



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

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

2022-2023 HOLIDAY CALENDAR

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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 KR CN TW	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	26 HI
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 Movement Day				•			
3/14	White Day				•			
3/21	Spring Equinox Day				•			
3/26	Prince Jonah Kuhio Kalaniana'ole Day (observed 3/25)				•			
4/4	Children's Day							•
4/5	Qing Ming Festival							•
4/15	Good Friday		•	•				
4/17	Easter Sunday	•	•	•				
4/29	Showa Day				•			

KEY

US = U.S.A.

KR = S. Korea

HI = Hawaii

CN = China

GU = Guam

TW = Taiwan

JP = Japan

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

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.

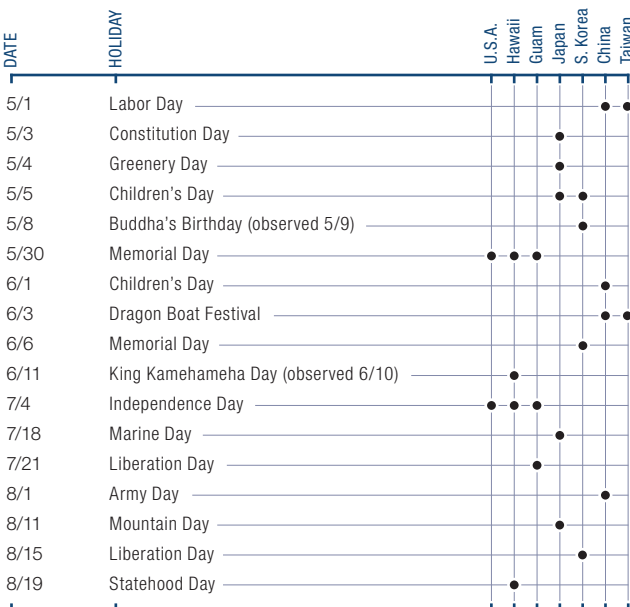
*office closure dates may vary

May 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
1 CN TW	2	3 JP	4 JP	5 JP KR	6	7
8 KR	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30 US HI GU	31				

June 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
			1 CN	2	3 CN TW	4
5	6 KR	7	8	9	10	11 HI
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 US HI GU	5	6	7	8	9
10	11 US HI GU	12	13	14	15	16
17	18 JP	19	20	21 GU	22	23
24	25	26	27	28	29	30
31						

August 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
	1 CN	2	3	4	5	6
7	8	9	10	11 JP	12	13
14	15 KR	16	17	18	19 HI	20
21	22	23	24	25	26	27
28	29	30	31			



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

MARKET INSIGHTS

- Offices in Japan will be closed on 4/29-5/5 for **Japanese Golden Week**.
- Offices in China will be closed on 5/1-5/5 for Labor Day.
- Offices in China and Taiwan will be closed on 6/3-6/5 for Dragon Boat festival.
- Offices in Japan will be closed on 8/13-8/15 for **Obon**.

*office closure dates may vary

September 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5 US HI GU	6	7	8	9	10 KR CN TW
11	12	13	14	15	16	17
18	19 JP	20	21	22	23 JP	24
25	26	27	28	29	30	

October 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
						1 CN
2	3 KR	4	5	6	7	8
9 KR	10 JP TW US GU	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31 ALL					

November 2022						
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 US HI GU	25	26
27	28	29	30			

December 2022						
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	26	27	28	29	30	31

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
9/5	Labor Day	●	●	●				
9/10	Harvest Festival					●		
9/10	Mid-Autumn Festival / Moon Festival					●	●	●
9/19	Respect for the Aged Day				●			
9/23	Autumn Equinox Day				●			
10/1	National Day						●	
10/3	National Foundation Day						●	
10/9	Hangul Proclamation Day						●	
10/10	Sports Day						●	
10/10	Double Tenth National Day						●	●
10/10	Columbus Day	●	●	●				
10/31	Halloween	●	●	●	●	●	●	●
11/3	Culture Day				●			
11/11	Veterans Day	●	●	●				
11/23	Labor Thanksgiving Day					●		
11/24	Thanksgiving Day	●	●	●				
12/25	Christmas Day	●	●	●				

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MARKET INSIGHTS

- Offices in Korea will be closed on 9/9-9/11 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 2023

SUN	MON	TUE	WED	THU	FRI	SAT
1 ALL	2	3	4	5	6	7
8	9 JP	10	11	12	13	14
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22 KR CN TW	23	24	25	26	27	28
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February 2023

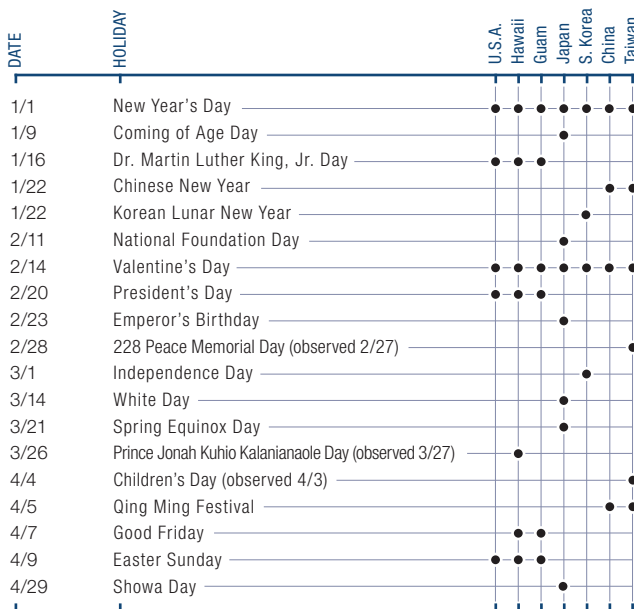
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11 JP
12	13	14 ALL	15	16	17	18
19	20 US HI GU	21	22	23 JP	24	25
26	27	28 TW				

March 2023

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
26 HI	27	28	29	30	31	

April 2023

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



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 Japanese Golden Week
4/29/2023-5/5/2023

MARKET INSIGHTS

- Offices in Japan will be closed on 12/31/22-1/3/23 for the New Year.
- Offices in China will be closed on 1/21-1/27 for the Spring Festival (Chinese New Year) Golden Week.
- Offices in Taiwan will be closed on 1/21-1/26 for Chinese New Year.
- Offices in S. Korea will be closed on 1/22-1/23 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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