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**RESORT SAIPAN**

# The Grand Opening

A SAIPAN TRIBUNE SPECIAL ADVERTISING SUPPLEMENT

OCTOBER 27, 2022



**CROWNE PLAZA RESORT SAIPAN**

# The triumphant return of a Garapan landmark



By **TERI M. FLORES**  
CORRESPONDENT

At the center of Saipan's bustling tourist hub lies a tropical oasis that invites

guests to explore, enjoy, and stay.

From the glory of the old Fiesta Resort and Spa Saipan rises the Crowne Plaza Resort Saipan. Work

and play come together in this iconic landmark that's redesigned and reimagined to fulfill the blended needs for work and leisure of the modern global traveler.

This is the first Crowne Plaza Resort in Micronesia. It joins the more than 400 properties in key cities and iconic resort destinations worldwide under the

Crowne Plaza brand that is managed by the global hotel group, IHG Hotels & Resorts.

This multi million dollar renovated property boasts of totally new infrastruc-

ture that houses 422 guest rooms spread over two towers that have dominated Saipan's skyline since the '70s.

Crowne Plaza Resort  
See **TRIUMPHANT** on Next Page



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## TRIUMPHANT

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Saipan General Manager Robert Coates said no cost was spared to make the Resort the ideal vacation destination for today's world traveler. From major infrastructure changes that includes a reengineered water filtration system and brand new air-conditioning, to new elevators and, most specially, high speed internet connection available in all areas of the Resort—the Crowne Plaza Resort Saipan is, indeed, the newest hot property in the

neighborhood.

But the most important part of the extensive rework is in the guest rooms, with detailed attention given to both function and design. All elements in the rooms—acoustics, lighting down to the beddings—everything works together to offer visitors something outside the traditional hotel experience.

Crowne Plaza rooms are known for their distinct look and feel that enhances the sleep experience. Aptly called the WorkLife Room, guests experience a calming environment designed with three distinct zones to effortlessly support work,



relaxation, and sleep.

Guests may choose from rooms that either have a view of Saipan's mountain side or of the pristine waters of the Saipan lagoon. The hotel also features four premium rooms with bunk beds ideal for families, 14 oceanfront suites and 14 accessible rooms that cater to persons with disabilities.

The dramatic changes

are carried out through the Resorts public spaces, beginning at the arrival and lobby areas. Featuring new wooden furniture and marble floorings with a backdrop of a sweeping view of the Saipan lagoon's aquamarine waters, guests will immediately feel the call of the sand and surf as soon as they enter the property.

Also tucked in a corner of

the hotel's ground floor is the Kid's Club—an indoor-outdoor play area that is a welcome addition to families who have children up to 11 years old.

Fitness buffs will be inspired to keep their regimen at the fitness center, which is now decked with updated equipment befitting an area that is at par with those

