



Marshall Islands Visitors Authority

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Greetings in Japanese

In late July, MIVA conducted a Basic Japanese Language Workshop that lasted about three and a half weeks. With the possibility of direct charter flights from Japan anticipated to commence in the beginning of next year, the RMI is looking at up to 200 Japanese visitors on a weekly basis. With the steady increase of Japanese visitors in the past few years, MIVA found it essential to improve the communications and service level for our Japanese visitors - another vital aspect to the development of tourism in the Marshall Islands. MIVA thanks Satoshi Yoshii of Marshalls Dive Adventures and Marshall Islands Tours, for conducting the training.

Mr. Yoshii emphasized that our Japanese visitors are expecting to experience the "Marshallese culture." Therefore, it is not necessary to adjust to their needs, but just be able to communicate and understand the basic needs of a Japanese tourist.

Pacific Asia Travel Association

MIVA and the RMI host the 1st qtr. meeting of the PATA Micronesia Chapter in Majuro. There was an attendance of about 18 representatives from the different National Tourism Offices across the Pacific- Micronesia region. Some of the highlights from the Marketing Committee mainly focused on marketing efforts done through e-commerce mainly on Hawaii.com and also stressed on the benefits of PATA membership and how we can assist in recruiting more members to the organization for further developments in the local economies.



UNESCO- World Heritage

On August 18, 2005, the RMI initiated the process of developing its Tentative List of World Heritage Sites- this is the list of the places in the Marshalls that are thought of as having outstanding universal value, not only to the people of the Marshalls but also to all of humanity. In the following weeks, several activities were undertaken in order to develop the list-which is to be done in a highly consultative manner. The World Heritage Convention aims at the identification, protection, conservation, presentation and transmission to future generations of cultural and natural heritage. By developing the Tentative List, the RMI is taking the first necessary step to nominating these sites to be listed under the World Heritage Convention. Nicole Baker and Ellia Sablan-Zebedy are coordinating the process.

Manit "Culture" Day

This year's celebration of our 21st Lutok Kobban Alele Week kicked off in the week of September 26-30. According to the local community, this year's activities were enjoyable to take part in. This great success was due to great organization and teamwork of this year's committee. Unfortunately, many traditional sports or "play" were cancelled due to rain; however, many other activities were successfully carried out such as flower weaving contest, school tent contests, school performance contests, the local market, story tales, and many more. Many are looking forward to next year's events in hopes this enthusiasm to perpetuate our local culture continues.

BIG Ship Visits Majuro

August 25-29- USS Boxer anchored Majuro with its crew of 1,500. They conducted humanitarian aid activities and participated in some sports. MIVA's Information Officer, Emelyn Simon, gathered that about \$350,000 was inserted to our local economy. She commented that this figure is not definite due to the fact that all of the companies who benefited have not been all accounted for.

Trade Shows

- The Diving Equipment and Marketing Association (DEMA) show was held in Las Vegas, Nevada with the Marshall Islands represented by Bikini Atoll Divers, and Rongelap Expeditions.
- MIVA's Marketing and Research Officer, Neiar Kabua, attended the Japan Association of Travel Agents in late September (22-24). Accompanying her was the popular local ukulele band named "Jenme" Band. (See picture below) Their show successfully attracted many spectators to the Micronesian section of the exhibit. Mr. Satoshi Yoshii of the Marshalls Dive Adventures manned the Marshall Islands booth along with two of his assistants.



(From L to R: Torelik Clement, Nathaniel Lometo, Brenson Nelson, and Bill Clement)

ICDF (International Community Development Fund) Workshop

From October 4-18, TaiwanICDF, MIVA's Marketing Officer, Neiar Kabua, attended a two-week workshop on community development and tourism industry. The TaiwanICDF's purpose is to strengthen international cooperation and enhance foreign relations by promoting economic development, social progress and the welfare of the people in partner nations around the world. The TaiwanICDF primarily assists its allies in Central and South America, the East Caribbean, Africa and the Asia Pacific region, but the organization has also worked in Europe and formulates pan-regional assistance programs where possible.

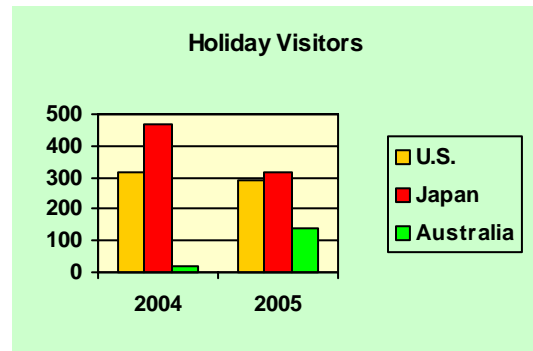
The workshop comprised of 28 participants from various countries throughout Africa, South America, South East Asia and the Pacific region. The topics covered an overall view of tourism promotion and community development within Taiwan with a primary focus on case studies of community development through establishment of tourism businesses.



Pictured above: TaiwanICDF participants in a cultural tour in Gold Mountain- Taipei, Taiwan.

Visitor Statistics

As of September of this year, our pleasure visitors from Japan have been dominant with a slight increase in comparison to September of last year, from 439 to 471. There is also a significant increase in our holiday visitors in the Australian market. Our numbers show that holiday visitors from the Aussie region have increased from 21 of this time last year to 139 of this year.



Upcoming Events

- November 9-12 & 14-17: "Tabi Sarada" Media visit (Japan)
- December 1-4: PATA Micronesia Meeting in Palau
- January 28-29, 2006: ATE (Adventures in Travel Expo) in Long Beach, CA
- February 4-5, 2006: HOSE in Honolulu, HI
- February: RMI Destination Seminar in Japan