



Crimson Tours

Experience Dream Schools Like You Go There

Ivy League Tour

July 25-August 3, 2025

This offer is exclusive to HSBC Premier customers only. T&Cs apply. 15% discount would be offered to HSBC Premier customers

Free exclusive post-trip follow-up session

Departure talk session can be arranged just for HSBC Premier customers



Ivy League Tour

July 2025

United States

Thank you for your interest in Crimson Education's Ivy League Tour!

You've taken the first step toward your child being accepted as part of the Ivy League Tour travelling to Boston, New Haven, and New York in July 2025.

This is the trip of a lifetime for students aspiring to study at the top universities in the USA. It's your chance to experience these universities like you already go there and build a strong personal connection to these campuses, a valuable experience for your college applications.

They will be able to meet and learn from leaders from all corners of the USA's culture, history, and academia, and explore some of the world's top universities. Most exciting of all, they will get to immerse themselves in the culture and environment to get an insider's glimpse into student life and beyond.

Everything you need to know about the tour is included in this booklet – the fun stuff and the finer details. If you have any questions, please email us at a.law@crimsoneducation.org.

We look forward to seeing you on the US East Coast Ivy Tour 2025!

Jamie Beaton

*Co-founder and CEO
Crimson Education*



AUSTRALIA CHINA GERMANY HONG KONG JAPAN KAZAKHSTAN MEXICO
NEW ZEALAND RUSSIA SINGAPORE SOUTH AFRICA SOUTH KOREA TAIWAN THAILAND
UNITED KINGDOM UNITED ARAB EMIRATES UNITED STATES VIETNAM

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Discover your 'why'

Crimson Tours brings you directly to your dream campuses, where you'll build personal connections that other applicants can't match. As you explore each campus, you'll meet face-to-face with current students and faculty, discover hidden gems that only insiders know, and get your school-specific admissions questions answered in real time by experts who've helped hundreds of students gain acceptance.

With itineraries designed to give an insider's glimpse into campus life, admissions, school culture, nearby companies, and cultural landmarks, Crimson Tours not only helps students solidify their school list—it ensures students are able to skillfully answer why they are the perfect fit for these schools.

Get your questions answered by current students and professors

Meet your future peers...



Sebastian S.
Princeton University
Economics



Diogo D.
Harvard University
Physics/Mathematics



Karan D.
UC Berkeley
Computer Science

...and network with your future faculty



William Giardino
Stanford University
Behavioral Science



Dr. Ziv Ben-Zion
Yale University
Medicine



Prof. Patrick Sharkey
Princeton University
Poli Sci/Econ

1 Experience campus life

- ✓ Explore the main areas
- ✓ Check out popular study spots
- ✓ Visit the dorms and have a meal at a dining hall

2 Network with faculty and students

- ✓ Engage with your future peers
- ✓ Meet with faculty members

3 Immerse in the local community

- ✓ See the popular hangouts around town
- ✓ Visit local landmarks and sights





Crimson Strategy Workshop

Every university you apply to will ask why you want to go there – and generic answers like "great academics" and "prestige" won't cut it. The students who get accepted are those who can show they belong with specific reasons grounded in personal experience.

Our Crimson strategy workshop helps students reflect on their tour experiences to craft powerful personal narratives to make their applications stand out. Develop your hook with Crimson's admissions experts to answer the most important question on your college applications: Why are you the perfect fit and why should the school accept you?

You'll leave the tour not only with incredible memories, but with the kind of personal insights and stories that make admissions officers take notice.

Supplemental essays

Why should top schools accept you?

This is your chance to show top schools why you are the perfect fit, both academically and socially. Students who can clearly articulate their good reason for going to these top schools get admitted.

Tour Case Study

Lucas D. — Attended STEM Group Tour 2023 and accepted to **UCLA** for Computer Science

Joined a group tour that visited top West Coast schools and tech companies



UNIVERSITY
OF
CALIFORNIA

School & Major Selection: **UCLA**
Computer Science, B.S.
Henry Samueli School of Engineering and Applied Science

Personal Insight

Describe how you have taken advantage of a significant educational opportunity or worked to overcome an education barrier you have faced.

In January of 2023, I had the great opportunity to spend part of my summer in California as part of a STEM tour. In particular, we headed to Death Valley to explore the Mojave Desert as an analogue for Mars in the search for extraterrestrial life. With the guidance of a NASA Ames researcher, I learned to develop an appreciation for the intricacies of rock formation, what separates tasty rock salt from its nasty lookalikes (it's the magnesium), and how bacteria can survive in even the harshest of conditions. While I can say for certain I harbor no passion for a career in geology, seeing the enthralment academics and professionals had with their subjects was nothing short of inspiring.

Similarly, I was inspired by the opportunity to speak with leaders at Slack in San Francisco. It was a unique opportunity to catch a glimpse of the thought process guiding a multi-million-dollar tech corporation. I tried my best to squeeze all my questions - what life as a software engineer was really like, working at big tech versus an upstart, post-quantum preparations and a potential 4-day work week - into our captivating meeting. It was remarkable to be able to see first-hand the impacts that Computer Science professionals were making, both in an entrepreneurial and philanthropic sense.