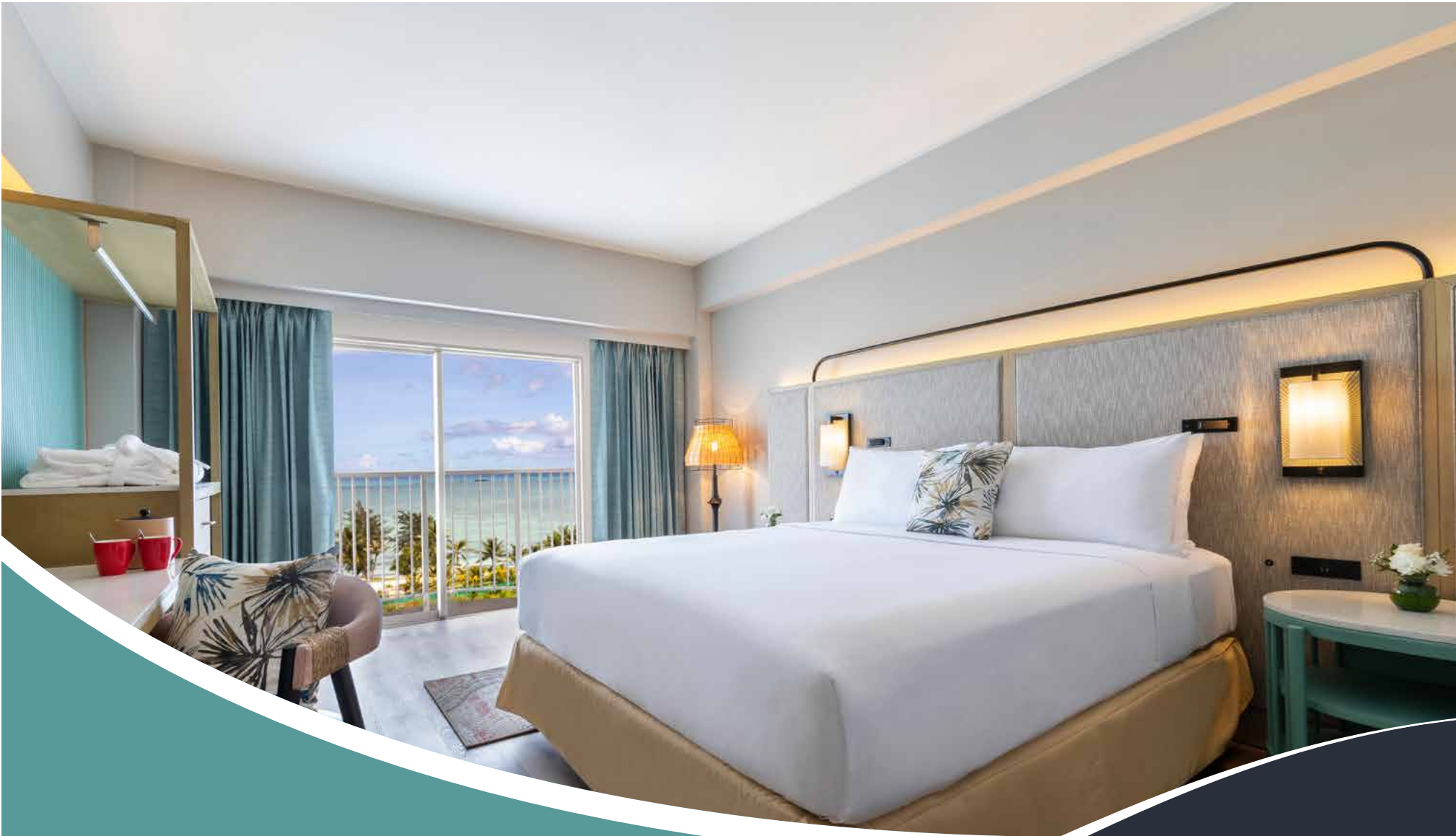
See TRIUMPHANT on Page 13

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**CROWNE PLAZA RESORT SAIPAN**





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on your grand opening!



Thank you CNMI for your continuous support all these years!

From the management and staff of





TRIUMPHANT

From Page 11

found in international hotels.

For those who are looking to stage big meetings, conventions and events, Crowne Plaza Resort Saipan is an expert in hosting these gatherings. Big or small, Crowne Plaza has a collective inventory of more than five million square meters of meeting spaces found all over the world.

Included in this are the Saipan hotel's notable meetings and events spaces that have been the site of many local events in the past. The 515-square-meter Hibiscus Ballroom can comfortably fit 500 guests, while those looking for more intimate venues can book the Azucena Room, which can accommodate 120 guests. Those looking to host weddings and intimate fun events can use the hotel's 4,600-square-meter outdoor venue, which is also fully equipped and wired to host 400 guests.

Crowne Plaza Resort Saipan's events package comes with the expertise of a professional events team that provides advise and helpful tips to make their guests' events the unforget-

table gatherings they envisioned these to be.

Much attention is also placed on guest safety and wellbeing while providing flexible, creative solutions for all meeting and event needs. The hotel commits to IHG's Clean Promise—clean, well maintained, clutter-free rooms that meet high levels of cleanliness. The IHG Way of Clean program was developed in partnership with world leaders in hygiene and cleaning technologies and services. This ensures a clean, comfortable place to stay, regular deep-cleaning of high-touch surfaces and best practice cleaning of pools, fitness centers, restaurants and public areas.

In tandem with this is IHG's enhanced "Meet with Confidence" program, which provides appropriate and creative meeting and event solutions without compromising on the experience or the flexibility that meeting planners require.

Meeting planners will find it rewarding to book their events at Crowne Plaza since they can earn points with IHG's Business Rewards program. Points may be redeemed for travel, merchandise, and more every time bookings are made for accommodation, meetings,



or an event at over 5,900 participating IHG hotels worldwide.

