



Issue: May 2025

THE MARIANAS JOINS HIROSHIMA FLOWER FESTIVAL 2025



The Marianas Visitors Authority (MVA) recently represented The Marianas at Hiroshima Flower Festival 2025 on May 3-5, 2025, in Japan. The festival is the biggest annual event in Hiroshima and aims to connect Hiroshima with the world, according to its website. The festival was held at Peace Memorial Park in the city's center....[READ MORE](#)

MAJOR SOURCE MARKETS OUTBOUND TRAVEL

From January to March 2025, a total of 7,796,521 Koreans traveled abroad, marking a 5.0% increase compared to the same period last year. January recorded the highest number with over 2.97 million outbound travelers, driven by the Lunar New Year holiday and winter vacation season. In contrast, February and March saw a gradual decline, with 2.62 million and 2.19 million travelers respectively. The growth rate also slowed from 7.3% in January to 2.6% in March.

| Month | 2025 | % vs 24 |
|--------------|------------------|--------------|
| January | 2,972,916 | +7.3% |
| February | 2,625,634 | +4.5% |
| March | 2,197,971 | +2.6% |
| Total | 7,796,521 | +5.0% |

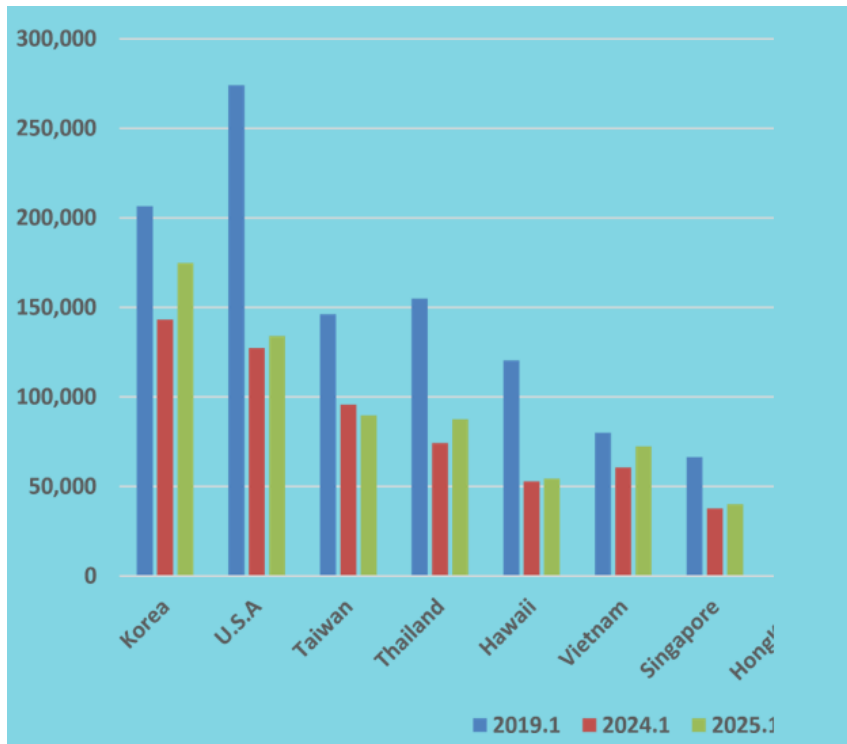
Visitation for Major Destinations

| Destination | January | February | March | Q1 Total |
|-------------|---------|----------|---------|-----------|
| Japan | 967,100 | 847,300 | 691,700 | 2,506,100 |
| Vietnam | 417,116 | 468,026 | 374,989 | 1,260,131 |
| U.S.A. | 159,744 | 118,199 | 99,701 | 377,644 |
| Thailand | 209,065 | 168,090 | 120,775 | 497,930 |
| Philippines | 161,362 | 132,634 | 100,284 | 394,280 |
| Taiwan | 118,086 | 108,815 | - | 226,901* |
| Hong Kong | 126,739 | 121,523 | 90,102 | 338,364 |
| Singapore | 79,300 | 72,219 | 38,446 | 189,966 |
| Macao | 65,659 | 59,330 | 47,266 | 172,255 |
| Guam | 33,999 | 29,891 | - | 63,890* |

* Taiwan and Guam - Numbers for March have not been updated, according to KTO

According to the [Japan National Tourist Organization](#), the number of Japanese departing Japan in February was 1,181,062, up 20.7% from the previous year.

| | 2019 | 2024 | 2025 |
|--------------|-------------------|-------------------|------------------|
| Jan. | 1,452,157 | 838,581 | 912,300 |
| Fed. | 1,534,792 | 978,884 | 1,181,062 |
| Mar. | 1,929,915 | 1,219,789 | |
| Apr. | 1,666,546 | 888,767 | |
| May. | 1,437,929 | 941,709 | |
| Jun. | 1,520,993 | 930,229 | |
| Jul. | 1,659,166 | 1,048,823 | |
| Aug. | 2,109,568 | 1,437,126 | |
| Sep. | 1,751,477 | 1,212,545 | |
| Oct. | 1,663,474 | 1,148,502 | |
| Nov. | 1,642,333 | 1,175,116 | |
| Dec. | 1,712,319 | 1,187,207 | |
| Total | 20,080,669 | 13,007,278 | 2,093,362 |



