



Marshall Islands Visitors Authority

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Marketing & Promotions

- Mr. Harada Masaaki, photographer for Travel Diver and Marine Diver magazines visited Majuro for a week in April. Based on the 2006 proposal from the Marine Art Center in Japan, photographs and excerpts from this trip will be featured in the June edition of the Travel Diver magazine and the July edition of the Marine Diving magazine.
- Edmund Kwan, a successful businessman from Singapore, proposed to assist the MIVA in promoting the RMI in Singapore at no cost. Mr. Kwan, who had visited the RMI previously, provided a strategic plan to promote the area in Singapore targeting the working level group interested in off-the-beaten-track destinations, the elderly, and expats residing in Singapore. Mr. Kwan, being an avid traveler and certified diver is very much involved in the travel industry. He is also a freelance writer to a Bangkok based travel trade report and the Chairman of a local travel interest group. MIVA provided the necessary materials needed to assist Mr. Kwan in his promotional activities and hopes to be able to attend future shows in Singapore.
- Eight-page feature on the Marshall Islands on the June issue of Marine Diving Magazine.
- Bikini Atoll Divers, in collaboration with MIVA and Air Marshall Islands, sent Eric Hanauer, photographer and writer, to Bikini Atoll in order to upgrade Bikini Atoll Divers image library (along with MIVA's) and also for future editorials in related magazines.
- The Korean Broadcasting System (KBS) was in Majuro from June 12-18 to do a show on tourism in the islands with a focus on Bikini and the effects of the nuclear age on the people and islands. KBS visited the MIVA office to conduct an interview with the General Manager.

Trade Shows:

- Satoshi Yoshii represented MIVA at the annual Marine Diving Fair, which was held in Yokohama, Japan from April 7-9, 2006. Approximately 50,000 people from various backgrounds attended the event. MIVA Japan Office conducted a survey where

250 Japanese participated. Out of the 250, 88% were divers. 84% of those participating have heard about the Marshall Islands and imagine it to have beautiful corals and pristine waters (37%). When asked about JAL and the possibility of direct flights into the RMI, 99 out of 144 participants replied that they would visit the RMI within the year while 42 said that they will visit in the next 1-2 years. MIVA continues to do its share to encourage the RMI Government to move forward with this economically beneficial project. There were approximately 48,000 visitors to the 3-day show.

- The Pacific Islands Exhibition was held from May 25-30 2006 in Tokyo, Japan. The event was coordinated by the Pacific Islands Center in Japan. Katina Peter attended to showcase Marshallese handicrafts and Francis Reimers attended to display locally made noni products. Satoshi Yoshii and Haruki Tanaka attended the event on MIVA's behalf. Over 3,300 people visited the event.

Dive Adventures

Satoshi Yoshii, Marshalls Dive Adventures, expands his diving business by doing a coop with Pacific Explorer Fleets based in the Philippines, and welcomed the Pacific Explorer on Friday, August 4. The liveaboard already has dive trips scheduled for the next few weeks visiting atolls such as Mili and Arno among others.

JAL

With the completion of the AKIA runway resurfacing project in the near

future, the MIVA will host another visit from JAL Executives from Japan and the U.S. in September to finalize preparations for the first charter flight, now scheduled for the end of December, pending the purchase of the needed ground service equipment. Members of the MIVA Board of Directors met with President Note to discuss JAL and other opportunities for the RMI from our Japanese counterparts.

Tourism Survey and Summit

MIVA is planning to conduct a community based tourism survey as part of preparations for the upcoming RMI Tourism Summit, which is organized by the Marshall Islands Tourism Association and tentatively scheduled for September. These activities are part of ongoing assessments of tourism in the region as MIVA prepares to produce the Medium-Term Tourism Master plan for the RMI.

Dry Dock

Now that the Taiwanese floating dry-dock is back on our government's table, a request has been made by various members of the community to come together to discuss ways to discourage this type of development in Majuro. A meeting took place on the 11th of August, at the Marshall Islands Resort's Enra Restaurant. The RMI EPA was supposed to hold a public hearing the following week, but has since postponed the meeting indefinitely. All interested community members are asked to participate.

Mayor's Meeting

The annual meeting of the Marshall Islands Mayor's Association kicked off in the first week of August. As an agency for the Ministry of Resources and Development, MIVA was asked to do presentation on tourism for the

mayors. MIVA, instead of a presentation, asked members of the association on what their plans are as far as tourism development in the outer atolls, entry fees/permits, and AAA (airline, accommodations and activities) in their respective atolls.

Industry Updates:

- The Amata Kabua International Airport continues with its major improvements of the terminal and passenger areas. Resurfacing continues with an approximate date of completion now set for September.
- Construction continues on Jelto Island, Rongrong in Majuro. According to Kirt Pinho, partnering with Bill Alexander (owner), the new property out on Jelto Island, located across the lagoon from downtown Majuro, will have beachside bungalows providing each guest with a breathtaking view of the lagoon, offering fun-beach activities, excellent snorkeling, off-shore fishing and diving.
- As business continues to increase, the Long Island Hotel, located in Rairok, Majuro, is currently constructing an extension of 20 new guestrooms beachside by the tennis court.
- A new look for Tide Table restaurant, bringing not only newly renovated and refurbished look, stepping up another notch to ensure the dining experience is a truly an enjoyable and memorable one.
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extension of 20 new guestrooms beachside by the tennis court.

- Rongelap Expeditions curtailed all major activities until further notice.

The Biggest Catch?

In early July (6-7) Marshalls Billfish Club held its 24th Annual Billfish Tournament, also known as the “National Fisherman’s Day” Tournament. Captain Ladie Jack and his team caught the winning fish- a whopping 504lb Pacific Blue Marlin.

Upcoming Events and Activities:

- September 1-2 All Micronesian Billfish Tournament
- September 5-8 Pacific Islands Forum Secretariat consultations on trade in goods and services in preparation for the Economic Partnership Act (EPA) with the EU.
- September 18 Kwajalein Trade Fair
- September 22-24 JATA Event
- September 23 Navy Travel Fair (Guam)
- September 25-29 Manit (Culture) Week
- September Tourism Summit
- September JAL Visit
- October 30 – November 4 WUTMI Annual Meeting and Handicraft Workshop – Traditional “Jaki” Weaving
- November 8-11 DEMA in Florida

Holiday Visitors (Jan-June)



Our True Holiday Visitors

As of June 30, 2006, the RMI welcomed approximately 2,573 total visitors, via air. There was a decline in our holiday and business visitors with 487 holiday visitors (171 less than last year) and 1,018 business visitors (194 less than last year). Of the 487 holiday visitors, 220 or 45% were from Japan and 33% were from the U.S. or 163 total visitors. MIVA should be able to access the Border Management System for Immigrations and other visitor related statistics in the near future.