

2017-2018 HOLIDAY CALENDAR

U.S.A. Hawaii Guam Japan S.Korea China Taiwan



Are you getting your share of the Asian International Traveler market?

January 2017

SUN	MON	TUE	WED	THU	FRI	SAT
1 ALL	2 US HI GU JP CN TW	3	4	5	6	7
8	9 JP	10	11	12	13	14
15	16 US HI GU	17	18	19	20	21
22	23	24	25	26	27	28 KR CN TW
29	30	31				

February 2017

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11 JP
12	13	14	15	16	17	18
19	20 US HI GU	21	22	23	24	25
26	27	28 TW				

March 2017

SUN	MON	TUE	WED	THU	FRI	SAT
			1 KR	2	3	4
5	6 GU	7	8	9	10	11
12	13	14	15	16	17	18
19	20 JP	21	22	23	24	25
26	27 HI	28	29	30	31	

April 2017

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4 CNTW	5	6	7	8
9	10	11	12	13	14 HI GU	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29 JP
30						

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
1/1	New Year's Day	●	●	●	●	●	●	●
1/2	New Year's Day (observed)	●	●	●	●	●	●	●
1/9	Coming of Age Day				●			
1/16	Dr. Martin Luther King, Jr. Day	●	●	●				
1/28	Chinese New Year						●	●
1/28	Korean Lunar New Year					●		
2/11	National Foundation Day				●			
2/20	President's Day	●	●	●				
2/28	228 Peace Memorial Day							●
3/1	Independence Day					●		
3/6	Guam Discovery Day			●				
3/20	Spring Equinox Day				●			
3/26	Prince Jonah Kuhio Kalaniana'ole Day		●					
3/27	Prince Jonah Kuhio Kalaniana'ole Day (observed)		●					
4/4	Qing Ming Festival						●	●
4/14	Good Friday	●	●					
4/29	Showa Day				●			

KEY

US = U.S.A.

KR = S. Korea

HI = Hawaii

CN = China

GU = Guam

TW = Taiwan

JP = Japan

MARKET INSIGHTS

- Offices in China and Japan will be closed on 1/1-1/3 for the New Year.
- Offices in China will be closed on 1/27-2/2 for the Spring Festival (Chinese New Year) Golden Week.
- Offices in Taiwan will be closed on 1/27-2/1 for Chinese New Year.
- Offices in S. Korea will be closed on 1/27-1/30 for Korean Lunar New Year.
- Offices in Japan will be closed on 4/29-5/7 for Japanese Golden Week.

*office closure dates may vary

May 2017						
SUN	MON	TUE	WED	THU	FRI	SAT
	1 CN	2	3 JP KR	4 JP	5 JP KR	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22 GU	23	24	25	26	27
28	29 US HI GU	30 CN TW	31			

June 2017						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6 KR	7	8	9	10
11	12 HI	13	14	15	16	17
18	19 HI	20	21	22	23	24
25	26	27	28	29	30	

July 2017						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7 US HI GU	8
9	10	11	12	13	14	15
16	17 JP	18	19	20	21 GU	22
23	24	25	26	27	28	29
30	31					

August 2017						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11 JP	12
13	14	15 KR	16	17	18 HI	19
20	21	22	23	24	25	26
27	28	29	30	31		

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
5/1	Labor Day							•
5/3	Constitution Day							
5/3	Buddha's Birthday							•
5/4	Green Day							•
5/5	Children's Day							•
5/22	Memorial Day			•				
5/29	Memorial Day	•	•					
5/30	Dragon Boat Festival							•
6/6	Memorial Day							•
6/11	King Kamehameha Day			•				
6/12	King Kamehameha Day (observed)			•				
7/4	Independence Day	•	•	•				
7/17	Marine Day							•
7/21	Liberation Day				•			
8/11	Mountain Day							•
8/15	Liberation Day							•
8/18	Statehood Day			•				

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MARKET INSIGHTS

- Offices in Japan will be closed on 4/29-5/7 for Japanese Golden Week.
- Offices in China will be closed on 5/1-5/3 for Chinese Labor Day and on 5/27-5/30 for the Dragon Boat Festival.
- Office in Taiwan will be closed on 5/28-5/30 for the Dragon Boat Festival.
- Offices in Japan will be closed on 8/11-8/16 for Obon.