What rounds up a good events place is its food and beverage offerings, which Crowne Plaza has developed as well.

Director of Food and Beverage Martin Jambor said each of the hotel's five

restaurants will feature an array of local and international favourites that is sure to please any gourmand's palate.

Jambor emphasized there is an equal need to introduce new and innovative menu selections that will set the hotel's food and beverage offerings apart

from its competitors, but it's also a must to continue offering crowd favourites. Ultimately, he says the hotel's culinary team is applying innovative approaches to food and drink to satisfy the discriminating taste of the international traveller.

Food and beverage options at the hotel vary, from

a buffet spread on selected days at The Terrace, service of which eventually will be expanded to serve breakfast, lunch, and dinner, to The Market Place, which offers light snacks and drinks in grab-and-go containers, perfect for those who are on-the-go.

See TRIUMPHANT on Page 15



Best wishes

to the management and staff of **Crowne Plaza Resort Saipan** on your grand opening.

From the Staff & Management of



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# CROWNE PLAZA

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## TRIUMPHANT

From Page 13

Inspired signature cocktails, an extensive selection of international and domestic wines and spirits and a menu that feature street style bites from around the world is what the Mari Bar offers.

In the pipeline to open in January 2023 are the Mai Teppanyaki and the Ataari Dinner Show.

When asked what visitors can expect from the hotel and its team of professionals who are skilled to providing constant service, Coates said, "We are led by the needs of our guests and locals and offering them something outside the traditional hotel experience."

And what sets Crowne Plaza's ethos apart from the others is their belief in the concept called "Dare to Connect," which encourages warm, engaging interactions between staff and guests. Through focus and inspiration of colleagues, Coates says the hotel enables their guest's desire to connect.

Crowne Plaza places an important value on the training and development of its team, which are key to the success of a brand. The hotel's staff is a mix of employ-



ees who were hired from off island and those who come from the local community. "We embrace our team, we empower them and we work with them. We have to put our energy in them so they can, in return, provide confident service to our guests," Coates said.

He also underscores Crowne Plaza's belief in working with the local community. "While we introduced changes and innovated some of the key elements in the Resort such as the names of restaurants, some of the restaurant concepts like the teppanyaki

and the dinner show remain because they have become a part of the hotel's history and tradition. We welcome international guests, but we also want to remain being a part of the fabric of our local community," said Coates.

With vaccination programs in place and health

restrictions easing and more borders opening, traveling is again back on the upswing. And just as the international traveler prepares to explore new places and create new experiences, Crowne Plaza Resort Saipan is ready to be their home away from home,

For more information about Crowne Plaza Resort Saipan, visit their website at [saipan.crowneplaza.com](http://saipan.crowneplaza.com) or connect at Facebook, Twitter and Instagram. It is located along Coral Tree Avenue, Garapan, Saipan. Call 670234-6414 or email [info.cprsaipan@ihg.com](mailto:info.cprsaipan@ihg.com)

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A warm Hafa Adai welcome to  
**Crowne Plaza Resort Saipan.**  
 Wishing you success and prosperous  
 business here in the CNMI!



From the Office of Senate President  
**Jude Untalan Hofschneider**  
 and the Members of the 22nd Senate  
 Commonwealth Legislature and staff



## Crowne Plaza® Hotels and Resorts

### BY THE NUMBERS\*

(\*as of September 2022)

Crowne Plaza® Hotels & Resorts: Crowne Plaza hotels are everywhere the modern business traveller wants to stay for business, blended travel, and leisure holidays. For more information, visit at [www.crowneplaza.com](http://www.crowneplaza.com) and connect through Facebook, Twitter and Instagram

- 401 hotels globally (109,996 open rooms)
- 114 hotels in the global pipeline
- Global flagships hotels include:
  - Crowne Plaza Atlanta Perimeter at Ravinia
  - Crowne Plaza Hamburg
  - Crowne Plaza Paris– Republique
  - Crowne Plaza Shenzhen WECC
- Recent brand milestones include:
  - WorkLife Room Utility Patent from the US Patent and Trademark Office
  - In 2020, Crowne Plaza Changi Airport was recognized as Skytrax's Best Airport Hotel in the World for the 6th consecutive year

### New noteworthy and upcoming properties include:

- Crowne Plaza Nice – Grand Arenas - opened April 2021)
- Crowne Plaza Budapest - opened July 2021
- Crowne Plaza Phu Quoc Starba = booking from Nov. 1, 2021)
- Crowne Plaza Moscow - Park Huaming– Russia booking from Dec. 1, 2021
- Crowne Plaza Resort Saipan – opened October 22, 2022



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## Elevating the dining experience on Saipan

By **TERI M. FLORES**  
CORRESPONDENT

With the opening of Crowne Plaza Resort Saipan, five new dining destinations are joining Saipan's growing culinary landscape: Three that are already operational (The Terrace, Market Place, and Mari Bar) and two that will soon follow suit (Mai Teppanyaki and the Ataari Dinner Show).

