SPRING 2025 – EAST ASIA OVERVIEW

Hong Kong, Taiwan, Japan, South Korea

April 6-24

The AEO Tour Spring 2025 East Asia Tour visited 4 countries and 11 cities in East Asia (Hong Kong / Taiwan – Taipei, Taichung, Hsinchu, Taoyuan / Japan – Tokyo / South Korea – Seoul, Daejeon, Busan, Daegu, Jeju. We had school 36 school fairs and met nearly 3,000 students!

Below, is a summary of each of the countries we visited this Spring.

HONG KONG: April 6-8

The East Asia Tour started in Hong Kong and we had a great group of universities and colleges. Most of the group arrived on Sunday and had the night to enjoy before the busy week ahead.

On our first day, we had 4 school fairs and we were able to go to 1 new school that we have never been to before. Although the fairs this day were not as busy as previous visits, the quality of students that attended were great. We finished the day with a counselor dinner and had several counselors from all over Hong Kong attend. It was a fun night to connect, meet new people, and start the tour off on a positive note.

Our second day in Hong Kong, we had 3 school fairs and they were very busy. We were able to speak with lots interested students and each visit was different, but great! The group gave presentations at the first school and they everyone did a great job! We were also able to visit a new high school for a fair and we were grateful to add them to our schedule as I have been trying for years to set it up. After the last fair, we headed to the airport to fly to Taipei.

<u>Statistics: Hong Kong</u>

10 participating institutions: 7 states represented
Number of 4-year colleges: 8
Number of 2-year colleges: 2
Number of school fairs: 7
Number of total students seen: 387

TAIWAN (Taipei, Taichung, Hsinchu, Taoyuan): April 8-12

We arrived in Taipei late on Tuesday night and checked into the hotel around 9:30pm. Upon arrival, one of the university reps, Fai, won the Taiwan Tourism Lottery and was gracious enough to use the money to buy snacks for the group!

Due to a last-minute scheduling change to 2 of the schools we were scheduled to visit in Taipei, we had an easy Wednesday with just 1 school fair. It was a longer fair and we were able to speak with every grade 10 and 11 student. Since we had the afternoon off, we made use of the extra time as most of the group visited the coastal city of Jiufen and the famous Raohe night market.

The following day was our busiest, as we left around 7:00am and took the train to Taichung, had 4 school fairs, a counselor dinner in Taichung, and returned to the hotel around 9:00pm. It was one of many12-hour days on the tour. All the visits were very busy and our last visit had over 300 students in attendance.

On Friday, we traveled to Hsinchu and Taoyuan. We had great school fairs in Hsinchu and finished off our last fair at a school in Taoyuan. Many of the group members presented on a variety of topics at the last school and we finished the event off with a fair. Every visit was busy with interested students and parents. We returned to the hotel around 5:00pm and had a counselor dinner in Taipei that night. Taiwan is always a busy stop as the days are very long, but the group did an amazing job!

On Saturday, we were able to sleep in a bit before our flight to Tokyo.

Statistics: Taiwan
14 participating institutions: 11 states represented
Number of 4-year colleges: 12
Number of 2-year colleges: 2
Number of school fairs: 9
Number of total students & parents seen: 978

JAPAN: April 12-15
We arrived at our hotel in Tokyo late in the evening on Saturday. The airport was extremely busy with all the tourists wanting to see the Sakura (Cherry blossoms). We all had a much-needed day off on Sunday in Tokyo and had a great time even though it was raining most of the day.

On Monday, we had a very busy day with 4 school fairs and a counselor dinner – making it another 12-hour day for the group. It was the first time we were able to have fairs with 2 of the schools and they were great! Our network in Tokyo continues to grow and each tour gets better and better!

On Tuesday, we checked out and had 2 school fairs and we were able to visit another new school that doesn't get too many university visits. They were extremely grateful for our visit and the fair was great. After the second fair, we headed to the airport for our flight to Seoul.

