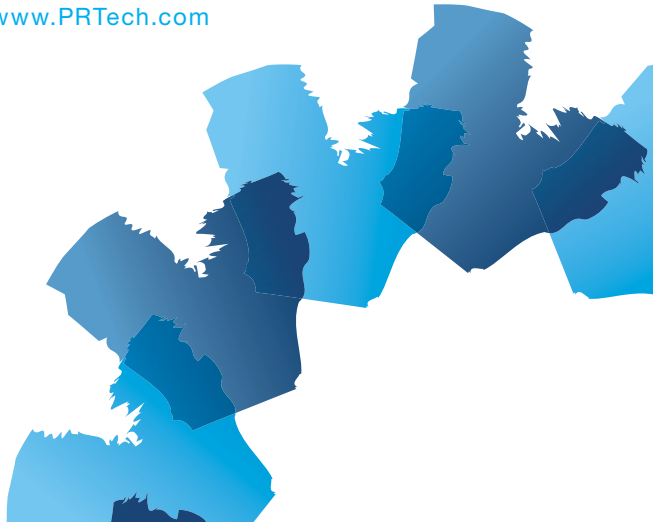




U.S.A. Hawaii Guam Japan S.Korea China Taiwan

# 2020-2021 HOLIDAY CALENDAR

[www.PacRimMarketing.com](http://www.PacRimMarketing.com) | [www.PRTech.com](http://www.PRTech.com)



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

January 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
			1 ALL	2	3	4
5	6	7	8	9	10	11
12	13 JP	14	15	16	17	18
19	20 US HI GU	21	22	23	24	25 KR CNTW
26	27	28	29	30	31	

February 2020						
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 US HI GU	18	19	20	21	22
23 JP	24 JP	25	26	27	28 TW	29

March 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
1 KR	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20 JP	21
22	23	24	25	26 HI	27	28
29	30	31				

April 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3 TW	4 CNTW
5	6	7	8	9	10 HI GU	11
12 US HI GU	13	14	15 KR	16	17	18
19	20	21	22	23	24	25
26	27	28	29 JP	30 KR		

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
1/1	New Year's Day	•	•	•	•	•	•	•
1/13	Coming of Age Day				•			
1/20	Dr. Martin Luther King, Jr. Day	•	•	•				
1/25	Chinese New Year						•	•
1/25	Korean Lunar New Year					•		
2/11	National Foundation Day				•			
2/17	President's Day	•	•	•				
2/23	Emperor's Birthday (observed 2/24)				•			
2/28	228 Peace Memorial Day							•
3/1	Independence Day						•	
3/20	Spring Equinox Day				•			
3/26	Prince Jonah Kuhio Kalaniana'ole Day		•					
4/3	Children's Day							•
4/4	Qing Ming Festival						•	•
4/10	Good Friday	•	•	•				
4/12	Easter Sunday	•	•	•				
4/15	National Assembly Election Day					•		
4/29	Showa Day				•			
4/30	Buddha's Birthday					•		

KEY

- US = U.S.A.
- HI = Hawaii
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MARKET INSIGHTS

- Offices in Japan will be closed on 12/29-1/3 for the New Year.
- Offices in China will be closed on 1/24-1/30 for the Spring Festival (Chinese New Year) Golden Week.
- Offices in Taiwan will be closed on 1/23-1/29 for Chinese New Year.
- Offices in S. Korea will be closed on 1/24-1/27 for Korean Lunar New Year.

\*office closure dates may vary

May 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
					1 CN TW	2 KR
3 JP	4 JP	5 JP KR	6 JP	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25 US HI GU	26	27	28	29	30

June 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6 KR
7	8	9	10	11 HI	12	13
14	15	16	17	18	19	20
21	22	23	24	25 CN TW	26	27
28	29	30				

July 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3 US HI GU	4 US HI GU
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21 GU	22	23 JP	24 JP	25
26	27	28	29	30	31	

August 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10 JP	11	12	13	14	15 KR
16	17	18	19	20	21 HI	22
23 30	24 31	25	26	27	28	29

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
5/1	Labor Day							
5/3	Constitution Day (observed 5/6)							
5/4	Greenery Day							
5/5	Children's Day							
5/25	Memorial Day							
6/6	Memorial Day							
6/11	King Kamehameha Day							
6/25	Dragon Boat Festival							
7/4	Independence Day (observed 7/3)							
7/21	Liberation Day							
7/23	Marine Day							
7/24	Sports Day							
8/10	Mountain Day							
8/15	Liberation Day							
8/21	Statehood Day							

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MARKET INSIGHTS

- Offices in Japan will be closed on 5/2-5/6 for **Japanese Golden Week**.
- Offices in Japan will be closed on 8/13-8/16 for **Obon**.