Director of Food and Beverage Martin Jambor said they made the conscious decision to retain some of the old dining elements that have become locally popular. "We want our guests to feel excited by putting out new things while, at the same time, still keeping some tried and tested items on the menu," he said.

Under Jambor's guidance, the Food and Beverage team has been busy refining the hotel's culinary offerings, in line with the discriminating taste of today's modern traveler.

At The Terrace, guests dine on a wide variety of local and international favorites with the view of Saipan's turquoise waters in the background. The



Crowne Plaza Resort Saipan's culinary team is led by Director of Food and Beverage Martin Jambor at the helm. CONTRIBUTED PHOTO

buffet-style spread features a menu that blends international cooking techniques and ingredients. At the moment, this casual dining place only offers a breakfast spread but this will eventually be expanded to cover lunch and dinner services.

Guests are sure to line up at the live carving station, which offers smoked creations while the pastry station has the bread and desserts guaranteed to satisfy the cravings of anyone with a sweet tooth. There is also a raw bar that has the freshest seafood. It is highly recommended that guests order the Crowne Island Omelette.

The Terrace has seats for private rooms and seats 191 guests indoors and 60 outdoors.

For those who are meeting colleagues or catching up on work at the hotel's "workspace," the Market Place is where they can find light bites and drinks to ease their hunger while at work. The options range from cookies and cakes to healthy options, all packed for grab-and-go convenience. The Market Place's freshly brewed coffee and other coffee creations will please any coffee enthusiast, while those who are looking for uncaffeinated alternatives will surely go

See **ELEVATING** on Page 21

*Congratulations*  
**Crowne Plaza Resort Saipan**  
on your grand opening!

From the management and staff of



### RESERVATION & INFO

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# Congratulations

## CROWNE PLAZA RESORT SAIPAN

### ON A SUCCESSFUL OPENING



“

Congratulations to Crowne Plaza Resort Saipan for their highly-anticipated opening! Having another global hotel brand in our islands is a great honor, and I would like to extend my appreciation to everyone involved for making this opening possible. This is a great contribution to our islands, as it provides another hub for our tourists, as well as an expansion on the quality of our growing tourism market.

On behalf of the Commonwealth, we thank you for your remarkable commitments to our tourism and local hospitality industry, and we look forward to the success of Crowne Plaza Resort Saipan!

Si Yu'us Ma'ase, Ghilisow, and Thank you!

– **GOVERNOR RALPH DLG. TORRES**

”