MARIANAS VISITOR ARRIVALS DASHBOARD

APRIL 2025
11,877

APRIL 2024
19,595

% change
-39.4%

FY 25 YEAR TO DATE
106,842

FY 24 YEAR TO DATE
TOTAL ARRIVALS
141,468

MONTHLY ARRIVALS

| | 2024 | 2025 | % CHGE |
|--------------|----------------|----------------|------------------|
| OCT | 19,731 | 15,226 | (22.8)% ▼ |
| NOV | 15,815 | 12,254 | (22.5)% ▼ |
| DEC | 20,067 | 19,598 | (2.3)% ▼ |
| JAN | 23,840 | 17,744 | (25.6)% ▼ |
| FEB | 23,207 | 15,802 | (31.9)% ▼ |
| MAR | 19,213 | 13,981 | (27.2)% ▼ |
| APR | 19,595 | 11,877 | (39.4)% ▼ |
| MAY | 18,680 | | |
| JUN | 19,665 | | |
| JUL | 21,517 | | |
| AUG | 21,613 | | |
| SEPT | 14,555 | | |
| Total | 141,468 | 106,482 | (24.7)% ▼ |

KOREA ARRIVALS

| | 2024 | 2025 | % CHGE |
|--------------|--------------|---------------|------------------|
| OCT | 16,374 | 11,533 | (29.6)% ▼ |
| NOV | 13,026 | 8,868 | (31.9)% ▼ |
| DEC | 16,369 | 14,186 | (13.3)% ▼ |
| JAN | 16,770 | 11,929 | (28.9)% ▼ |
| FEB | 16,415 | 11,126 | (32.2)% ▼ |
| MAR | 14,403 | 8,936 | (38.0)% ▼ |
| APR | 14,433 | 7,564 | (47.6)% ▼ |
| MAY | 13,378 | | |
| JUN | 13,900 | | |
| JUL | 15,978 | | |
| AUG | 16,031 | | |
| SEPT | 10,866 | | |
| Total | ##### | 74,142 | (31.2)% ▼ |

JAPAN ARRIVALS

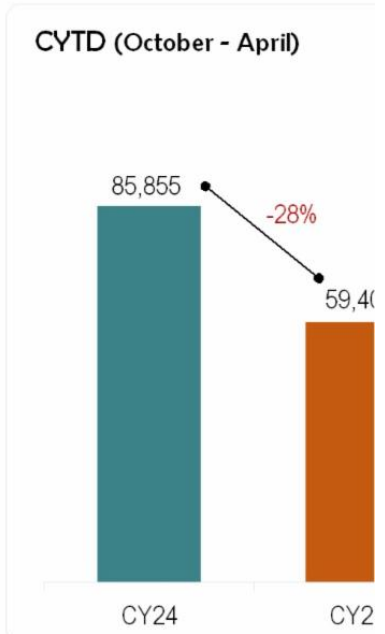
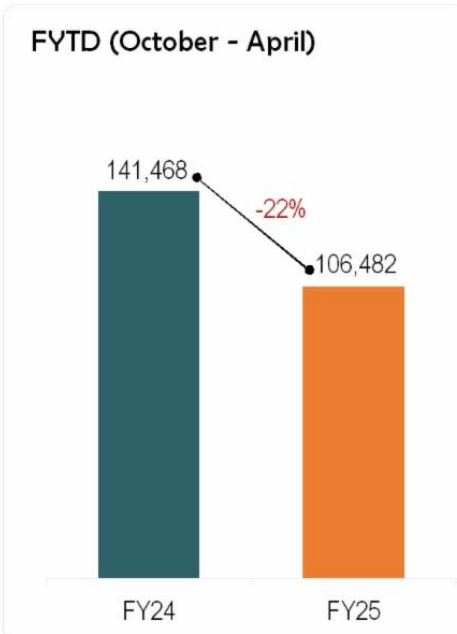
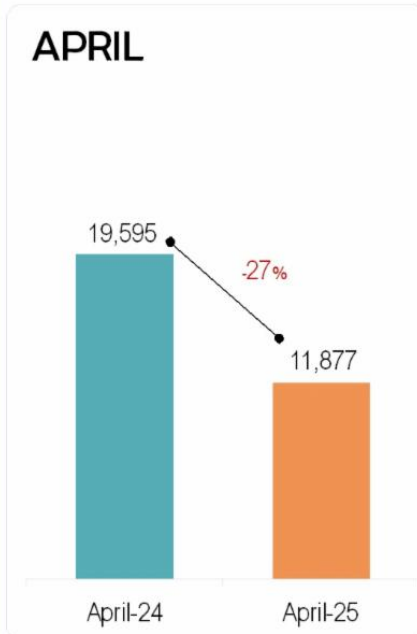
| | 2024 | 2025 | % CHGE |
|--------------|--------------|--------------|------------------|
| OCT | 375 | 595 | 58.7% ▲ |
| NOV | 545 | 479 | (12.1)% ▼ |
| DEC | 888 | 1,886 | 112.4% ▲ |
| JAN | 4,494 | 1,757 | (60.9)% ▼ |
| FEB | 838 | 1,015 | 21.1% ▲ |
| MAR | 1,470 | 1,121 | (23.7)% ▼ |
| APR | 542 | 910 | 67.9% ▲ |
| MAY | 859 | | |
| JUN | 616 | | |
| JUL | 647 | | |
| AUG | 800 | | |
| SEPT | 551 | | |
| Total | 9,152 | 7,763 | (15.2)% ▼ |