*office closure dates may vary

September 2017

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 US HI GU	5	6	7	8	9
10	11	12	13	14	15	16
17	18 JP	19	20	21	22	23 JP
24	25	26	27	28	29	30

October 2017

SUN	MON	TUE	WED	THU	FRI	SAT
1 CN	2	3 KR	4 CN KR TW	5	6	7
8	9 US HI GU JP KR	10 TW	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

November 2017

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 GU	3 JP	4
5	6	7	8	9	10 US HI GU	11 US HI GU
12	13	14	15	16	17	18
19	20	21	22	23 JP	24 US HI GU	25
26	27	28	29	30		

December 2017

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8 GU	9
10	11	12	13	14	15	16
17	18	19	20 HI	21	22	23 JP
24	25 US HI GU KR	26	27	28	29	30
31						

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
9/4	Labor Day	•	•	•				
9/18	Respect for the Aged Day				•			
9/23	Autumn Equinox Day				•			
10/1	National Day					•		
10/3	National Foundation Day				•			
10/4	Harvest Festival				•			
10/4	Mid-Autumn Festival / Moon Festival				•	•	•	
10/9	Hangul Proclamation Day				•			
10/9	Health-Sports Day				•			
10/9	Columbus Day	•		•				
10/10	Double Tenth National Day						•	
11/2	All Souls' Day				•			
11/3	Culture Day				•			
11/10	Veterans Day (observed)	•	•	•				
11/11	Veterans Day	•	•	•				
11/23	Labor Thanksgiving Day				•			
11/24	Thanksgiving Day	•	•	•				
12/8	Lady of Camarin Day				•			
12/20	Election Day			•				
12/23	The Emperor's Birthday				•			
12/25	Christmas Day	•	•	•	•	•		

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MARKET INSIGHTS

- Offices in Japan will be closed on 9/16-9/18 for Japanese Silver Week.
- Offices in China will be closed on 10/1-10/7 for National Day Golden Week.
- Offices in S. Korea will be closed on 10/3-10/9 for multiple holidays.
- Offices in Japan will be closed on 12/29-1/3/2018 for the New Year.

*office closure dates may vary

January 2018

SUN	MON	TUE	WED	THU	FRI	SAT
	1 ALL	2	3	4	5	6
7	8 JP	9	10	11	12	13
14	15 US HI GU	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February 2018

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12 JP	13	14	15	16 KR CN TW	17
18	19 US HI GU	20	21	22	23	24
25	26	27	28 TW			

March 2018

SUN	MON	TUE	WED	THU	FRI	SAT
				1 KR	2	3
4	5 GU	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21 JP	22	23	24
25	26 HI	27	28	29	30 HI GU	31

April 2018

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30 JP					

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
1/1	New Year's Day	•	•	•	•	•	•	•
1/8	Coming of Age Day				•			
1/15	Dr. Martin Luther King, Jr. Day	•	•	•				
2/11	National Foundation Day				•			
2/12	National Foundation Day (observed)				•			
2/16	Chinese New Year						•	•
2/16	Korean Lunar New Year					•		
2/19	President's Day	•	•	•				
2/28	228 Peace Memorial Day							•
3/1	Independence Day						•	
3/5	Guam Discovery Day			•				
3/21	Spring Equinox Day				•			
3/26	Prince Jonah Kuhio Kalaniana'ole Day		•					
4/14	Good Friday	•	•					
4/29	Showa Day				•			
4/30	Showa Day (observed)				•			

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US = U.S.A.

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JP = Japan

MARKET INSIGHTS

- Offices in China and Japan will be closed on 1/1-1/3 for the New Year.
- Offices in China will be closed on 2/15-2/21 for the Spring Festival (Chinese New Year) Golden Week.
- Offices in Taiwan will be closed on 2/15-2/20 for Chinese New Year.
- Offices in S. Korea will be closed on 2/15-2/18 for Korean Lunar New Year.
- Offices in Japan will be closed on 4/28-5/6 for Japanese Golden Week.

*office closure dates may vary

About PacRim Marketing Group, Inc. & PRTech, LLC

PacRim Marketing Group and PRTech are the leading specialists at growing Asian International Traveler market share for brands and organizations throughout the Pacific, Hawaii and North America.

Integrated marketing programs sensitive to your audience's cultural nuances and preferences will best convey your brand essence in the desired Asia-Pacific markets. Whether in the tourism, hospitality, retail, or real estate industry, you can benefit from our multilingual tools and solutions and award winning content—proven to increase brand awareness and lead conversions.

Let our tech savvy, multicultural marketing specialists help you resonate with audiences and build brand loyalty throughout Asia-Pacific:

Our solutions include:

- Strategic Planning
- Media Planning & Buying
- Public Relations & Promotions
- Digital Marketing
- Social Media Management
- Web/Software Development
- Market Research
- Influencer Marketing



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