



MARIANAS VISITORS AUTHORITY

News Release

Tourism is Everybody's Business!

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For further information, contact
Christopher A. Concepcion, Managing Director
Marianas Visitors Authority
Telephone: (670) 664-3200/3201 Facsimile: (670) 664-3237
info@my Marianas.com
www.my Marianas.com

JAPAN'S BS ASAHI TO PREMIERE SAIPAN TV SPECIAL ON SEPT. 30

Saipan, Northern Mariana Islands (NMI) – BS Asahi, operated by Japan's TV Asahi, will premiere a 54-minute TV special about Saipan this Saturday (Sept. 30).

“New Travel Style, Retreat for Adults – Relaxing and Healing Trip to Saipan” is expected to reach nearly 230,000 viewers and targets middle-age active travelers. The show will feature the natural beauty of Saipan, scenic sites, and hospitable residents, as well as hotels, gourmet restaurants, and activities.

The broadcast is supported by the Marianas Visitors Authority (MVA).

“We're pleased to collaborate with BS Asahi for this special program about The Marianas, reminding Japanese viewers who love overseas travel that The Marianas is only three hours flight time away and that The Marianas is one of the best travel destinations for healing and peace of mind,” said MVA Managing Director Christopher A. Concepcion.

The show is anticipated to bring about \$55,000 PR exposure value to The Marianas.

While in Saipan earlier this month, BS Asahi filmed at Grandvrio Resort Saipan, Surf Club and numerous scenic sites, including Managaha, Bird Island Lookout, Ladder Beach, and Micro Beach.



TV talent Asami Kumakiri, left, and Kenichi Ogura appear in “New Travel Style, Retreat for Adults – Relaxing and Healing Trip to Saipan,” a TV production of Japan’s BS Asahi, that will premiere on Sept. 30, 2023, featuring Mt. Tapochau and other sites and activities on the island. Kumakiri and Ogura were chosen for the program based on their numerous film and photo shoots in Saipan in their younger days.



A media production crew from BS Asahi of Japan films in The Marianas for the TV program “New Travel Style, Retreat for Adults – Relaxing and Healing Trip to Saipan” which will premiere on Sept. 30, 2023.

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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