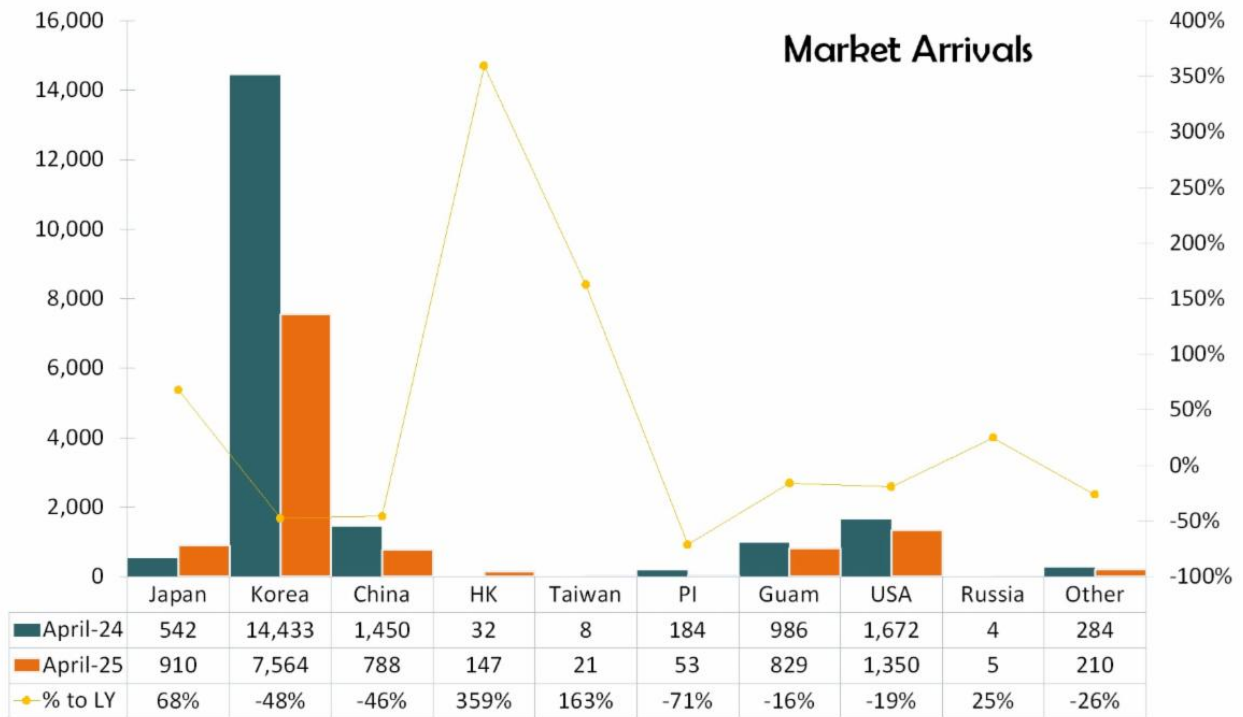
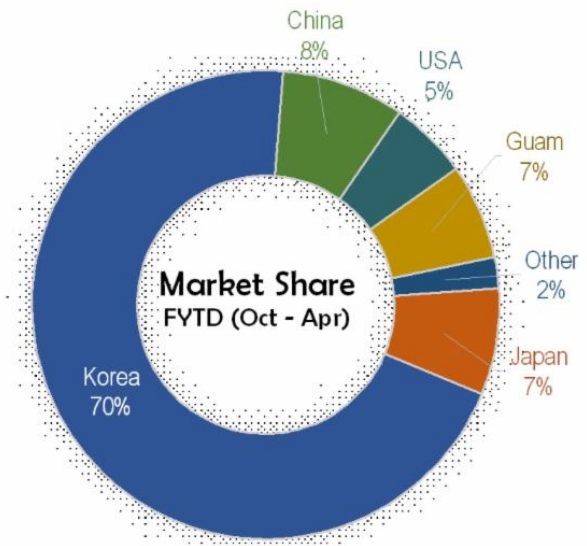
CHINA ARRIVALS