\*office closure dates may vary

September 2020						
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	18	19
20	21 JP	22 JP	23	24	25	26
27	28	29	30			

October 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
				1 KRCNTW	2	3 KR
4	5	6	7	8	9 KR	10 TW
11	12 US GU	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 JP	4	5	6	7
8	9	10	11 US HI GU	12	13	14
15	16	17	18	19	20	21
22	23 JP	24	25	26 US HI GU	27	28
29	30					

December 2020						
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 US HI GU KR	26
27	28	29	30	31		

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
9/7	Labor Day	•	•	•				
9/21	Respect for the Aged Day				•			
9/22	Autumn Equinox Day				•			
10/1	National Day						•	
10/1	Harvest Festival					•		
10/1	Mid-Autumn Festival / Moon Festival					•	•	
10/3	National Foundation Day					•		
10/9	Hangul Proclamation Day					•		
10/10	Double Tenth National Day							•
10/12	Columbus Day	•	•					
11/3	Culture Day				•			
11/11	Veterans Day	•	•	•				
11/23	Labor Thanksgiving Day				•			
11/26	Thanksgiving Day	•	•	•				
12/25	Christmas Day	•	•	•	•			

#### KEY

US = U.S.A.      KR = S. Korea  
 HI = Hawaii      CN = China  
 GU = Guam      TW = Taiwan  
 JP = Japan

#### MARKET INSIGHTS

- Offices in Japan will be closed on 9/19-9/22 for Japanese Silver Week.
- Offices in China will be closed on 10/1-10/7 for National Day Golden Week.
- Offices in Japan will be closed on 12/29-1/3/2021 for the New Year.

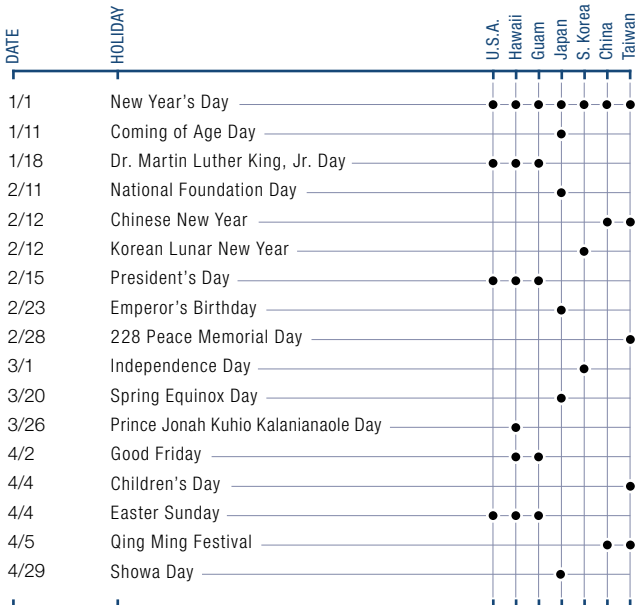
\*office closure dates may vary

January 2021						
SUN	MON	TUE	WED	THU	FRI	SAT
					1 ALL	2
3	4	5	6	7	8	9
10	11 JP	12	13	14	15	16
17	18 US HI GU	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2021						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11 JP	12 KR CNTW	13
14	15 US HI GU	16	17	18	19	20
21	22	23 JP	24	25	26	27
28 TW						

March 2021						
SUN	MON	TUE	WED	THU	FRI	SAT
	1 KR	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20 JP
21	22	23	24	25	26 HI	27
28	29	30	31			

April 2021						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 HI GU	3
4 US HI GU TW	5 CN TW	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29 JP	30	



**KEY**

- US = U.S.A.
- HI = Hawaii
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- JP = Japan
- KR = S. Korea
- CN = China
- TW = Taiwan

**MARKET INSIGHTS**

- Offices in Japan will be closed on 12/29/2020-1/3/2021 for the New Year.
- Offices in China will be closed on 2/12-2/18 for the Spring Festival (Chinese New Year) Golden Week.
- Offices in Taiwan will be closed on 2/11-2/16 for Chinese New Year.
- Offices in S. Korea will be closed on 2/11-2/13 for Korean Lunar New Year.

\*office closure dates may vary

# About PacRim Marketing Group, Inc. & PRTech, LLC, Vector Inc. Group Companies

PacRim Marketing Group and PRTech, along with Vector Inc., are committed to helping your organization increase share and spend of the Asian International Traveler market. Our team is a unique mix of multicultural, multilingual, tech-savvy professionals. We use integrated marketing communications and digital content marketing strategies and solutions to help bridge cultures and markets for travel, hospitality, destination and tourism-aligned organizations (including retail, fashion, residential development, and financial industries).

