

Marshall Islands Visitors Authority

Tourism Quarterly

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Yumekukan (Dream) Kids 21-

- Satoshi Yoshii, along with the MIVA Japan Office, coordinated the cultural visit of 150 parents and children from the Dream Kids 21 (Yumekukan Kids 21) organization. The group visited Majuro in late December and enjoyed cultural and local activities with the community of Ajeltake, handicrafts, and other events.

MIVA Media and Familiarization Trips:

- The television show, “Tabi Sarada” (Travel Salad), visited Majuro and several islands in Micronesia to do a travel feature on the islands. They were in Majuro on two occasions in November with a focus on the diving, Serendipper Island Resort, Oleanda, Marshallese food and culture. The show was broadcasted in December.
- GALA Television, of Taiwan, visited Majuro from September 28- October 6, in anticipation of recreating the themes from a State Visit from Taiwan President, Mr. Shui-bian, in early May of this year among other activities. The crew was able to film many local activities such as a Sunday picnic taken by the crew on Rongrong Island, Marshalls Christian High School’s campus and students, as well as the Power Plant on the island. The film crew visited one of our outer atoll Arno, Arno to film the makings of nin-juice and nin-soap. Other local displays included the filming of the Waan Aelon in Majol’s boys’ doing demonstrations on how a Marshallese Outrigger is built, which included a ride on one of the outrigger canoes, powered and sailed by wind. One of the highlights of the production was the banquet prepared by the Marshall Islands Resort replicating the State banquet prepared and presented to the President of Taiwan during his earlier visit in May 2005

Surf’s Up for the Marshall Islands?

- The Indies Trader fleet is a company of 4 live-aboards in full operation in Indonesia. MIVA was contacted in November by Martin Daly, owner, about one of these vessels (who has been on a worldwide seven-year destination scouting tour with Quicksilver) to visit the Marshall Islands with the intention to expand to other areas in the Pacific, especially during the winter season. They are here mainly to explore surfing opportunities here in the islands. Mr. Daly is very positive about doing business here in the islands and is optimistic about this market (along with diving and fishing, also) in the islands and is now currently touring the islands to review and designate sights. He will return to Majuro by the

15th of this month since he is expecting some representatives from possibly Rip Curl and media. MIVA arranged their tour of Mili with the Mayor and they were to inform MIVA should they decide to go anywhere else within the allotted time. The Indies Trader will tour mostly the atolls of the Ratak Chain including some islands in the Ralik Chain.

Wanted: Better Customer Service

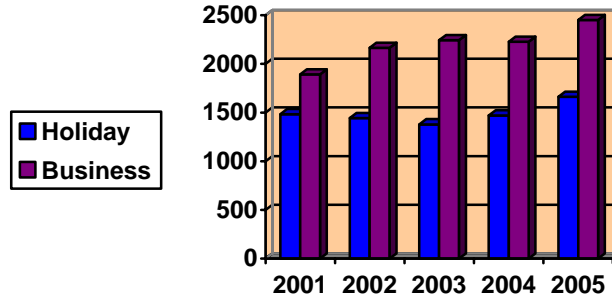
- January 25-26 – Customer Relations Training in Majuro with the University of Hawaii School of Travel Industry Management through PATA Micronesia and PISBCN. This training event was coordinated by MIVA, Marshall Islands Tourism Association (MITA), RMI National Training Council and the Small Business Development Center (SBDC). The Customer Relations Training Seminar went very well with 55 attendees from various business and organizations in Majuro. The Education Committee of the PATA Micronesia Chapter and the Small Islands Business Center, look forward to more training sessions held here in Majuro. All participants will be issued certificates of completion of their training.



(Pictured are “Satisfied” Customer Service Training participants from several private sectors throughout Majuro including Robert Reimers Enterprises, Marshall Islands Tours, Triple J Payless, Rongelap Tourism, Air Marshall Islands, Pacific Unique Travel Agency, Marshall Islands Resort, among others.)



Business/Holiday Visitors



Our 2005 Visitors Statistics

According to our numbers for 2005, our holiday visitors have increased significantly compared to our visitor's statistics in 2004. The chart indicates that over the last four years, holiday visitors to the Marshall Islands has recovered from a decline in the year 2003, which was 1,380 up to 1661 in 2005, a 20% increase, showing a gradual, positive growth over the years. Our top markets are from the U.S. and Japan. However, our Japanese visitors still top our holiday and vacation type.

Promotions in Long Beach and Hawaii

MIVA's Loreen Bigler and Neiar Kabua attended this year's Adventures in Travel Expo (ATE) held in late January 2006 at the Long Beach Convention Center, California. The show brought many thousands of attendees keen to plan destinations for vacation, leisure and even plan honeymoons. Many of our booth inquiries were related to visiting our outer islands and experiencing the basic life of our unique islands. CenPac's (Central Pacific Dive Expeditions) Layne Ballard also assisted MIVA's booth.

In the days following the ATE, MIVA also attended the Hawaii Ocean Sports Expo held in Honolulu, Hawaii. Since this was its first year of exhibition, the number of attendants was low, which was expected in observing the many events happening on the same days. MIVA aimed to put Micronesia on the map for visitors to Hawaii who wanted to experience a "special" island lifestyle.

(Pictured below are CenPac's Layne Ballard, MIVA's representatives Loreen Bigler and Neiar Kabua)

Adventures in Travel Expo



Hawaii Ocean Sports Expo



Cruise Line from Germany Visits Majuro

On February 20, 2006, M.V. Delphin Explorer dropped its anchor in Majuro's lagoon. There were about 550 passengers including crew on board. Most of the cruise passengers and crew had only one thing in mind once on shore- "where can we swim?" Most were directed to Laura, the beach in Marshall Islands Resort, and Robert Reimers Enterprises' Eneko Island, which is within Majuro's lagoon. According to MIVA's recent economic assessment of this vessel, Delphin injected about \$14,000 into Majuro's economy.

(Pictured below are M.V. Delphin Explorer, its tender, and a few of Majuro's private sector establishments displaying, selling their handicrafts on the Robert Reimers Enterprises Shoreline)



Upcoming Events:

- March 17-18: Pacific Asia Travel Association Quarterly Meeting in Chuuk, FSM
- March 8-12: International Travel Exchange- Berlin, Germany
- March 25: Coconut Cup Regatta, Majuro, Marshall Islands
- March 24-26: "Beneath the Sea" Trade Show in New Jersey
- April 6-8: Guam Visitors Bureau- R&R Tour Guam 2006