Statistics: Japan

15 participating institutions: 12 states represented
Number of 4-year colleges: 12
Number of 2-year colleges: 3
Number of school fairs: 6
Number of total students & parents seen: 498

SOUTH KOREA (Seoul, Daejeon): April 15-19
We arrived in Seoul late on Tuesday night and checked into our hotel. We had our largest group of university and college reps and the group was wonderful!

On Wednesday, we had a very busy school fair in Seoul and then took the train to Daejeon for another school fair. We only visit Daejeon in the Spring and it is a fun trip as the school is so hospitable and grateful for our fair. A few of the representatives helped with presentations and the fair was great! After, we had time to visit the famous bakery and stock up on our pastries for the week! We arrived at our hotel around 7:00pm and it was another long and productive day.

The next day, we drove all over the Seoul area for 3 great school fairs! Each fair was great and we were able to talk with nearly all their grade 10 and 11 students. We returned to the hotel at 5:30pm and enjoyed the rare night off.

On Friday, we had originally scheduled 4 school fairs, but one had to cancel at the last-minute due to a scheduling change by the school administration. The 3 schools that we had fairs at were very busy and the students were really engaged. After the fairs, we had a counselor dinner in Seoul and it was the last night for many of the group on the tour. We also celebrated Diana's retirement and Amy & Raymond's birthdays! It was a great night!

Saturday was a check-out day for many of the group, but those that were continuing for the Add-On enjoyed the day off. It was a very busy 2 weeks and it was nice to take a break and catch up on life. On Sunday, we checked out and the group boarded the train to Busan.

<u>Statistics: South Korea (Seoul, Daejeon)</u>
25 participating institutions: 18 states represented
Number of 4-year colleges: 20
Number of 2-year colleges: 5
Number of school fairs: 8
Number of total students seen: 749

SOUTH KOREA ADD-ON (Busan, Daegu, Jeju): April 20-24
We arrived at our beautiful hotel in Busan on Sunday evening and most of the group enjoyed a nice Easter dinner together. The view from the hotel was great and it was a perfect start to the South Korea Add-On tour!

On Monday, we left for 2 school fairs and both were fantastic! The cities on the Add-On tour do not get visited as much as the schools in Seoul, so the students are very eager to talk with the university and college reps. We returned to the hotel in the afternoon and everyone enjoyed the night off.

On Tuesday, we checked out and traveled to Daegu. We had a special opportunity to hold a fair for the USA Army base high school and the school and students were beyond grateful. It was a great experience for everyone. We had another great fair in the afternoon at the lone international school in Daegu and then traveled to Jeju Island in the evening.

We enjoyed a late start to the final day of the tour and had 2 fairs in Jeju. The first fair was busy with interested students. Although the second visit wasn't very busy, the counselors were grateful for the visit and spent time getting to know each of the universities and colleges. We had a final group dinner at night and it was amazing! The hotel was incredible and the group was so fun!

Everyone checked out the following day and went their separate ways.

Statistics: South Korea (Seoul, Daejeon)
14 participating institutions: 10 states represented
Number of 4-year colleges: 12
Number of 2-year colleges: 2
Number of school fairs: 6
Number of total students seen: 342

FINAL THOUGHTS
The Spring 2025 East Asia Tour was successful, busy, and fun! The group was incredible and very special. I have never had a group so caring, thoughtful, and grateful for everything! It really made a difference - especially with new members joining as they felt the "AEO Family" spirit instantly. The tour members take care of each other and it is an amazing thing to see!

Everyone on the tour was punctual, worked hard, helped out, and stayed optimistic through it all! Many of the days were long and nobody complained. This was one of my all-time favorite groups to travel with and everyone should be so proud of how they represented themselves and their institutions on this tour! I believe that you have positively impacted hundreds of students in these countries.

AEO Tour continues to deliver the best student recruitment tours in East Asia and a major reason why is because of the quality of representatives that continue to join the tour! I am so grateful for you all and I love you a lot! Thank you so much for joining the tour!

It would be an honor to have you join again and I hope to see you all soon! 👊

Love,
Tour Helper Man
Ben