



## *Department of Commerce* *Office of the Secretary*

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Arnold I. Palacios, Governor ∞ David M. Apatang, Lt. Governor ∞ Remedio C. Mafnas, Secretary

### **FOR IMMEDIATE RELEASE**

### **Commerce Encourages Businesses to Prepare for Cruise Ship Arrivals**

The CNMI Department of Commerce would like to inform businesses of the upcoming arrival of the **MS ASUKA II** on **Friday, January 24, 2025**. Businesses in the CNMI are encouraged to prepare for the influx of passengers and crew who will have the opportunity to disembark and explore the island.

The MS ASUKA II is scheduled to dock at **6:30 AM** and depart at **5:00 PM** the same day. The ship will bring a total of **1,147 individuals**, including **637 passengers** (predominantly from Japan) and **510 crew members**.

These cruise ship arrivals provide an excellent opportunity for local businesses to showcase the unique culture, products, and services of the island. Passengers are likely to explore the island, shop for souvenirs, dine at local restaurants, and experience the diverse attractions that the CNMI has to offer.

In light of this, the Department of Commerce recommends that businesses, who normally see an influx in customers, take the following steps:

- **Stock up on inventory** to meet potential increased demand, particularly for souvenirs, local delicacies, and other high-demand items.
- **Prepare promotional materials** and consider offering special discounts or packages to attract cruise visitors.
- **Enhance visibility and accessibility** by ensuring storefronts and signs are welcoming and easy to locate.

The Department of Commerce is committed to supporting local businesses and looks forward to welcoming the MS ASUKA II and its passengers to the CNMI.

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