| | 2024 | 2025 | % CHGE |
|--------------|--------------|--------------|----------------|
| OCT | 1,317 | 1,238 | (6.0)% ▼ |
| NOV | 285 | 853 | 199.3% ▲ |
| DEC | 519 | 1,215 | 134.1% ▲ |
| JAN | 831 | 1,996 | 140.2% ▲ |
| FEB | 1,608 | 1,731 | 7.6% ▲ |
| MAR | 1,252 | 1,550 | 23.8% ▲ |
| APR | 1,482 | 935 | (36.9)% ▼ |
| MAY | 2,137 | | |
| JUN | 2,015 | | |
| JUL | 2,146 | | |
| AUG | 2,397 | | |
| SEPT | 1,555 | | |
| Total | 7,294 | 9,518 | 30.5% ▲ |

OTHERS ARRIVALS

| | 2024 | 2025 | % CHGE |
|--------------|---------------|---------------|------------------|
| OCT | 1,665 | 1,860 | 11.7% ▲ |
| NOV | 1,959 | 2,054 | 4.8% ▲ |
| DEC | 2,291 | 2,311 | 0.9% ▲ |
| JAN | 1,745 | 2,062 | 18.2% ▲ |
| FEB | 4,346 | 1,930 | (55.6)% ▼ |
| MAR | 2,088 | 2,374 | 13.7% ▲ |
| APR | 3,138 | 2,468 | (21.4)% ▼ |
| MAY | 2,306 | | |
| JUN | 3,134 | | |
| JUL | 2,746 | | |
| AUG | 2,385 | | |
| SEPT | 1,583 | | |
| Total | 17,232 | 15,059 | (12.6)% ▼ |





