



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



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

2019-2020 HOLIDAY CALENDAR

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| January 2019 | | | | | | |
|--------------|----------------|----------|-----|-----|-----|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | 1 ALL | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 JP | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 US HI GU | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

| February 2019 | | | | | | |
|---------------|----------------|---------------|-----|----------|-----|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | | | 1 | 2 |
| 3 | 4 | 5 KR CN TW | 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 TW | | |

| March 2019 | | | | | | |
|------------|-----|----------|-----|----------|---------|-----|
| 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 | 21 JP | 22 | 23 |
| 24 | 25 | 26 HI | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

| April 2019 | | | | | | |
|----------------|----------|-----|-----|---------|-------------|-----|
| 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 | 16 | 17 | 18 | 19 HI GU | 20 |
| 21 US HI GU | 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 | • | • | • | • | • | • | • |
| 1/14 | Coming of Age Day | | | | • | | | |
| 1/21 | Dr. Martin Luther King, Jr. Day | • | • | • | | | | |
| 2/5 | Chinese New Year | | | | | | • | • |
| 2/5 | Korean Lunar New Year | | | | | • | | |
| 2/11 | National Foundation Day | | | | • | | | |
| 2/18 | President's Day | • | • | • | | | | |
| 2/28 | 228 Peace Memorial Day | | | | | | | • |
| 3/1 | Independence Day | | | | • | | | |
| 3/21 | Spring Equinox Day | | | | • | | | |
| 3/26 | Prince Jonah Kuhio Kalaniana'ole Day | | • | | | | | |
| 4/4 | Children's Day | | | | | | | • |
| 4/5 | Qing Ming Festival | | | | | | • | • |
| 4/19 | Good Friday | • | • | • | | | | |
| 4/21 | Easter Sunday | • | • | • | | | | |
| 4/29 | Showa Day | | | | • | | | |

KEY

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

MARKET INSIGHTS

- Offices in Japan will be closed on 12/29-1/3 for the New Year.
- Offices in China will be closed on 2/4-2/10 for the Spring Festival (Chinese New Year) Golden Week.
- Offices in Taiwan will be closed on 2/4-2/10 for Chinese New Year.
- Offices in S. Korea will be closed on 2/4-2/6 for Korean Lunar New Year.
- Offices in Japan will be closed on 4/27-5/6 for **Japanese Golden Week**.

*office closure dates may vary

| May 2019 | | | | | | |
|------------|----------------|-----|---------------|-----|---------|---------|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | 1 JP CN TW | 2 | 3 JP | 4 JP |
| 5 JP KR | 6 JP KR | 7 | 8 | 9 | 10 | 11 |
| 12 KR | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 US HI GU | 28 | 29 | 30 | 31 | |

| June 2019 | | | | | | |
|-----------|-----|----------|-----|---------|------------|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 KR | 7 CN TW | 8 |
| 9 | 10 | 11 HI | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 30 | 24 | 25 | 26 | 27 | 28 | 29 |

| July 2019 | | | | | | |
|-----------|----------|-----|-----|---------------|-----|-----|
| 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 JP | 16 | 17 | 18 | 19 | 20 |
| 21 GU | 22 GU | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

| August 2019 | | | | | | |
|-------------|----------|-----|-----|----------|----------|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 JP | 12 JP | 13 | 14 | 15 KR | 16 HI | 17 |
| 18 | 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 | | | | | | | |
| 5/1 | Emperor's Day | | | | | | | |
| 5/3 | Constitution Day | | | | | | | |
| 5/4 | Green Day | | | | | | | |
| 5/5 | Children's Day (observed 5/6) | | | | | | | |
| 5/12 | Buddha's Birthday | | | | | | | |
| 5/27 | Memorial Day | | | | | | | |
| 6/6 | Memorial Day | | | | | | | |
| 6/7 | Dragon Boat Festival | | | | | | | |
| 6/11 | King Kamehameha Day | | | | | | | |
| 7/4 | Independence Day | | | | | | | |
| 7/15 | Marine Day | | | | | | | |
| 7/21 | Liberation Day (observed 7/22) | | | | | | | |
| 8/11 | Mountain Day (observed 8/12) | | | | | | | |
| 8/15 | Liberation Day | | | | | | | |
| 8/16 | Statehood 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 4/27-5/6 for **Japanese Golden Week**.
- Offices in Japan will be closed on 8/10-8/18 for **Obon**.

