FALL 2025 – EAST ASIA TOUR REPORT

HONG KONG, TAIWAN, SOUTH KOREA, JAPAN

AUGUST 31 - SEPTEMBER 13

The AEO Tour Fall 2025 East Asia Tour visited 4 countries and 7 cities in East Asia (Hong Kong / Taiwan – Taipei, Taichung, Hsinchu, Taoyuan / South Korea – Seoul/ Japan – Tokyo). We had 35 school fairs and met nearly 2,500 students!

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

HONG KONG: August 31-Sep. 2

The East Asia Tour started in Hong Kong and we had a great group of universities and colleges. Most of the group got together for dinner on Sunday night in Hong Kong Island and we had a fun night before the busy week. We stay in TST, because it is convenient and the view of Hong Kong Island is incredible and it is my favorite view in the world! Everyone needs to experience it!

On our first day, we had 5 school fairs (the most we have ever had in a day in Hong Kong) and most were very busy and productive fairs. The itinerary was ambitious and took a lot of coordinating and planning, but it was a great day! We also had a fantastic counselor dinner at a Japanese sushi buffet with 12 counselors later that night. It was a fun night of delicious food, engaging conversations, and friendship. It was nearly a 12-hour day for the group and everyone was amazing!

The second day was very busy as we had 4 school fairs and flew to Taiwan in the evening. We added a new school to the itinerary that we haven't visited before and it is always nice to cast a wide net. It was a 14-hour workday for everyone and the group powered through!

When I was planning the Fall Hong Kong trip earlier in the year, I sent an email to 15 schools and all 15 of them wanted us to visit – so the demand and support is definitely there in Hong Kong. The schools we could not visit this Fall have been scheduled for our Spring tour already.

<u>Statistics: Hong Kong</u>

Participating Institutions: 10
States Represented: 8 (1 international)
Number of 4-year Colleges: 10
Number of 2-year Colleges: 0
Number of School Fairs: 9
Number of Total Students Seen: 423

TAIWAN (Taipei, Taichung, Hsinchu, Taoyuan): Sept. 2-6
We arrived in Taipei late in the evening and checked into the hotel around 10:30pm. The group had been working the entire day and unfortunately, had an early morning for the first day of work in Taipei on Sept. 3 – but everyone worked so hard and stayed positive.

Our first day of school fairs in Taipei were great! We had 4 very busy fairs with lots of eager and interested students! Every fair was busy and it was a great day! We returned to the hotel around 6pm and the group finally had a night off. The group enjoyed a much-needed night of rest, shopping, and fun in the city.

For our second day, we were in Taichung. We always take the train to Taichung and it is quite convenient. The bus picked us up at the station and we had another 4 great school fairs. Again, it was another wonderful day that was effective and busy. We all returned to the hotel around 7pm and enjoyed the night off and most went to a nearby night market.

We were in Hsinchu and Taoyuan for the final day of school fairs and had another 4 fairs. They were very busy with interested students and parents and it was a perfect ending to a wonderful workweek! We had a group dinner with counselors at the hotel and had 9 counselors attend. We had such a great time enjoying each other's company, that we stayed until closing and they had to kick us out haha.

On Sept. 6, we packed up and flew to Seoul, South Korea.

<u>Statistics: Taiwan</u>
Participating Institutions: 17
States Represented: 13 (1 international)
Number of 4-year Colleges: 16
Number of 2-year Colleges: 1
Number of School Fairs: 12
Number of Total Students Seen: 958

SOUTH KOREA (Seoul area): Sept. 6-10
We arrived in Seoul in the evening and everyone had a free night to relax, explore Seoul, and go out to dinner. On Sunday, we had a day off to recharge and everyone made great use of the day! It gets so busy on the tour and it is nice to have a day to catch up on life.

Our first working day in Seoul, we stayed north of the river and visited 4 schools for fairs. Each fair was packed and very busy. For the 3rd school, several members of the

group hosted workshops on a variety of subjects and the feedback from the students and school staff were fantastic! To cap off a very busy day, we had our counselor dinner at our favorite bulgogi restaurant and had 9 counselors attend! It was a long, busy, fun, engaging, and productive day for everyone.

For the second day of visits in Seoul, we stayed south of the river and had another 4 school fairs that were great! The first 2 and the last were the busiest, but it was a solid day, nonetheless. We returned home around 5pm and enjoyed the night off.

We just had one fair for the final day in Seoul and it was busy as usual. We all returned to the hotel and packed our bags and headed to the Gimpo Airport to fly to Tokyo. South Korea is always a wonderful stop on the tour and I am always a little sad to leave.

Statistics: South Korea
Participating Institutions: 24
States Represented: 15 (2 international)
Number of 4-year Colleges: 24
Number of 2-year Colleges: 0
Number of School Fairs: 9
Number of Total Students Seen: 726

JAPAN (Tokyo): Sept. 10-13
We arrived late at night on Sept. 10 in Tokyo and a few of us went out to get some delicious ramen. On Sept. 11, we had 3 school fairs all over Tokyo and all of them were busy with interested students. It was another 12-hour day with a counselor dinner at night. We had 7 counselors attend and it was a fun night with amazing food!

The second day we had our own school fair in the morning at a new school we had never visited before and the turnout was fantastic. For the second fair, we were invited to attend the Kanto Plain Fair and it was great, because 8 other schools participated. It was fun to network with other universities and meet lots of interested students, but I feel our own individual fairs are more effective as there are not 100+ other universities to compete with. It was a good experience though. When we returned to the hotel, we went out to get sushi and parfaits as a group and we all had a fun night to celebrate the last day of the tour!

On Saturday morning, most of the group checked out and departed, and the few that remained explored the city and had a wonderful day!

Statistics: Japan
Participating Institutions: 13
States Represented: 9 (1 international)

Number of 4-year Colleges: 12
Number of 2-year Colleges: 1
Number of School Fairs: 5 (4 of our own and 1 multi-school fair)
Number of Total Students Seen: 336 (excluding the Kanto Plain Fair)

FINAL THOUGHTS

I absolutely love Hong Kong, Taiwan, South Korea, and Japan. I love the food, the weather, the culture, and the people. I am so grateful to bring people that I care about to places that I care about – it's my favorite thing in the world! The AEO Tour continues to attract the best people in the field (counselors & reps) and together, we continue to cultivate and grow the "AEO Family".

This Fall was no exception. Every returning university rep and new rep joined seamlessly and made the experience and group better! When I took over AEO Tour, I did not anticipate the almost instant love that I would feel for people that joined the tours. I love it and I am so grateful that you trusted AEO Tour with a portion of your Fall recruitment strategy this year!

We had a very busy, productive, fun, and successful tour this Fall! Everyone was on time, positive, worked hard, and showed up for the students. The counselor dinners continue to grow and they are becoming mini family reunions. There were some long days with early mornings and late nights. Thank you all for gracefully working so hard and for being so consistent through it all.

Next year is AEO Tour's 40th Anniversary and there will be some special discounts for returning AEO Fam - as well as some pretty nice swag! Continue to dominate this Fall and I wish you best in all that you do! It would be an honor to have you join the tour again!

I love ya and see you soon!

-Tour Helper Man
Ben