Monthly Visitor Arrivals

—●— FY 2023 —●— FY 2024 —●— FY 2025





Commonwealth of the Northern Mariana Islands Visitor Arrival Statistics

| FISCAL YEAR | YTD | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | TOTAL | |
|-----------------------------|----------------|---------------|---------------------|------------------|---------------|---------------|---------------------|---------------|--------------|---------------------|---------------------|--------------------|--------|----------------------|--------------------|
| 2024 | 141,468 | 19,731 | 15,815 [†] | 20,067 | 23,840 | 23,207 | 19,213 | 19,595 | 18,680 | 19,665 [†] | 21,517 | 21,613 | 14,555 | 237,498 | |
| 2025 | 106,482 | 15,226 | 12,254 | 19,598 | 17,744 | 15,802 | 13,981 | 11,877 | | | | | | 106,482 | |
| % change | -24.7% | -22.8% | -22.5% | -2.3% | -25.6% | -31.9% | -27.2% | -39.4% | | | | | | --- | |
| CALENDAR YEAR | YTD | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL | |
| 2024 | 85,855 | 23,840 | 23,207 | 19,213 | 19,595 | 18,680 | 19,665 [†] | 21,517 | 21,613 | 14,555 | 15,226 | 12,254 | 19,598 | 228,963 [†] | |
| 2025 | 59,404 | 17,744 | 15,802 | 13,981 | 11,877 | | | | | | | | | 59,404 | |
| % change | -30.8% | -25.6% | -31.9% | -27.2% | -39.4% | | | | | | | | | --- | |
| - BY COUNTRY OF RESIDENCE - | | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | TOTAL | |
| JAPAN | MS YTD | | | | | | | | | | | | | TOTAL | |
| FY 2024 | 6.5% | 9,152 | 375 | 545 [†] | 888 | 4,494 | 838 | 1,470 | 542 | 859 | 616 [†] | 647 | 800 | 551 | 12,625 |
| FY 2025 | 7.3% | 7,763 | 595 | 479 | 1,886 | 1,757 | 1,015 | 1,121 | 910 | | | | | 7,763 | |
| % change | -15.2% | 58.7% | -12.1% | 112.4% | -60.9% | 21.1% | -23.7% | 67.9% | | | | | | --- | |
| KOREA | MS YTD | | | | | | | | | | | | | TOTAL | |
| FY 2024 | 76.2% | 107,790 | 16,374 | 13,026 | 16,369 | 16,770 | 16,415 | 14,403 | 14,433 | 13,378 | 13,900 [†] | 15,978 | 16,031 | 10,866 | 177,943 |
| FY 2025 | 69.6% | 74,142 | 11,533 | 8,868 | 14,186 | 11,929 | 11,126 | 8,936 | 7,564 | | | | | 74,142 | |
| % change | -31.2% | -29.6% | -31.9% | -13.3% | -28.9% | -32.2% | -38.0% | -47.6% | | | | | | --- | |
| CHINA | MS YTD | | | | | | | | | | | | | TOTAL | |
| FY 2024 | 5.0% | 7,126 | 1,289 | 244 [†] | 514 | 827 | 1,580 | 1,222 | 1,450 | 2,061 | 1,936 [†] | 2,037 | 2,319 | 1,505 | 16,984 |
| FY 2025 | 8.5% | 9,023 | 1,175 | 800 | 1,143 | 1,962 | 1,684 | 1,471 | 788 | | | | | 9,023 | |
| % change | 26.6% | -8.8% | 227.9% | 122.4% | 137.2% | 6.6% | 20.4% | -45.7% | | | | | | --- | |
| HONG KONG | MS YTD | | | | | | | | | | | | | TOTAL | |
| FY 2024 | 0.1% | 168 | 28 | 41 [†] | 5 | 4 | 28 | 30 | 32 | 76 | 79 [†] | 109 | 78 | 50 | 560 |
| FY 2025 | 0.5% | 495 | 63 | 53 | 72 | 34 | 47 | 79 | 147 | | | | | 495 | |
| % change | 194.6% | 125.0% | 29.3% | 1340.0% | 750.0% | 67.9% | 163.3% | 359.4% | | | | | | --- | |
| TAIWAN | MS YTD | | | | | | | | | | | | | TOTAL | |
| FY 2024 | 0.1% | 73 | 15 | 0 | 9 | 13 | 10 | 18 | 8 | 8 | 13 | 141 | 14 | 14 | 263 |
| FY 2025 | 0.1% | 143 | 9 | 17 | 12 | 27 | 24 | 33 | 21 | | | | | 143 | |
| % change | 95.9% | -40.0% | --- | 33.3% | 107.7% | 140.0% | 83.3% | 162.5% | | | | | | --- | |
| PHILIPPINES | MS YTD | | | | | | | | | | | | | TOTAL | |
| FY 2024 | 0.6% | 821 | 88 | 82 | 103 | 81 | 141 | 142 | 184 | 178 | 181 [†] | 129 | 136 | 78 | 1,523 [†] |
| FY 2025 | 0.5% | 513 | 100 | 65 | 81 | 71 | 41 | 102 | 53 | | | | | 513 | |
| % change | -37.5% | 13.6% | -20.7% | -21.4% | -12.3% | -70.9% | -28.2% | -71.2% | | | | | | --- | |
| GUAM | MS YTD | | | | | | | | | | | | | TOTAL | |
| FY 2024 | 4.3% | 6,071 | 750 | 847 [†] | 1,188 | 785 | 700 | 815 | 986 | 1,096 | 1,004 [†] | 1,005 [†] | 852 | 743 | 10,771 |
| FY 2025 | 6.6% | 7,020 | 930 | 1,145 | 1,226 | 990 | 824 | 1,076 | 829 | | | | | 7,020 | |
| % change | 15.6% | 24.0% | 35.2% | 3.2% | 26.1% | 17.7% | 32.0% | -15.9% | | | | | | --- | |
| UNITED STATES | MS YTD | | | | | | | | | | | | | TOTAL | |
| FY 2024 | 5.2% | 7,354 | 615 | 801 | 769 | 665 | 2,023 | 809 | 1,672 | 754 | 1,608 [†] | 1,205 [†] | 1,163 | 589 | 12,673 |
| FY 2025 | 5.4% | 5,741 | 554 | 639 | 767 | 772 | 777 | 882 | 1,350 | | | | | 5,741 | |
| % change | -21.9% | -9.9% | -20.2% | -0.3% | 16.1% | -61.6% | 9.0% | -19.3% | | | | | | --- | |
| RUSSIA | MS YTD | | | | | | | | | | | | | TOTAL | |
| FY 2024 | 0.0% | 25 | 5 | 2 | 4 | 7 | 2 | 1 | 4 | 5 | 0 | 4 | 1 | 0 | 35 |
| FY 2025 | 0.0% | 37 | 5 | 5 | 6 | 8 | 6 | 2 | 5 | | | | | 37 | |
| % change | 48.0% | 0.0% | 150.0% | 50.0% | 14.3% | 200.0% | 100.0% | 25.0% | | | | | | --- | |
| OTHER | MS YTD | | | | | | | | | | | | | TOTAL | |
| FY 2024 | 2.0% | 2,888 | 192 | 227 | 218 | 194 | 1,470 | 303 | 284 | 265 | 328 [†] | 262 | 219 | 159 | 4,121 |
| FY 2025 | 1.5% | 1,605 | 262 | 183 | 219 | 194 | 258 | 279 | 210 | | | | | 1,605 | |
| % change | -44.4% | 36.5% | -19.4% | 0.5% | 0.0% | -82.4% | -7.9% | -26.1% | | | | | | --- | |

