



2017-2018 HOLIDAY CALENDAR

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



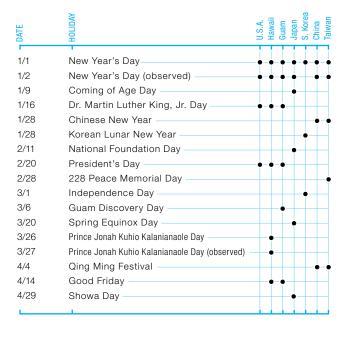
Are you getting your share of the Asian International Traveler market?

| January 2017 | | | | | | | | | |
|--------------|--------------------------|-----|-----|-----|-----|----------------|--|--|--|
| SUN | MON | TUE | WED | THU | FRI | SAT | | | |
| 1 ALL | 2 US HI GU JP CNTW | 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 HI | 27 HI | 28 | 29 | 30 | 31 | | | |

| April sun | 2017 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 30 | 24 | 25 | 26 | 27 | 28 | 29 JP |



 $\begin{aligned} & \mathsf{US} = \mathsf{U.S.A.} & & \mathsf{KR} = \mathsf{S. Korea} \\ & \mathsf{HI} = \mathsf{Hawaii} & & \mathsf{CN} = \mathsf{China} \\ & \mathsf{GU} = \mathsf{Guam} & & \mathsf{TW} = \mathsf{Taiwan} \end{aligned}$

JP = Japan

MARKET INSIGHTS

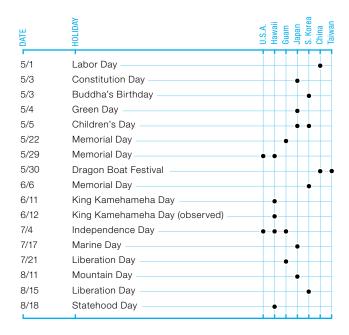
- Offices in China and Japan will be closed on 1/1-1/3 for the New Year.
- Offices in China will be closed on 1/27-2/2 for the Spring Festival (Chinese New Year) Golden Week.
- Offices in Taiwan will be closed on 1/27-2/1 for Chinese New Year.
- Offices in S. Korea will be closed on 1/27-1/30 for Korean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

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

| July sun | 2017 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 30 | 24 31 | 25 | 26 | 27 | 28 | 29 |

| Augu | ust 20 [.] | 17 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 н | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |



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 4/29-5/7 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.

| 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 | | | |

| Octo | October 2017 | | | | | | | | | |
|------|------------------------|----------|----------|-----|-----|-----|--|--|--|--|
| SUN | MON | TUE | WED | THU | FRI | SAT | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | | |
| CN | | KR | CN KR TW | | | | | | | |
| 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 | | | | | | | | |

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

| Dece | ember | 2017 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 31 | 25 US HI GU KR | 26 | 27 | 28 | 29 | 30 |



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MARKET INSIGHTS

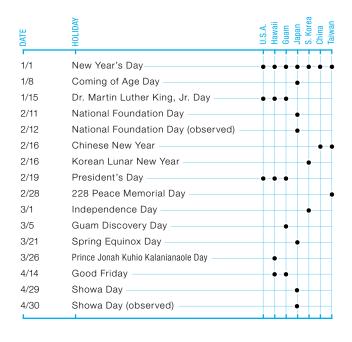
- Offices in Japan will be closed on 9/16-9/18 for Japanese Silver Week.
- Offices in China will be closed on 10/1-10/7 for National Day Golden Week.
- Offices in S. Korea will be closed on 10/3-10/9 for multiple holidays.
- Offices in Japan will be closed on 12/29-1/3/2018 for the New Year.

| 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 | 13 | 14 | 15 | 16 | 17 | |
| JP | JP | 00 | 0.4 | 00 | KR CN TW | 0.4 | |
| 18 | 19 US HI GU | 20 | 21 | 22 | 23 | 24 | |
| 25 | 26 | 27 | 28 | | | | |
| | | | TW | | | | |

| March 2018 | | | | | | | |
|------------|-----|-----|----------|----------|----------|----------|--|
| SUN | MON | TUE | WED | THU 1 | FRI 2 | SAT 3 | |
| | | | | KR | ۷ | J | |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| | GU | | | | | | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | |
| 18 | 19 | 20 | 21 JP | 22 | 23 | 24 | |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | |
| | Н | | | | HI GU | | |

| April sun | 2018 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 JP | 30 JP | | | | | |



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 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.

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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