



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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KOREAN MEDIA, INFLUENCERS VISIT THE MARIANAS

Saipan, Northern Mariana Islands (NMI) – Representatives of major travel agencies and six media and social media channels in Korea have visited The Marianas to learn more about the destination for this month's resumption of direct international flights between the two destinations.

The group arrived in Saipan on July 17, 2021, as part of a larger familiarization (FAM) tour, spending five days at the designated hybrid quarantine resort.

“Community safety remains our top priority, so all members of the FAM tour spent their first five days in quarantine before exploring Saipan, Rota, and Tinian on their last two days,” said Marianas Visitors Authority Managing Director Priscilla M. Iakopo. “Overall, the feedback we received is that they were very satisfied with their trip, which aimed to provide them the experience and reassurance of what The Marianas can offer their customers and followers.”

Media, CEOs and agents of major travel agencies, and representatives of airlines left on Saturday (July 24), while a film crew and social media influencers will return to Korea on July 31. Participants included Naver bloggers Joanlee and Ellena Park Eunha, Naver blogger and Instagrammer Ryufill-foto, YouTube and Instagram channels youlakk and Yo:oN the Road, and Instagrammer _peppermint.b. The total estimated ad value of the media FAM tour is over \$117,000. TV travel show Eudiny, also part of the FAM tour, has remained in The Marianas

another week and will produce nine 1-3 minute video clips on the destination.

A travel bubble between the Republic of Korea and The Marianas aims to facilitate the safe resumption of air travel between the two countries during the COVID-19 pandemic; it is the first travel bubble agreement for Korea. The travel bubble applies to nationals, foreign national families of nationals, permanent residents, and families of permanent residents. Those who wish to travel between the two countries under the travel bubble agreement must complete vaccination against COVID-19 at least 14 days ahead of departure with vaccines approved and provided by their respective governments (Pfizer, Moderna, Janssen, AstraZeneca). In general, people are considered fully vaccinated two weeks after their second dose in a 2-dose series or two weeks after a single-dose vaccine.



Travel agency CEOs and airline representatives from Korea visit Coral Ocean Resort in Saipan in The Marianas in July 2021. Participants in the familiarization tour of the destination were Myungil Choi and Kwang Young Sung of Yellow Balloon Tour, Sangheui Ohr of Global Tour, Jinseok Lee of Naeil Tour, Hyungyi Kim of T'way Air, Kyoungpyo Ko of Jeju Air, and Marianas Visitors Authority Korea In-country Manager Changho Hong.



Social media influencers from Korea visit Tinian in The Marianas in July 2021.



Social media influencers from Korea visit Long Beach on Tinian in The Marianas in July 2021.



Social media influencers from Korea dine at Surf Club in Saipan in The Marianas in July 2021.



Social media influencers from Korea are hosted at a welcoming dinner by the Mayor of Rota in The Marianas in July 2021.

For more information on The Marianas, visit www.mymarianas.com, Facebook/VisitTheMarianas, or Instagram @themarianas.

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