MS = Market Share YTD = Year To Date

[†] Revised

Source: CNM Customs Declaration Forms

VISITOR PROFILES BY COUNTRY (Saipan Only)

| April 2025 | TOTAL | | JAPAN | | KOREA | | CHINA | |
|-----------------------------|---------------|-------------|------------|-------------|--------------|-------------|------------|-------------|
| | NO. | % SHARE | NO. | % SHARE | NO. | % SHARE | NO. | % SHARE |
| MODE OF ARRIVAL | 11,832 | 100% | 902 | 100% | 7,564 | 100% | 788 | 100% |
| Air | 11,158 | 94% | 902 | 100% | 7,564 | 100% | 788 | 100% |
| Sea | 674 | 6% | 0 | 0% | 0 | 0% | 0 | 0% |
| GENDER | 11,158 | 100% | 902 | 100% | 7,564 | 100% | 788 | 100% |
| Male | 5,410 | 48% | 464 | 51% | 3,497 | 46% | 310 | 39% |
| Female | 5,748 | 52% | 438 | 49% | 4,067 | 54% | 478 | 61% |
| Not Stated | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| AGE GROUP (YEARS) | 11,158 | 100% | 902 | 100% | 7,564 | 100% | 788 | 100% |
| 12 & Under | 2,392 | 21% | 90 | 10% | 2,133 | 28% | 38 | 5% |
| 13-15 | 82 | 1% | 17 | 2% | 48 | 1% | 3 | 0% |
| 16-19 | 110 | 1% | 13 | 1% | 34 | 0% | 16 | 2% |
| 20-24 | 427 | 4% | 53 | 6% | 166 | 2% | 100 | 13% |
| 25-29 | 841 | 8% | 62 | 7% | 459 | 6% | 172 | 22% |
| 30-39 | 2,389 | 21% | 131 | 15% | 1,610 | 21% | 280 | 36% |
| 40-49 | 2,520 | 23% | 164 | 18% | 1,925 | 25% | 87 | 11% |
| 50-59 | 1,198 | 11% | 158 | 18% | 631 | 8% | 51 | 6% |
| 60 & Over | 1,199 | 11% | 214 | 24% | 558 | 7% | 41 | 5% |
| Not Stated | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| PURPOSE OF VISIT | 5,709 | 100% | 587 | 100% | 3,094 | 100% | 581 | 100% |
| Pleasure | 4,876 | 85% | 559 | 95% | 3,076 | 99% | 573 | 99% |
| Business | 658 | 12% | 14 | 2% | 11 | 0% | 6 | 1% |
| Other | 175 | 3% | 14 | 2% | 7 | 0% | 2 | 0% |
| FREQUENCY OF VISIT | 5,709 | 100% | 587 | 100% | 3,094 | 100% | 581 | 100% |
| First Visit | 3,519 | 62% | 329 | 56% | 2,217 | 72% | 505 | 87% |
| Revisit | 2,189 | 38% | 258 | 44% | 877 | 28% | 76 | 13% |
| Not Stated | 1 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| TRAVEL ARRANGEMENT | 5,709 | 100% | 587 | 100% | 3,094 | 100% | 581 | 100% |
| Individual Arranged | 1,735 | 30% | 128 | 22% | 795 | 26% | 123 | 21% |
| Packaged Tour | 1,005 | 18% | 92 | 16% | 794 | 26% | 94 | 16% |
| Group Tour | 501 | 9% | 74 | 13% | 217 | 7% | 175 | 30% |
| Online Booking | 2,070 | 36% | 261 | 44% | 1,154 | 37% | 140 | 24% |
| Prepaid Package Trip | 86 | 2% | 7 | 1% | 56 | 2% | 9 | 2% |
| Other | 310 | 5% | 25 | 4% | 78 | 3% | 40 | 7% |
| Not Stated | 2 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| TRAVEL ACCOMMODATION | 5,708 | | 587 | | 3,094 | | 581 | |
| Hotel | 5,148 | 90% | 549 | 94% | 2,969 | 96% | 576 | 99% |
| Vacation Rental | 42 | 1% | 1 | 0% | 25 | 1% | 0 | 0% |
| Bed & Breakfast (B&B) | 30 | 1% | 0 | 0% | 15 | 0% | 4 | 1% |
| Timeshare | 11 | 0% | 0 | 0% | 8 | 0% | 2 | 0% |
| Friends/Relatives | 340 | 6% | 17 | 3% | 48 | 2% | 3 | 1% |
| Cruise Ship | 4 | 0% | 0 | 0% | 1 | 0% | 0 | 0% |

MARKETING

Highlights of select marketing and promotions

Snapshots from Source Markets



Korea

Saipan Marathon Media FAM Tour

Thirty-eight media features generating a total PR value of \$470,000 were published following a joint MVA-MRI media FAM tour focused on Saipan Marathon 2025. Six major Korean media outlets participated; Chosun Daily, Dong-A Daily, JoongAng Daily, News1, Maeil Economic Daily, and Korea JoongAng Daily.

Travel Agency Promotions



During Q2, 9,816 bookings were achieved through various promotions with Hana Tour,

Mode Tour, YB Tour, Interpark Tour, Very Good Tour, and Kywoon Tour. Saipan Marathon 2025 was the main theme. Forty percent of reservations were made through live commerce channels.