Vector Inc. is Japan's top independent media communications firm and ranks as one of the largest in Asia-Pacific. With offices in the U.S. and in Tokyo, PacRim and PRTech now also can leverage our Vector team and offices in Seoul, Shanghai, Beijing, Taiwan, Hong Kong, Vietnam, Singapore, Indonesia, and Malaysia to meet partner/clients' needs in the region.

Our clients can access an array of award winning marketing tools and content. These include Asian language "owned media" content websites and social media platforms in multiple languages. In addition, we offer PRTimes, NewsTV, StarBank (influencer and casting solutions) and VideoWire (a newswire service enabling the creation and distribution of original online video content) News Technology, as well as other media and content platforms, including digital taxi advertising. PRTech's proprietary online, multilingual reservations system, MyRez, simplifies making online reservations for Asian-language travelers and increases hotel conversion rates. We offer this key platform across markets in the Asia-Pacific region.

If you are looking for new marketing communications and digital approaches to drive desired business outcomes, our innovative tools will help you. Let our team help your organization, brand, or product resonate with traveler audiences, increase market penetration and sales, and build loyalty throughout Asia-Pacific.

Contact us: [www.pacrimmarketing.com](http://www.pacrimmarketing.com) or [www.PRTech.com](http://www.PRTech.com)

**PacRim**  
MARKETING GROUP INC.



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# GOLDEN WEEK 2020

The Golden Week is a collection of national holidays within one week: Constitution Day, Greenery Day, and Children's Day. In 2020, the weekend and holidays are combined to make a 5-day holiday. With Showa Day on Wednesday, 4/29, some suggest taking days off on 4/30 (Thurs) and 5/1 (Fri) or 5/7 (Thurs) and 5/8 (Fri) to create a longer holiday. (More options: take days off on 4/27, 28, 30, 5/1 for a 12-day holiday or +5/7, 8 for a 16-day holiday)

May 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	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
31						

5-Day Golden Week	
4/29	Showa Day
5/2	(Saturday)
5/3	Constitution Day (Sunday)
5/4	Greenery Day
5/5	Children's Day
5/6	Constitution Day (observed)

# TOKYO 2020 OLYMPICS

The Japanese government announced changes to Japan's national holidays in 2020 to ease congestion and promote security for the Olympics. **Marine Day is moved to 7/23 (Thurs)**, the day before the Olympic opening ceremony. **Sports Day is moved to 7/24 (Fri)**, the day of the Olympic opening ceremony. **Mountain Day is moved to 8/10 (Mon)**, the day after the closing ceremony. 2020 Summer Paralympics will begin on 8/25 and concludes on 9/6.

July 2020						
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	31	

August 2020						
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	31					





## Celebrating our 30 year anniversary

PacRim Marketing Group was founded 30 years ago in Hawaii, one of the world's top visitor destinations and a melting pot of culture, people and languages. Our focus was on the Pacific Rim area and its markets. Our "Group" was a concept to engage the best talent—multicultural, multilingual individuals—to support our client/partners' marketing and communications needs in the region. President and CEO, Dave Erdman, strategically established the company in Hawaii to be a bridge to help clients connect and resonate with Asia/Pacific markets.

Our team now is a unique mix of more than 50 multicultural, multilingual, tech-savvy professionals who use integrated marketing communications and digital content/marketing strategies and solutions. They help bridge cultures and markets for travel, hospitality, destination and tourism-aligned organizations (including retail, fashion, residential development, and financial industries).

A laser focus on our niche market—organizations and companies wanting to increase share and spend of the Asian International Traveler market—earned PacRim and/or PRTech (now celebrating its 16th anniversary) awards and honors of being named on prestigious lists including:

- "Top 250 Companies" in Hawaii
- "Best Places to Work"
- "Fastest 50" growth companies for five straight years
- Better Business Bureau (BBB) Torch Awards for "Advancing Marketplace Excellence"

Our partner/clients now benefit from our expanded team and resources. Vector Inc., our parent company since 2017, is Japan's top independent media communications firms and is ranked as one of the largest in Asia-Pacific. With offices in the U.S. and in Tokyo, PacRim and PRTech now also can leverage our Vector team and offices in Seoul, Shanghai, Beijing, Taiwan, Hong Kong, Vietnam, Singapore, Indonesia, and Malaysia to meet partner/clients' needs in the region.

We look forward to helping you increase your share and spend of the Asian International Traveler market throughout the Asia-Pacific region.



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