Banzai Cliff and Bird Island Lookout were repaired in Summer 2022 in cooperation with PPP. It was agreed to use the same railing design at Suicide Cliff, as well.

The division met with CRM on June 27, 2022 to discuss the Bird Island Revitalization project. The permitting and Compliance Chief recommended making adjustments to the current project plans to better meet the regulations. We concluded to give the assigned Contractor of this project the responsibility to acquire the permits needed

Rota projects included l'Chenchon Bird Sanctuary Phase III, Sabana Peace Memorial and Lookout project and As Nieves Latte Stone Quarry.

### 3-ISLAND SITE INSPECTION

Rota visitor site inspections were conducted by MVA staff on April 20-22. Sites included Rota Swimming Hole (pavilion and restroom in need of repainting), Teteto Beach (restroom septic tanks overflowing), Twerksberry Beach (closed due to rhino beetle infestation), As Nieves Latte Stone Quarry (new signage installed by Rota Mayor's Office), I'Chenchon Bird Sanctuary (railing repaired with FEMA funding; restroom in need of cleaning and repainting), Japanese Cannon (needs repainting) and Sabana Park (needs water blasting and painting). A meeting was also held with the Rota Mayor's Office for closer collaboration on Rota events.

Saipan visitor site inspections were conducted by MVA staff on July 19. The following sites were inspected: Mt. Tapochau (in need of railing repair and brush clearing on pathway), Banzai Cliff (broken railings, improper drainage, potholes), Last Command Post (rusting cannons), Bird Island Lookout, and Kalabera Cave.



Tinian visitor site inspections were conducted on Aug. 11-12. Sites visited included WWII Atomic Bomb Pits (in need of repairs), Kastiyu Caves (entry path overgrown), Suicide Cliff/Okinawan Memorial Monument, Carolinas Limestone Forest Trail and Lookout Point, Japanese Cannon, Swimming Hole, House of Taga, Unai Dangkulu, and Blow Hole. A list of repairs and potential enhancements was compiled.



### GARAPAN AREA TRASH COLLECTION SERVICES

Garapan is the most populated tourist district on the island of Saipan. Visitors use Garapan streets to get to shops, restaurants, and the Garapan Street Market at Garapan Fishing Base. Prior to the pandemic, a company was contracted to provide daily collection and disposal of trash along both sides of the street shoulders, storm drains and catch basins, including the removal and disposal of dirt, mud, or sediment buildup along eight or nine routes. The contract had been suspended in August 2020 due to lack of funding and was reinstated this year.

### TINIAN SIGNAGE

New signs at major tourist sites were fabricated and installed.

## **CHRISTMAS IN THE MARIANAS LIGHTING**

Although the Christmas in The Marianas signature event was not held, to enhance the Christmas and New Year experience for visitors and residents, a light sculpture was put on display in Garapan Fishing Base during the holiday season.

## **CAROLINAS LOOKOUT POINT OBSERVATION DECK**

Funding was released for A&E design of the Carolinas Lookout Point Observation Deck project contracted by the Tinian Mayor's Office. A one-year, no-cost extension was granted by the MVA to the mayor's office for the completion of the longstanding project.

## **MT, SABANA 360 LOOKOUT**

The Mt. Sabana 360 Lookout project—contracted by the Rota Mayor's Office—is awaiting permitting clearance from the Dept. of Lands & Natural Resources Fish & Wildlife Division. The project is now known as Freedom is Nature Trail Project.

## **MVA ROTA OFFICE REPAIRS**

Repairs to the MVA Rota office following Super Typhoon Yutu were completed.

## **INTERAGENCY MOU FOR SITE IMPROVEMENTS**

An MOU was drafted with the Dept. of Public Lands and Dept. of Lands and Natural Resources to authorize the MVA to conduct improvements at select tourist sites in Saipan, Tinian, and Rota.

## **GLOBAL BRANDING**

Feedback was compiled from off-shore representative offices on proposed logos and taglines to brand The Marianas. Popular voting in The Marianas was also conducted.

## **BEAUTIFY MY MARIANAS**

Beautify My Marianas enables the community and student groups to support tourism and raise money for their causes by cleaning up designated sites on Saipan, Tinian and Rota. Beautify My Marianas offers \$100 to qualified groups who pick up trash over 1 mile at beaches, roadsides, and other assigned sites. The program had been suspended on March 2, 2020, but was reinstated on June 9, 2022. The Dept. of Public Works continued to waive the solid waste tipping fee for participating groups.

## **“A NIGHT AT THE PARK”**

In collaboration with the Saipan Mayor's Office, approximately 1,000 bags of candies were distributed and a haunted house for the public was held as part of Halloween's "A Night at the Park" on Oct. 31 at Sugar King Park.