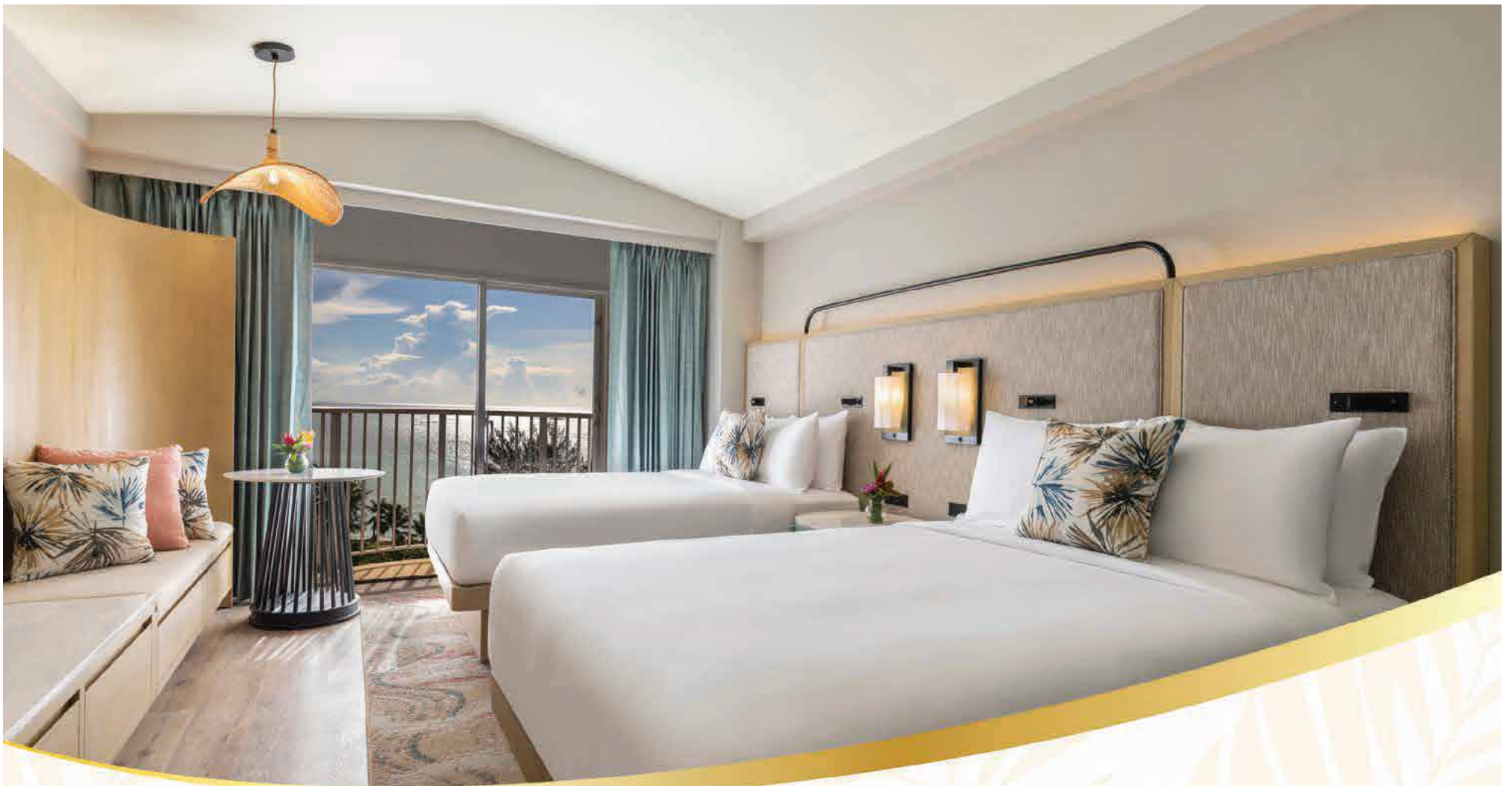












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### *on your Grand Opening!*

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**ELEVATING***From Page 17*

for the delicious milkshakes with island exclusive gelato and the chef's signature sundae.

At the Mari Bar, sip one of their refreshing signature cocktails or choose a drink from an extensive selection of international and domestic wines and spirits and pair it with anything from their menu that feature street-style bites from around the world. The bar's relaxing ambiance is the place to catch one of Saipan's romantic sunsets.

Opening in January 2023 is Mai Teppanyaki, a long-time island favorite that features mouthwatering beef and seafood. The Atari Dinner Show, which is also a guest favorite, will also open in January, 2023. Known as the home of Saipan's best cultural dining experience, this outdoor buffet that gives guests a taste of the island culture features a nightly show of fire, dance, and music.

Crowne Plaza's team of globally experienced culinary minds are ready to up the ante to elevate the local dining scene to new heights.

The hotel's culinary leadership team is made up of Jambor; Joshua Choi,



CONTRIBUTED PHOTO  
Michelin-starred Executive Chef Gennaro Avagnale is also the Cluster Director of Food & Beverage Culinary.

Cluster Director of Food & Beverage; and a Michelin-starred Executive Chef, Gennaro Avagnale, in the role of Cluster Director of Food & Beverage Culinary. Avagnale promises to deliver a skillful blend of food from his 10 years' experience of cooking in different regions of the globe. Specializing in Italian cuisine, Avagnale's experience has already earned him two Michelin stars. "I am honored that I have been selected to join Crowne Plaza Resort Saipan as a culinary master and I am eager to learn

about the local culture and the food of the islands in as much as I will share my Italian heritage to offer food that our guests will come back for," he said.

Assisting Avagnale in the kitchen is sous chef and local son Zenn Tomokane. With a strong foundation in the hospitality industry, Tomokane's skills in catering, food and beverage, and hotel management round up the talented team.

