



Tourism Quarterly

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Marketing & Promotions

- Surfing Magazine – four-page editorial on surfing the Marshall Islands by Bratt Ettinger in the October issue.
- Action Asia – one-page advertisement for the November/December 2006 issue.
- MIVA continues to receive questions, comments and requests referred from the website.
- Approximately 88 emails were responded to including information packets mailed out during the 1st quarter.

October 5-10, 2006 – MIVA hosted a familiarization trip for Mr. Dave Carlstrom and Mr. Burnie Hall from the Japan Airlines – Fairbanks, AL Operation. These individuals, along with two representatives from JAL-Japan consulted with relevant government ministries and agencies in preparation for the proposed Japan Airlines charter flights planned for early 2007. They also assisted, with the request of MIVA, to locate and possibly secure ground service equipment needed for the operation of the aircraft. Although they were able to locate all of the necessary equipments, for less than the projected expense of \$500,000, the RMI Ports Authority decided to procure the equipment on their own

now with an estimated cost of \$800,000 for new and refurbished equipment.

Trade Shows:

- Micronesian Fair “Many Islands, One People” – Nations of Micronesia and Micronesia United, with the assistance of the Department of Labor and Industrial Relations, Office of Community Services, U.S. Department of Health and Human Services and the Micronesian Community Network, hosted a Cultural Exchange Festival at the Hawaii Convention Center on October 28, 2006. Ladies from the Marshall Islands Association of Handicraft Businesses participated along with various members of the Marshallese Community in Hawaii. The RMI Consulate assisted MIVA by distributing information about the Marshall Islands.
- Business in the Islands Conference – the U.S. Department of Interior hosted the second “Conference on Business Opportunities in the Islands” which was held in Honolulu, HI on November 13-14, 2006. The RMI Consulate

again represented MIVA at this prestigious event.

- DEMA – the annual Diving Equipment and Marketing Association (DEMA) show was held at the Orange County in Orlando, FL on November 8-11, 2006. Layne Ballard, Central Pacific Dive Expeditions, represented MIVA at this event.
- CITM – the China International Travel Mart was held at the New Shanghai International Exhibition Center in Shanghai, China on November 16-19, 2006. MIVA is under contractual agreement with Travel World China for the next year to assist MIVA in marketing and promoting the Marshall Islands in China.

Destination Seminar

- The MIVA Japan Office conducted a “Destination Seminar” for travel agents and wholesalers at the Japan Airlines main office in Tokyo on October 24, 2006. Satoshi Yoshii conducted the presentation focusing on Japan Airlines scheduled charter flights in February and March of 2007.

“Our Airline”

- Our Airline, formerly Air Nauru, officially launched its services to the RMI on November 2, 2006. With an introductory rate of \$499 (excluding taxes) return to Brisbane from Majuro, this provides a wonderful opportunity for MIVA and the other tour operators in Majuro to organize familiarization tours.

Surfers Arrive

- Indies Trader officially launched its services in the RMI on

November 6, 2006. The first group of passengers were greeted by MIVA staff at the airport and given “marmars” upon arrival. The Indies Trader will be in the RMI during the windy months of October – March, hosting 10-12 groups, visiting such atolls like Kwajalein, Likiep, Namu, Ailinglaplap and others.

Working with Our Community

- MIVA will be involved with various businesses and community members in the next couple months with clean-up, awareness and beautification activities all around Majuro to improve the overall look of Majuro, as the gateway to the Marshall Islands, and to promote MIVA’s latest campaign slogan, **“Lolelaplap: Karreo, Kaoboojooj, Kojparok”** (Marshall Islands: Clean, Beautify, Protect). MIVA will also meet with the newly established Majuro Atoll Taxi Drivers Association in setting up standards for all taxis and assist the National Training Council in conducting customer service, hygiene and etiquette, and safety trainings.

Tourism Survey

MIVA is set to conduct a community based tourism survey, which is organized by the Marshall Islands Tourism Association and tentatively scheduled for mid-December. 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.

Archaeological Aviation Expedition in Jaluit

- October 1-13, 2006 – The International Group for Historic Aircraft Recovery (TIGHAR), with assistance from the USS Safeguard, were in the RMI conducting an aviation archaeological expedition on the two U.S. Douglas Torpedo Bomber Devastators (TBD) located in Jaluit Atoll's lagoon. These two aircraft were lost since the early days of WWII and found in 1997 (located at 50ft deep) and 2002 (located 130ft deep). TIGHAR, a nonprofit historical foundation, has been in the RMI since 2004 conducting surveys on the possibility of recovering and preserving one of the aircrafts for the National Museum of Naval Aviation.

French Navy Visit

- On November 20-22, a French Navy Ship, "Vendemaire", arrived in Majuro, stating this type of visit as a routine call. This vessel was designed to carry out surveillance missions as well as humanitarian action and enforce French interests far away from mainland. MIVA took part in organizing and arranging this visit. With the arrival of about ninety officers and crew, the activities offered were diving, snorkeling, land tours, picnics, sightseeing, and enjoying the local nightlife.

Hotel Fire

- On the eve of December 7, 2006, the Marshall Islands Resort's Enra Restaurant experienced quite a devastating kitchen fire, which was expertly

extinguished thanks to the professionalism of the management and staff of the hotel. The presence and use of the proper type of fire extinguishers was instrumental in limiting the fire damage and preventing injury. The Marshall Islands Chamber of Commerce is recommending that all businesses and organizations in the Marshall Islands obtain and maintain the proper type and number of fire extinguishers to help preserve life and assets. These are available for purchase on island. The restaurant will be closed for at least a month, but outdoor cooking activities will be offered.

Local Events

- October 30 – November 4, 2006 – WUTMI (Women United Together in the Marshall Islands) Executive Board Meeting in Majuro.
- October 31 – November 3, 2006 – MIVA assisted with the organization of the first ever Marshallese traditional mat weaving training which was held in conjunction with the WUTMI meetings. Master weavers from all over the RMI were in Majuro to learn the traditional method of weaving Marshallese "edd". A competition has since been launched until April 2007. All mats will be judged based on a certain criteria. The project is a result of various efforts initiated by Dr. Irene Taafaki-University of the South Pacific, Mrs. Maria Kabua-Fowler, and Ms. Marylou Foley - Outrigger Hotels and Resorts to revive the Marshallese culture and traditions.

- December 2 – MIVA conducted a meeting with various tourism stakeholders to discuss the upcoming Japan Airlines charter flights in February and March and ways that we can prepare the islands for these visits. Much information was disseminated to the over 30 attendees not only on the background of the charter flights but also, the community's concerns regarding solid waste management in Majuro. Three committees were formed as a result of the meeting to deal with the current trash/littering situation in Majuro. 1) Go After the Policy Makers – Local and National committee, 2) Community Awareness committee, and 3) “Just Do It” Clean-Up committee. MIVA will be involved in all three committees.

Statistics

As of September of this year, we have received 3,562 visitors via air; 745 True/Holiday visitors; The Japanese

holiday visitors accounting for almost half (49%); The U.S. market accounting for about 30%.

Upcoming Events and Activities:

- December 16, 2006 – Annual Chamber of Commerce Christmas Parade
- December 31 – Majuro Block Party
- January 8 – Opening of Nitijela's (parliament) first session for 2007.
- January 29 – March 9, 2007 – JICA's “Sustainable Tourism Development in the Micronesia Region” training in Japan.