Celebrity Marketing

As part of celebrity marketing, the visit of actress Siyoung Lee and influencer



Kingo in April generated 30 articles and an estimated \$540,000 PR value. Lee has 4 million IG followers and 9,000 YT subscribers. Kingo has 183,000 IG followers. Also, actress Groo Han was hosted for a Managaha tour and stargazing tour while in Saipan from April 23-26. Han has 135,000 IG followers.

“THIS IS THE MARIANAS” Ad Campaign

“THIS IS THE MARIANAS” online banner ads are running on three media websites, TTL News, Seoul News Agency. The ads link to the

MVA official website and highlight the islands’ nature and outdoor activities.

Japan

JATA Educational Travel Business Meeting






The JATA Educational Travel Business Meeting on April 17 identified several themes that companies are looking for: 1) language training at a high school for a period of 3 months to 1 year, 2) participation in classes at local schools and various exchanger activities, 3) homestay with a Marianas family, 4) Sugar King as a study subject, with prior study, and 5) peace study with commentary by expert guides and exchange with Japanese people living in the area. Issues to be addressed centered on airlines, including flight capacity, origin and destination, number of flights, flight times, and having aviation schedules scheduled more than one year in advance.




Instagram Overall Performance

| March 2025 | | | | | |
|-----------------------------------|------------------------------|------------------------------|----------------------------|----------------------------------|--------------------------------|
| 98,228 Accounts Reached | 124,010 Post Reach | 26,922 Story Reach | 7,750 Reach/Post | 3,838 Total Engagement | 2.5% Engagement Rate |
| April 2025 | | | | | |
| 42,058 Accounts Reached | 54,395 Post Reach | 11,546 Story Reach | 4,945 Reach/Post | 1,726 Total Engagement | 2.6% Engagement Rate |
| 57.1% Decrease | 56.1% Decrease | 57.1% Decrease | 36.1% Decrease | 55% Decrease | 4.0% Increase |

Instagram Top Performing Posts by Reach

| | | |
|--|--|--|
| <p>Kakaotalk Event 4/3 Link</p>  <p>7,170 Reach 139 Engagements 131 Likes 4 Comments 2 Saves 2 Shares</p> | <p>Foto_ycy's Marianas Photo 4/22 Link</p>  <p>6,745 Reach 248 Engagements 233 Likes 2 Comments 10 Saves 3 Shares</p> | <p>Video Contest 4/29 Link</p>  <p>6,080 Reach 151 Engagements 98 Likes 1 Comments 25 Saves 27 Shares</p> |
|--|--|--|

Instagram Top Performing Stories

| Lee Siyoung 3 4/30 | Lee Siyoung 4 4/30 | Lee Siyoung 1 4/28 |
|---|---|---|
|  <p data-bbox="191 678 383 821">2,771 Views 19 Engagements 19 Likes 0 Shares</p> |  <p data-bbox="605 678 797 821">2,231 Views 11 Engagements 11 Likes 0 Shares</p> |  <p data-bbox="1019 642 1211 821">1,213 Views 19 Engagements 18 Likes 0 Shares</p> |

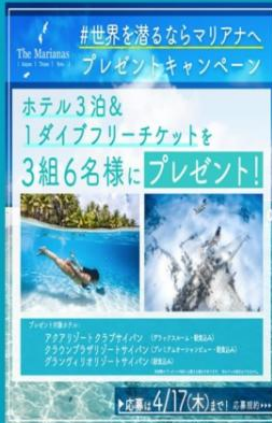
Facebook Overall Performance

| March 2025 | | | |
|---------------------|-------------------|------------------------|--------------------------|
| 2,622 Post Reach | 374 Reach/Post | 70 Total Engagement | 2.67% Engagement Rate |
| March 2025 | | | |
| 2,196 Post Reach | 313 Reach/Post | 51 Total Engagement | 2.32% Engagement Rate |
| 16.2% Decrease | 16.3% Decrease | 27% Decrease | 13.1% Decrease |

*

Facebook Top Performing Posts by Reach

| | | |
|--|---|---|
| <p data-bbox="237 1423 553 1499"><u>Foto_vcy's</u> Marianas Photo 4/22 Link</p>  <p data-bbox="191 1898 383 2001">444 Reach 12 Engagements 12 Likes</p> | <p data-bbox="716 1415 906 1478"><u>Kakaotalk</u> Event 4/3 Link</p>  <p data-bbox="613 1892 805 1995">366 Reach 5 Engagements 5 Likes</p> | <p data-bbox="1130 1415 1336 1478">Sugar Dock Beach 4/4 Link</p>  <p data-bbox="1036 1877 1211 1980">333 Reach 8 Engagements 8 Likes</p> |
|--|---|---|



