



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

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

2023-2024 HOLIDAY CALENDAR

www.PacRimMarketing.com

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
15	16 US HI GU	17	18	19	20	21
22 KR CNTW	23	24	25	26	27	28
29	30	31				

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 GU	7	8	9	10	11
12	13	14 JP KR CN TW	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	5	6	7	8
9	10	11	12 CN TW	13	14 HI GU	15
16 US HI GU	17	18	19	20	21	22
23 30	24	25	26	27	28	29 JP

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

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
1/1	New Year's Day	•	•	•	•	•	•	•
1/9	Coming of Age Day				•			
1/16	Dr. Martin Luther King, Jr. Day	•	•	•				
1/22	Chinese New Year					•	•	•
1/22	Korean Lunar New Year				•			
2/11	National Foundation Day				•			
2/14	Valentine's Day	•	•	•	•	•	•	•
2/20	President's Day	•	•	•				
2/23	Emperor's Birthday				•			
2/28	228 Peace Memorial Day						•	
3/1	Independence Day					•		
3/6	Guam History and Chamorro Heritage Day			•				
3/14	White Day				•	•	•	•
3/21	Spring Equinox Day				•			
3/26	Prince Jonah Kūhiō Kalanianaʻole Day (observed 3/27)		•					
4/4	Children's Day						•	
4/5	Qing Ming Festival						•	•
4/7	Good Friday		•	•				
4/9	Easter Sunday	•	•	•				
4/29	Showa Day				•			

MARKET INSIGHTS

- Offices in Japan will be closed on 12/28/2022-1/3/2023 for the New Year.
- Offices in the USA, Hawai'i, Guam, and Taiwan will be closed on 1/2 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 1/20-1/29 for Chinese New Year.
- Offices in S. Korea will be closed on 1/21-1/24 for Korean Lunar New Year.
- Offices in Taiwan will be closed on 2/27-2/28 for 228 Peace Memorial Day.
- Offices in China will be closed on 4/3-4/5 for Qing Ming Festival.
- Offices in Taiwan will be closed on 4/3-4/5 for Children's Day & Qing Ming Festival.
- Offices in Japan will be closed on 4/29-5/5 for **Japanese Golden Week**.

*office closure dates may vary

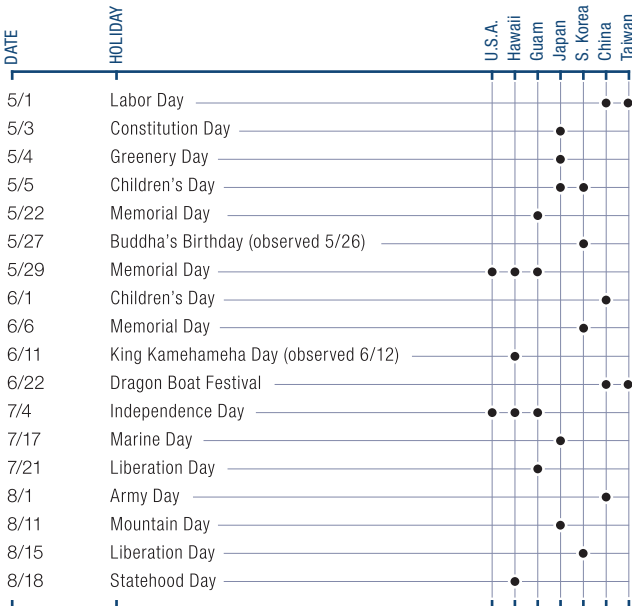
May 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
	1 CN TW	2	3 JP	4 JP	5 JP KR	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22 GU	23	24	25	26	27 KR
28	29 US HI GU	30	31			

June 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
				1 CN	2	3
4	5	6 KR	7	8	9	10
11 HI	12	13	14	15	16	17
18	19	20	21	22 CN TW	23	24
25	26	27	28	29	30	

July 2023						
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 JP	18	19	20	21 GU	22
23	24	25	26	27	28	29
30	31					

August 2023						
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 HI	19
20	21	22	23	24	25	26
27	28	29	30	31		

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 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 6/22-6/23 for Dragon Boat festival.
- Offices in Japan will be closed on 8/13-8/15 for **Obon**.

