



MARIANAS VISITORS AUTHORITY

News Release

Tourism is Everybody's Business!

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MARIANAS VISITOR ARRIVALS UP 136% IN SEPTEMBER 2023

Visitor Arrivals Increase 180% in FY 2023, Still Half of Pre-pandemic Levels

Saipan, Northern Mariana Islands (NMI) - According to the Marianas Visitors Authority (MVA), arrivals to the islands of Saipan, Tinian and Rota grew 136% to 19,483 visitors in September 2023, compared to 8,256 visitors received in September 2022.

Total visitor arrivals to The Marianas in FY 2023 were 194,661, a 180% increase compared to 69,647 arrivals in FY 2022. In FY 2023 visitors from South Korea doubled - increasing 201% compared to FY 2022 to 159,315 visitors; South Korea also comprised 82% of all arrivals to The Marianas. In FY 2023 visitors from Japan increased 901% compared to FY 2022 to 7,360 visitors and comprised 4% of all arrivals to The Marianas, and visitor arrivals from China increased to 4,309 visitors compared to 191 visitors in FY 2022.

For the final month of FY 2023, visitor arrivals from South Korea reached 16,444 compared to 6,502 in September last year. Jeju Air, T'Way, and Asiana Airline operate a total of 29 regular flights each week to Saipan. During the Chuseok holiday period in late September Jeju Air operated 10 additional flights to Saipan in cooperation with major travel agencies, and Asiana

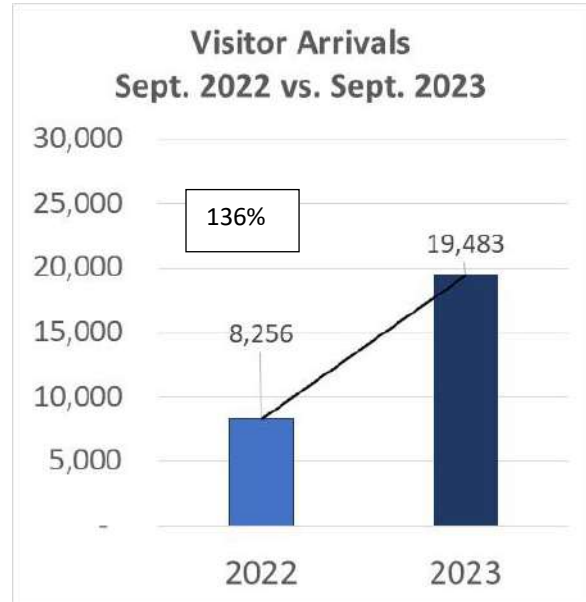
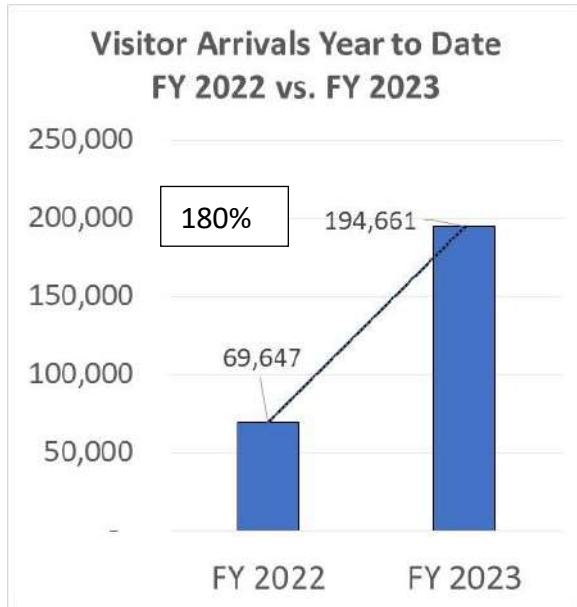
Airlines upgraded its equipment to A330 aircraft with larger seat capacity for six flights in response to high demand. With the end of summer and the off-season approaching, four weekly seasonal flights from Busan by Jeju Air will end on Oct. 29 as scheduled, and Asiana Airlines will suspend its four weekly flights from Seoul through Dec. 19, 2023.

The Marianas received 502 visitors from Japan in September 2023 compared to 202 visitors in September 2022. In addition to other marketing campaigns, the MVA's newly launched "*Marianacation Tabitoku*" – or Travel Deal – promotion aims to entice visitors with special offers from United Airlines, local hotels, and MVA member businesses. The MVA continues to face the obstacles of a strong U.S. dollar, weak yen, and Japanese hesitancy to travel overseas due to fears of COVID, especially as a large percentage of Japanese children are not vaccinated.

China arrivals in September 2023 were at 854 compared to 38 arrivals in September 2022. Prior to the pandemic, China was one of the top source markets for The Marianas. Most visitors from China are FITs arriving via Seoul and Tokyo. The China National Tourism Administration reinstated The Marianas on its Approved Destination Status list in August, allowing package tours and charter flights to the destination once again. The Commonwealth Ports Authority is also requesting the U.S. Dept. of Transportation to approve a separate number of flights allowed to The Marianas, as before the pandemic and separate from the total quota authorized flights to the U.S.

In September The Marianas also received 718 visitors from Guam, 573 visitors from the United States, and a combined 392 visitors from all other markets.

Overall, visitor arrivals to The Marianas recovered 46% in FY 2023 compared to FY 2019 before the pandemic.



The Marianas is an archipelago of 14 islands - including Saipan, Tinian, and Rota - in the Western Pacific. The Marianas are home to indigenous Chamorro and Carolinian people, as well as over 20 different ethnicities from around the world who live and work in this harmonious tropical paradise. Ancient latte stone limestone monoliths, traditional nature-based ocean navigation not reliant on modern technology, and a culture seasoned by East and West influences are just a few of the experiences found in The Marianas, where pristine sea, sand, and skies are only a 3–4-hour flight from major Asian gateway cities. From South Korea, Asiana Airlines, Jeju Air, and T'Way provide direct flights to Saipan from Seoul-Incheon, and Jeju Air also flies seasonally from Busan. United Airlines flies three times a week from Tokyo-Narita, Japan, and daily from Guam. Interisland travel between Saipan, Tinian, and Rota is provided by Star Marianas Air. For more information on The Marianas, visit www.mymarianas.com, Facebook/VisitTheMarianas, or Instagram @themarianas.

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