| | No.4-1 | | | No.4-2 | | | No.4-3 | | | No.4-4 | | |
|-----------------|--------------------------------|----------|---|-------------------------------|-----------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-----------------------------|------------------------------|
| | Instagram | Facebook | X | Instagram | Facebook | X | Instagram | Facebook | X | Instagram | Facebook | X |
| Impression | Link 15,770 | - | - | Link 5,690 | Link 915 | Link 1186 | Link 6,566 | Link 1,161 | Link 1,970 | Link 3,967 | Link 607 | Link 1235 |
| Like | 442 | - | - | 209 | 38 | 29 | 219 | 38 | 56 | 196 | 35 | 47 |
| (Repost)Comment | 235 | - | - | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Saves | 54 | - | - | 11 | 2 | 0 | 17 | 1 | 1 | 3 | 1 | 1 |
| Share/Repost | 11 | - | - | 1 | 2 | 3 | 2 | 0 | 11 | 0 | 0 | 7 |
| Engagement | 742 | - | - | 221 | 42 | 32 | 238 | 39 | 68 | 199 | 36 | 57 |
| Engagement (%) | 4.71% | - | - | 3.88% | 4.59% | 2.70% | 3.62% | 3.36% | 3.45% | 5.02% | 5.93% | 4.62% |



| | No.4-5 | | | No.4-6 | | | No.4-7 | | | No.4-8 | | |
|-----------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-----------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-----------------------------|-------------------------------|
| | Instagram | Facebook | X | Instagram | Facebook | X | Instagram | Facebook | X | Instagram | Facebook | X |
| Impression | Link 4,535 | Link 2,476 | Link 1,077 | Link 2,660 | Link 1,377 | Link 602 | Link 4,005 | Link 1,390 | Link 1,060 | Link 4,144 | Link 819 | Link 3,370 |
| Like | 213 | 86 | 54 | 142 | 54 | 28 | 165 | 70 | 36 | 109 | 43 | 30 |
| (Repost)Comment | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Saves | 4 | 0 | 2 | 1 | 0 | 0 | 6 | 0 | 0 | 4 | 0 | 0 |
| Share/Repost | 1 | 10 | 5 | 0 | 1 | 4 | 0 | 1 | 7 | 0 | 2 | 7 |
| Engagement | 218 | 96 | 61 | 143 | 56 | 32 | 171 | 71 | 43 | 113 | 45 | 37 |
| Engagement (%) | 4.81% | 3.88% | 5.66% | 5.38% | 4.07% | 5.32% | 4.27% | 5.11% | 4.06% | 2.73% | 5.49% | 1.10% |

UPCOMING CONSUMER & TRADE SHOWS & SEMINARS

MVA members are invited to send a representative or to provide collaterals, giveaways, or special offers to be promoted at upcoming consumer and trade shows.

| | | |
|----------------------------------|------------------|-------------|
| Seoul International Travel Fair | June 5-8, 2025 | South Korea |
| Hong Kong Int'l Travel Expo 2025 | June 12-15, 2025 | Hong Kong |

UPCOMING EVENTS

*MVA Signature Event

| | | |
|--|-------------------------|----------------------|
| Marianas Tourism Month* | May 2025 | Saipan, Tinian, Rota |
| 26th Annual Taste of The Marianas Int'l Food Festival* | May 3, 10, 17, 24, & 31 | Saipan |
| Marianas Tourism Month Industry Cleanup | May 24 | Saipan |
| HANMI-NM Tech Chicken Kelaguen Cookoff | May 24 | Saipan |
| Saipan International Fishing Tournament & Festival | July 12-13 | Saipan |



MAY MARIANAS TOURISM MONTH ACTIVITIES SET!

Join for celebratory events throughout the month on Saipan, Tinian, and Rota - environmental activities, contests, student events, and much more! [READ MORE...](#)

[Chicken Kelaguen Cook-off, J-pop at Taste of The Marianas on July 24](#)



26th
ANNUAL

Taste of the Marianas

INTERNATIONAL FOOD FESTIVAL

MAY 3, 10, 17, 24 & 31, 2025
AMERICAN MEMORIAL PARK,
GARAPAN, SAIPAN, THE MARIANAS



FOOD | DRINKS | COMPETITIONS | ENTERTAINMENT



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Read all our Press Releases at www.mymarianas.com

MARKETING EVENTS

[Beyond The Blue: In The Marianas with Actor Gong Myung](#)



COMMUNITY EVENTS

[Marianas Tourism Month 5K Sunset Run on May 19](#)

[Saipan International Fishing Tournament on July 12-13, 2025](#)

[Rota Students Experience Being "Tourists for a Day"](#)

[Free Fresh Tinian Beef Tasting at "Taste" on May 17](#)

[Inas' Kitchen Int'l Food Challenge on May 10](#)

[MTEC Scholarship Deadline on May 30](#)



VISITOR ARRIVALS

[Monthly Statistics](#)

[Marianas Arrival Trends April 2025](#)

26th Annual Taste of The Marianas Int'l Food Festival



Stay Connected!

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