# MVA EMPLOYEES

## EXECUTIVE

Priscilla M. Iakopo (Until November 22, 2022)  
Judy C. Torres

## ACCOUNTING

Joanne S. Paraiso (Until July 30, 2022)  
Maria C. Muna  
Melisha Lizama

## HUMAN RESOURCES/ADMINISTRATION

Ricardo Cruz (Until August 5, 2022)  
Sheri N. Llagas (Until December 3, 2021)

## RESEARCH

Thelma F. Boyer  
Janica Q. Lizama

## TOUR GUIDE CERTIFICATION

George A. Sablan

## PRODUCT DEVELOPMENT

Tiana T. Reyes

## PROCUREMENT

Lenette F. Maratita

## COMMUNITY PROJECTS

Martin F. Duenas  
Edward D. Diaz  
Valencia V. Tenorio  
Raymond A. Villagomez  
Jack E. Aranda

## MARKETING

Tatiana Babauta (Until April 8, 2022)  
Justin X. Poon  
Brenda B. Repeki  
Skye Han

## MVA ROTA

David A. Atalig  
Perry John R. Taimanao  
Alfred L. Maratita  
David Dre. A. Manglona  
Jovito Reyes

## MVA TINIAN

Benedicta L. Borja  
Cipriano Alamabra, Jr.  
Brian Ayuyu  
Anthony Aguingoc (Until July 18, 2022)

# MVA MEMBERS

A&C, LLC  
 Alamo Car Rental  
 Amore Corp.  
 Angil Design, Inc.  
 Aqua Resort Club Saipan  
 Asia Pacific Hotels, Inc.  
 Avenue Restaurant & Guest House  
 AvisCar Rental  
 Axe Murderer Tour LLC  
 Beach Garden Apartment & Hotel  
 Big Boy Marine Sports  
 C & Van's, LLC  
 C Pacific Corporation  
 Caronel Lifestyle  
 Century Hotel  
 Century Tours Inc.  
 Chagi Norf Kitchen  
 Clear Water Hotel  
 Coco Restaurant  
 Crowne Plaza Saipan  
 CWM Travel International  
 Dave Electronics Center  
 D'Chefs Kitchen  
 Dellina R. Liero  
 Deloitte & Touche LLC  
 DFS Saipan  
 Dickerson & Quinn  
 Dream Pacific Corp.  
 E&F Corp.  
 Emon Masonic Lodge 179  
 Emperor Ent. Corp.  
 EST Rental  
 Everest Kitchen  
 F&J Enterprises, LLC  
 First Hawaiian Bank  
 Fishing Tackle & Sporting Goods  
 Friends of the Mariana Trench  
 Fun Saipan Mariana Corp.  
 G4S Secure Solutions CNMI, Inc.  
 Gajago Saipan  
 Good Tour  
 Good Tour Rent a Car  
 Grandvrio Resort Hotel  
 Herman's Modern Bakery, Inc.  
 Hertz Rent a Car  
 HM Wedding Saipan  
 Holiday Saipan Hotel  
 Hybrid Shop  
 Ichiban Marine Sports  
 Integrity Communications  
 Irie, Inc.  
 Ishop Saipan  
 Island Fruittie Smoothies  
 Island Training Solutions  
 Islander Rent A Car  
 Islands Trio Joe & Duo I-princess Company LLC  
 J&K Marine Sports  
 Jang Gun Restaurant  
 Java Joe's Saipan  
 JC Café  
 JCA Ing.  
 Jeju Air  
 JM Holdings, LLC  
 Joeten Stores  
 John B. Constantino  
 Jonathan Borja  
 Jonny's Bar & Grill  
 Juan T. Guerrero and Associates, Inc.  
 Kamakazee's  
 Kap Soon Choi  
 Kingfisher Corp.  
 Kinpachi Restaurant  
 KMCV LLC  
 L&T Group of Companies  
 Laolao Bay Golf & Resort  
 LBT Appraisal  
 Let's Go! Tour  
 Lezon Int'l Inc.  
 Lollipop's & Girl Talk  
 Louis Vuitton  
 LSG Sky Chefs  
 Made in Saipan Kingfisher Noni  
 Mama Store  
 Marianas Creations  
 Marianas Trekking LLC  
 MARPAC

# MVA MEMBERS

Micronesia Brokers (CNMI) LLC.  
 MTSI Travel Agent  
 New Expo Tour  
 Pacific Eagle Ent., Inc.  
 Pacific Islands Club—Saipan  
 Phoenix Marine Sports  
 POI Aviation  
 R&I Corp.  
 R&M Printers  
 Regent Tours Services  
 RNV Construction  
 Rota Scuba Center RUBIN  
 Rowina's Bar & Lounge  
 Saipan Adventures Inc.  
 Saipan Grace Tour  
 Saipan Hana Tour  
 Saipan Marine Dive  
 Saipan Plant Center, Inc.  
 Saipan Sanko  
 Saipan Shipping Company, Inc.  
 Saipan World Resort  
 Sakura Saipan  
 Sam Corp.  
 Samil Pricewaterhousecoopers  
 Seatouch  
 Selfish Saipan Inc.  
 Serenti Hotel  
 Shina Star Corp.  
 Skydive Saipan LLC  
 Skymark Airlines  
 Songsong Manglona Inn  
 Star Marianas Air, Inc.  
 Suwaso Corporation  
 Ta & Co LLC  
 Ta Family LLC  
 The Hill LLC  
 Tinian Ocean View Hotel  
 Trankilu Marianas LLC  
 Triple J Admin and Consulting  
 TTC Diving Tour  
 Tyler's Gelatte