As in anything that is new, the hotel's culinary team also has its share of challenges to overcome. On the islands, sourcing quality food and ingredients and the logistics involved in shipping goods and equipment can be hurdles but Jambor said not any of these daunt them. Instead, they get inspired to be more innovative in the use of supply and ingredients that are readily on hand.

"Our team has been given more opportunities to explore and innovate and we are taking advantage of this," Jambor said,

For more information about the Crowne Plaza Resort Saipan's food and beverage offerings and to make reservations, call 671-234-6414 or visit the website [saipan.crowneplaza.com/restaurant](http://saipan.crowneplaza.com/restaurant)

**CONGRATULATIONS!**

Wishing the management and staff of  
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a prosperous business here in the CNMI!

From the management and staff of



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*Congratulations*  
for Grand Opening of **Crowne Plaza Resort Saipan!**



We wish flourishing business and success for you.  
Let's work together for the future of CNMI!

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## **CROWNE PLAZA RESORT SAIPAN**

A testament to  
**commitment**  
and statement of  
**confidence**

CONTRIBUTED PHOTO

General Manager Robert Coates leads the team at the Crowne Plaza Resort Saipan.

By **TERI M. FLORES**  
CORRESPONDENT

**R**oll out the red carpet because the much-awaited opening of Crowne Plaza Resort Saipan, has finally arrived!

Boasting a multi-million-dollar renovation that elevates the Garapan property to international hotel standards, the Crowne Plaza welcomed its first guests to its 422-room Resort last Oct. 17, 2022, after being closed for renovation for the past two years.

This marks the entry of the Intercontinental Hotels Group PLC—otherwise known in the global hotel industry as IHG Hotels and Resorts—into the region, although the Resort still remains under the ownership of the Asia Pacific Hotels Inc. of Tan Holdings Corp.

This is the third reincarnation for this iconic Saipan landmark, first known as the Dai-Ichi Hotel Saipan Beach from the

**The reopening of Crowne Plaza Resort on Saipan...is a big statement of confidence that Tan Holdings is making. It shows the company's unwavering commitment to the islands, which it calls home.**

'70s until 2002, when it was rebranded as the Fiesta Resort and Spa Saipan. Desiring to bring an international brand to the CNMI and the extensive economic opportunities that come with it, APHI entered into a long-term agreement with the IHG group, with the Resort officially becoming the Crowne Plaza Resort Saipan in May 2020. The Saipan hotel joins two other similar brands in Nice and Budapest as the most recent Hotels IHG opened under the Crowne Plaza brand

IHG made sure that it has the best team on hand to lead the property in its initial foray in the Northern Marianas, with General Manager Robert Coates leading the team. Backed with 27

*Continued on Next Page*



**KINPACHI**  
Japanese Restaurant



Best wishes to the management and staff of  
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Resort Saipan**  
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Best wishes  
to the management and staff of  
**Crowne Plaza  
Resort Saipan**  
on your grand opening.



**ANGEL A. DEMAPAN**  
HOUSE MINORITY LEADER  
22ND NORTHERN MARIANAS COMMONWEALTH LEGISLATURE





The leadership team at the Crowne Plaza Resort Saipan.

CONTRIBUTED PHOTO

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years' experience as a multi-unit General Manager at IHG, Coates has successfully led operations across a number

of IHG Hotels & Resorts in Australia and New Zealand. These include two Crowne Plaza resorts in New Zealand and the Gagudju Crocodile Holiday Inn.

The Crowne Plaza brand is known to cater to the modern business traveler but Coates says the brand is also flexible in accommodating any type of guest anywhere

in the world. "Crowne Plaza fully understands that today's modern traveler is known for balancing their work/life schedule. While their initial intent may be to travel

for work, they also combine some leisure activities during their downtime."

And this is where Crowne Plaza comes in. "We are positioned as an upmarket brand

as well as a versatile one that appeals to both the corporate traveler and those traveling for leisure."

The Crowne Plaza brand  
*Continued on Next Page*

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From Page 24

can be found everywhere the modern traveler wants to be productive, energized, restored, and inspired, with more than 400 locations in city, airport, resort and suburban destinations. "You can find Crowne Plaza Hotels & Resorts in central business districts, resort locations as well as in regional areas and a little bit more in remote areas."