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

*office closure dates may vary

September 2023						
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 KR ON TW	30

October 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
1 CN	2	3 KR	4	5	6	7
8	9 KR JP US	10 TW	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 ALL				

November 2023						
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 US HI GU	24	25
26	27	28	29	30		

December 2023						
SUN	MON	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	21	22	23
24 31	25 US HI GU KR	26	27	28	29	30

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DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
9/4	Labor Day	●	●	●				
9/18	Respect for the Aged Day				●			
9/23	Autumn Equinox Day				●			
9/29	Mid-Autumn Festival / Moon Festival						●	●
9/29	Harvest Festival						●	
10/1	National Day							●
10/3	National Foundation Day							●
10/9	Hangul Proclamation Day							●
10/9	Sports Day				●			
10/9	Columbus Day	●						
10/10	Double Tenth National Day							●
10/31	Halloween	●	●	●	●	●	●	●
11/3	Culture Day				●			
11/11	Veterans Day (observed 11/10)	●	●	●				
11/23	Labor Thanksgiving Day				●			
11/23	Thanksgiving Day	●	●	●				
12/8	Santa Marian Kamalen Day				●			
12/25	Christmas Day	●	●	●	●	●		

MARKET INSIGHTS

- Offices in Korea will be closed on 9/28-9/30 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 2024						
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 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10 KR CN TW
11	12	13	14 ALL	15	16	17
18	19 US HI GU	20	21	22	23 JP	24
25	26	27	28 TW	29		

March 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
					1 KR	2
3	4 GU	5	6	7	8	9
10	11	12	13	14 JP KR CN TW	15	16
17	18	19	20 JP	21	22	23
24 31 US HI GU	25	26 HI	27	28	29 HI GU	30

April 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4 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				

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

DATE	HOLIDAY	U.S.A.	Hawaii	Guam	Japan	S. Korea	China	Taiwan
1/1	New Year's Day	●	●	●	●	●	●	●
1/8	Coming of Age Day				●			
1/15	Dr. Martin Luther King, Jr. Day	●	●	●				
2/10	Chinese New Year					●	●	●
2/10	Korean Lunar New Year					●		
2/11	National Foundation Day (observed 2/12)				●			
2/14	Valentine's Day	●	●	●	●	●	●	●
2/19	President's Day	●	●	●				
2/23	Emperor's Birthday				●			
2/28	228 Peace Memorial Day						●	
3/1	Independence Day				●			
3/4	Guam History and Chamorro Heritage Day			●				
3/14	White Day				●	●	●	●
3/20	Spring Equinox Day				●			
3/26	Prince Jonah Kūhio Kalanianaʻōle Day			●				
3/29	Good Friday		●	●				
3/31	Easter Sunday	●	●	●				
4/4	Children's Day						●	●
4/4	Qing Ming Festival						●	●
4/29	Showa Day				●			

MARKET INSIGHTS

- Offices in Japan will be closed on 12/28/23-1/3/24 for the New Year.
- Offices in China will be closed on 2/9-2/15 for the Spring Festival (Chinese New Year) Golden Week.
- Offices in Taiwan will be closed on 2/9-2/14 for Chinese New Year.
- Offices in S. Korea will be closed on 2/10-2/12 for Korean Lunar New Year.
- Offices in Japan will be closed on 5/3-5/6 for **Japanese Golden Week**.



Japanese Golden Week
5/3/2024-5/6/2024

*office closure dates may vary

About PacRim Marketing Group, Inc., A Vector Inc. Company

PacRim Marketing Group, along with Vector Inc., is 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 can leverage our Vector team in Japan and its offices in Seoul, Shanghai, Beijing, Guangzhou, Taiwan, Hong Kong, Thailand, Malaysia, and Vietnam, 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. PacRim'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, including Hawaii.

If you are looking for effective 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



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