



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

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

2021-2022 HOLIDAY CALENDAR

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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 CN TW	13
14 ALL	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 JP	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 CN TW	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 JP	30 CN TW	

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
1/1	New Year's Day	•	•	•	•	•	•	•
1/11	Coming of Age Day				•			
1/18	Dr. Martin Luther King, Jr. Day	•	•	•				
2/11	National Foundation Day				•			
2/12	Chinese New Year					•	•	•
2/12	Korean Lunar New Year					•		
2/14	Valentine's Day	•	•	•	•	•	•	•
2/15	President's Day	•	•	•				
2/23	Emperor's Birthday				•			
2/28	228 Peace Memorial Day							•
3/1	Independence Day							•
3/14	White Day				•			
3/20	Spring Equinox Day				•			
3/26	Prince Jonah Kuhio Kalaniana'ole Day		•					
4/2	Good Friday		•	•				
4/4	Children's Day							•
4/4	Easter Sunday	•	•	•				
4/4	Qing Ming Festival						•	•
4/29	Showa Day				•			

KEY

US = U.S.A.

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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

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

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

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

August 2021						
SUN	MON	TUE	WED	THU	FRI	SAT
1 CN	2	3	4	5	6	7
8	9 JP	10	11	12	13	14
15 KR	16	17	18	19	20 HI	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 (observed 4/30)							
5/3	Constitution Day							
5/4	Greenery Day							
5/5	Children's Day							
5/19	Buddha's Birthday							
5/31	Memorial Day							
6/1	Children's Day							
6/6	Memorial Day							
6/11	King Kamehameha Day							
6/14	Dragon Boat Festival							
7/4	Independence Day (observed 7/5)							
7/21	Liberation Day							
7/22	Marine Day							
7/23	Sports Day							
8/1	Army Day							
8/9	Mountain Day							
8/15	Liberation Day							
8/20	Statehood Day							

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 Tokyo 2020 Olympics (2021)
7/23/2021-8/8/2021

MARKET INSIGHTS

- Offices in Japan will be closed on 5/1-5/5 for **Japanese Golden Week**.
- Offices in China and Taiwan will be closed on 5/1-5/3 for Labor Day.
- Offices in China and Taiwan will be closed on 6/12-6/14 for Dragon Boat festival.
- Offices in Japan will be closed on 8/13-8/15 for **Obon**.

*office closure dates may vary

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

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

November 2021						
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 US HI GU	26	27
28	29	30				

December 2021						
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 US HI GU	25 US HI GU
26	27	28	29	30	31	

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
9/6	Labor Day	•	•	•				
9/20	Respect for the Aged Day				•			
9/21	Harvest Festival				•			
9/21	Mid-Autumn Festival / Moon Festival						•	•
9/23	Autumn Equinox Day				•			
10/1	National Day							•
10/3	National Foundation Day							•
10/9	Hangul Proclamation Day							•
10/10	Double Tenth National Day (observed 10/11)							•
10/11	Columbus Day	•	•	•				
10/31	Halloween	•	•	•	•	•	•	•
11/3	Culture Day				•			
11/11	Veterans Day	•	•	•				
11/23	Labor Thanksgiving Day					•		
11/25	Thanksgiving Day	•	•	•				
12/25	Christmas Day (observed 12/24)	•	•	•				

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MARKET INSIGHTS

- Offices in Japan will be closed on 9/18-9/20 for Japanese Silver Week.
- Offices in Korea will be closed on 9/20-9/22 for Harvest Festival.
- Offices in China will be closed on 10/1-10/7 for National Day Golden Week.
- Offices in Taiwan will be closed on 10/9-10/11 for Double Tenth National Day.

*office closure dates may vary

January 2022

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

February 2022

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

March 2022

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

April 2022

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 TW	5 CN TW	6	7	8	9
10	11	12	13	14	15 HI GU	16
17 US HI GU	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	•	•	•	•	•	•	•
1/10	Coming of Age Day				•			
1/17	Dr. Martin Luther King, Jr. Day	•	•	•				
2/1	Chinese New Year						•	•
2/1	Korean Lunar New Year					•		
2/11	National Foundation Day				•			
2/14	Valentine's Day	•	•	•	•	•	•	•
2/21	President's Day	•	•	•				
2/23	Emperor's Birthday				•			
2/28	228 Peace Memorial Day							•
3/1	Independence Day				•			
3/14	White Day				•			
3/21	Spring Equinox Day				•			
3/25	Prince Jonah Kuhio Kalaniana'ole Day		•					
4/4	Children's Day							•
4/5	Qing Ming Festival						•	•
4/15	Good Friday		•	•				
4/17	Easter Sunday	•	•	•				
4/29	Showa Day				•			

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 Japanese Golden Week
4/29/2022-5/3/2022

MARKET INSIGHTS

- Offices in Japan will be closed on 12/29/2021-1/3/2022 for the New Year.
- Offices in China will be closed on 1/31-2/6 for the Spring Festival (Chinese New Year) Golden Week.
- Offices in Taiwan will be closed on 1/31-2/6 for Chinese New Year.
- Offices in S. Korea will be closed on 1/31-2/2 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 or www.PRTech.com



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