Coates is excited for both the hotel's visitors and what IHG and its global network of premium hotel brands can contribute to the growth of the Northern Marianas' tourism industry.

"We are going to tap into our network of hotels globally to market the Northern Marianas as an ideal destination to those who seek leisure vacations," Coates said.

Through IHG's One Rewards program, Crowne Plaza will also be able to bring in meetings and convention groups in need of spaces that will stimulate creativity and productivity as well as provide efficient customer service. "There is a need among groups, companies, and government agencies to re-energize and regroup so there are opportunities in the CNMI for the resort to host these small meetings and gatherings.

These groups are looking for big spaces to create and do interesting things, different things, and create connections. We can do a lot of things for different markets," said Coates.

In addition, Crowne Plaza will also be drawing on its network's family and honeymoon markets—rejuvenating interest in these two markets that were the CNMI's most popular clientele prior to the pandemic as well as expanding interest in the Northern Marianas to visitors from other regions.

Much hope is pinned on the Crowne Plaza Resort Saipan to further help stimulate the island's tourism industry, which has suffered heavily the past five years from the back-to-back effects of super typhoons and the pandemic. In addition the devaluation of the Japanese and Korean currencies and travel uncertainties in the Japanese family market had also had adverse effects on the flow of visitors to the islands.

Despite these, Coates is optimistic that the CNMI will be able to rebound from these challenges. "We are seeing countries ease travel restrictions for inbound and outbound travelers. Some of them are even waiving test-

See **TESTAMENT** on Page 27



Wishing the  
management and staff of  
**Crowne Plaza  
Resort Saipan**  
a prosperous business  
here in the CNMI!

From the Management & Staff of  
*Hafa Adai!*  
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# CONGRATULATIONS

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Resort Saipan**  
on your grand  
opening!

Thank you for giving us the  
opportunity to serve you.



**General Contractor**







The entire Crowne Plaza Resort Saipan team

CONTRIBUTED PHOTO

## TESTAMENT

From Page 25

ing requirements. They are confident enough that, with vaccination programs and safety protocols in place, international travel can again happen. Economies need borders to open for tourists to come in. We depend on travel to resume so we can steer the CNMI's economy to a more stable course."

But Coates says Crowne Plaza and any other present and future hotel and resort developments in the Northern Marianas for that matter can only do so much. Ultimately, it takes the effort of all sectors of the community to reap the rewards of a burgeoning tourism industry. "Crowne Plaza works in conjunction with different partners. We will use our system and network over 6,000 hotels around the world to promote the Northern Marianas. But to grow a destination, you have to work with your partners—the local governments and tourism bodies, in this case the Marianas Visitors Authority, which we work very closely with. And you also have to build the demand for the destination."

Coates said tourists visit a place that offer unique experiences and what makes the Northern Marianas special is the warm hospitality of its people and the "Hafa Adai" spirit of the local community.

But all things considered, Coates said the most significant result that comes out of this multi-million-dollar investment is the investor confidence that Tan Holdings has created for the economy of Guam and the Northern Marianas.

"Everyone—both local investors and businesses and, most importantly, the local community benefits from the presence of an international brand. From a small dive shop or a tour operator or a day trekking company, doing

business with an international brand gives them credibility. With high tourist demand for a destination also comes the equivalent demand for more airline services to the islands. The presence of an international brand gives a destination a stamp of authenticity and of maturity to some degree," Coates said.

Crowne Plaza Resort Saipan's opening, which comes just as a global pandemic is easing, is also a fitting occasion for Tan Holdings itself, which is marking its 50<sup>th</sup> anniversary this year of doing business in the Northern Marianas and the Western Pacific region.

"The reopening of Crowne Plaza Resort Saipan and soon, on Guam is a big statement of confidence that Tan Holdings is making. It shows the company's unwavering commitment to the islands, which it calls home. Even with the pandemic's looming presence, we moved ahead with this development and now we are reopening this property just in time for the resumption of international travel," he said.

Coates invites the community to check out the hotel and the many changes they've made to it. "The local community is very much a part of the fabric of Crowne Plaza Resort Saipan. Inasmuch as they embraced and supported Fiesta Resort, we also ask the same as this property is so much more about them and Tan Holdings, which has made an enormous investment on our islands' economy. As owners of the hotel, they have trusted IHG to use its wide network and database to broaden the CNMI's reach as an international destination to a wider tourist market. Just as they have been accustomed to in the past, Crowne Plaza Resort Saipan remains the place where they can host their wedding, anniversaries, family gatherings and important occasions."