*office closure dates may vary

| September 2019 | | | | | | |
|----------------|---------------|-----|-----|-----|----------------|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| 1 | 2 US HI GU | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 KR CN TW | 14 |
| 15 | 16 JP | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 JP | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

| October 2019 | | | | | | |
|--------------|----------------|---------|---------|----------|-----|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | 1 CN | 2 | 3 KR | 4 | 5 |
| 6 | 7 | 8 | 9 KR | 10 TW | 11 | 12 |
| 13 | 14 JP US GU | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 24 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

| November 2019 | | | | | | |
|---------------|----------------|-----|-----|----------------|-----|----------|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | | | 1 | 2 |
| 3 JP | 4 JP | 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 | 27 | 28 US HI GU | 29 | 30 |

| December 2019 | | | | | | |
|---------------|-----|-----|-------------------|-----|-----|-----|
| 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 |
|-------|-------------------------------------|--------|--------|------|-------|----------|-------|--------|
| 9/2 | Labor Day | ● | ● | ● | | | | |
| 9/13 | Mid-Autumn Festival / Moon Festival | | | | | ● | ● | ● |
| 9/16 | 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 | Double Tenth National Day | | | | | | | ● |
| 10/14 | Health-Sports Day | | | | ● | | | |
| 10/14 | Columbus Day | ● | ● | ● | | | | |
| 11/3 | Culture Day (observed 11/3) | | | | ● | | | |
| 11/11 | Veterans Day | ● | ● | ● | | | | |
| 11/23 | Labor Thanksgiving Day | | | | ● | | | |
| 11/28 | 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 9/14-9/16 and 9/21-9/23 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 12/28-1/5/2018 for the New Year.

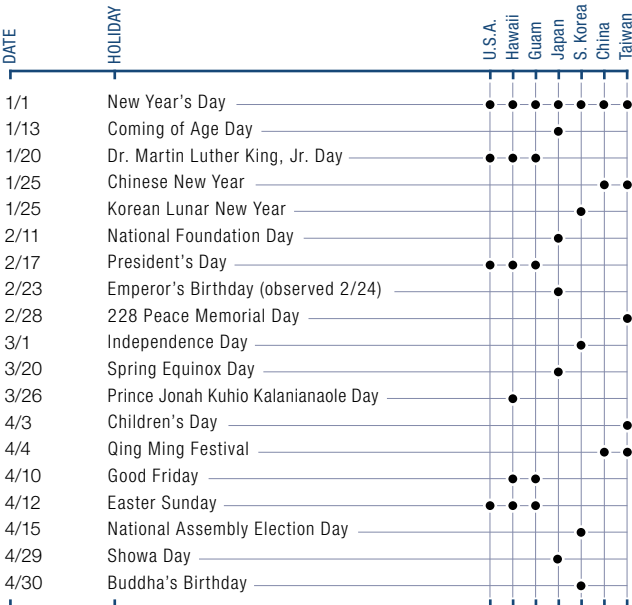
*office closure dates may vary

| 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 | | |



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MARKET INSIGHTS

- Offices in Japan will be closed on 2/28-1/5 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 1/24-1/30 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

About PacRim Marketing Group, Inc. & PRTech

PacRim Marketing Group and PRTech are Vector, Inc. group companies committed to helping increase share and spend of the Asian International Traveler market. We leverage tourism, digital marketing strategies, and proprietary technology (MyRez – an online, multilingual reservations system) to help bridge cultures and markets for travel, hospitality, and tourism-aligned organizations (including retail, fashion, dining, residential development, and financial industries).

Vector, Inc. is one of the largest independent media communications firms in Asia-Pacific, with PacRim Marketing Group and PRTech in the U.S. and offices in Tokyo, Shanghai, Beijing, Taiwan, Hong Kong, Vietnam, Singapore, Indonesia, Malaysia, Korea, and soon to be in India. PacRim Marketing Group and PRTech continue to operate separately, but with Vector support, are increasing client marketing and communications opportunities throughout the Asia-Pacific Region.

With Vector, Inc., our clients can access an array of award-winning marketing tools and content, including Asian language websites, social media, PRTimes, NewsTV, VideoWire, and numerous other content, media, and digital platforms.

Let our tech savvy, multicultural marketing specialists help you resonate with audiences, drive new levels of business growth, and build brand loyalty throughout the Asia-Pacific.

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MARKETING GROUP INC.



PacRim Marketing Group, Inc.

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