*Congratulations*  
**Crowne Plaza Resort Saipan**  
on your grand opening!



From the management and staff of

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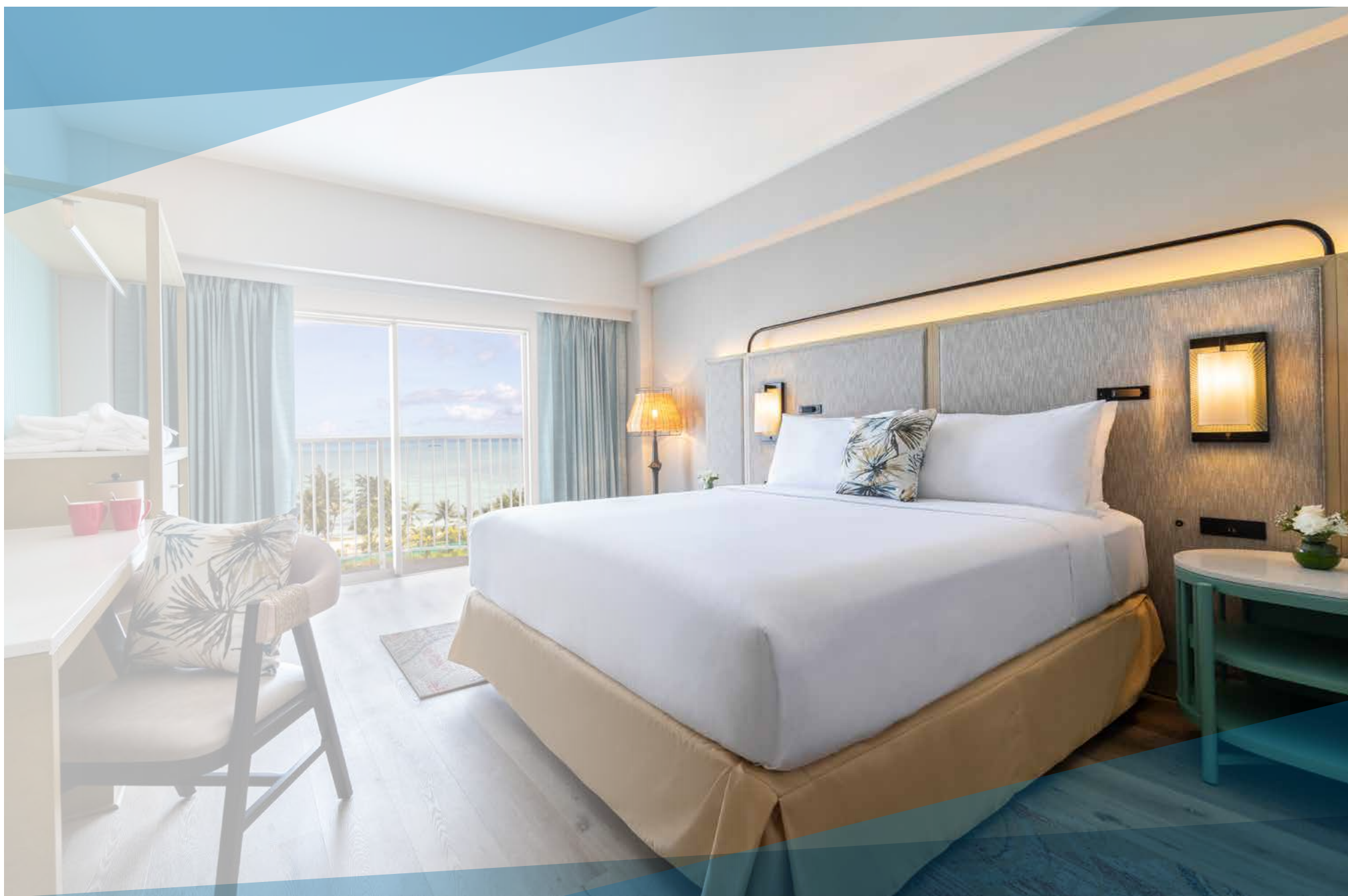
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Celebrating with the staff and management of  
**Crowne Plaza Resort Saipan**  
on your grand opening.

*Cheers!*

From the Management & Staff of

**Tan Siu Lin  
Foundation**