Upon returning to Australia, I felt motivated by my time in California to pursue impactful Computer Science research. Specifically, I looked at utilizing machine learning and augmented reality to assist people living with photosensitive epilepsy. My research has unlocked a passion for me in the intersection between Computer Science and medicine. I was further placed as a finalist in a pitch-based innovation competition, presenting to local government officials with a plan to utilize UV cameras along the city's beaches to reduce the rate of skin cancer. Now, I am left with only more questions about how AI and other technologies can be used to address other medical conditions: insulin management for diabetics, robotics joints for our aging population and so much more.



Build your narrative

Every new, unusual experience is an opportunity for insight—a chance to build your story or discover an entirely new one for your application.

In addition to our insider campus visits, our tour takes you behind the scenes at leading global companies, led by employees who've built successful careers there. With our tour guides there to assist, you'll explore world-class museums, historic landmarks, and vibrant neighborhoods that shape each school's unique culture and will provide you with material for your application essays.



What our students say

Daniel
Ivy League Tour

The Crimson tour allowed me to **find my passion** and to explore the prestigious universities and the cities surrounding them.

Rebecca
Ivy MUN Tour

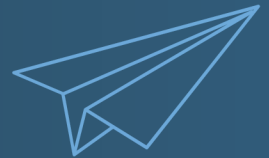
The different college campus tours were very insightful and were a wonderful experience to explore various campus styles, sizes, and locations and **get an idea** on what I want to look for when applying to college.

Eukai
Ivy League Tour

The tour was no doubt a **valuable learning experience**. I learned more about the application processes for the top US universities and the colleges that I now take interest in.

Alibek
Ivy League Tour

I learned a great deal about what is required to get into the best universities and what it is like living there. In addition to this, I now have a **clear pathway** into a future career in which I am extremely motivated.





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Ivy League Tour July 25 - August 3, 2025



1 Journey to the United States

Crimson will handle logistics. Just don't forget a toothbrush!

2 Harvard and MIT

See inside the most famous university in the world and walk across Harvard yard with faculty and students. And visit the MIT campus and explore the MIT Museum, located at the heart of innovation and research.

3 Company Visit and Strategy workshop

Visit and tour a local Boston based company where you can learn about their strategic and corporate roots. Learn how to create a powerful personal narrative by leveraging the experiences you're having on the tour. Leave why you are a great school fit.

4 Brown University

Visit this innovative university where creativity and intellect drive the student experience.

5 Yale

Yale has been dedicated to expanding and sharing knowledge, inspiring innovation, and preserving cultural and scientific information for future generations. Yale's reach is both local and international.

6 United Nations

Explore key areas like the General Assembly Hall and Security Council Chamber while learning about peacekeeping, humanitarian efforts, and sustainability.

7 NYU & Columbia

NYU is one of the largest and most influential universities in the world, known for its strong programs in business, law, arts, film, and social sciences.

8 Princeton

Princeton is distinctive among the world's great universities, and with a pervasive commitment to serve the nation and the world.

9 Return Home

Return home with new stories and a clear narrative for your future 'why college' essays.

What's included

East Coast Ivy Tour: 7 school visits, networking with students and faculty, company and landmark tour, and more.

Strategy Workshop: Intensive session with Crimson's admissions experts.

Included: Round trip flight, accommodations, meals, intercity transportation, travel insurance, and sightseeing.

Logistics: Tour led by regional Crimson staff with a 1:5 student to staff ratio.

What it costs

Cost before discount, **without** round-trip international flight to the U.S.



\$75,000 HKD

Cost before discount, **with** round-trip international flight to the U.S.



\$79,000 HKD

When to register

Normal registration deadline:
May 30, 2025



a.law@crimsoneducation.org



crimsoneducation.org



852 6580 6248



Frequently Asked Questions



Q: Is there a minimum age requirement to go on the tour?

A: Students must be 14 to participate in the tour. Students under the age of 18 years old at the time of travel must have written consent from a parent/guardian to be permitted to travel with the group.



Q: When should students participate in the tour?

A: We recommend students attend a tour at least one year before their application year. This gives students time to reflect on their experience to decide on their school list.



Q: Can parents go on this tour?

A: This is a tour for students since the goal of this tour is for students to immerse themselves in the collegiate environment.



Q: How many students will be on the tour?

A: There will be 10 - 15 students on the tour.



Q: What kinds of accommodations will the students stay in?

A: To get the full college experience students will stay in dormitory style accommodations at Boston University while in Boston. In New Haven, students will stay on Yale's campus. And in the heart of New York City in Times Square. Students will be in single-gender shared rooms with 2 - 3 students per room.



Q: What is the difference between a Crimson Tour and an official campus tour?

A: The Crimson Tour is aimed to help students build a personal connection with the school through exclusive networking opportunities, visits to nearby global companies, and other points of interest in the surrounding community. The tour is designed to give students an insider's look into what it would be like to attend the schools. Official campus tours are very broad and general, designed to provide an introduction to the campus environment rather than giving students the opportunity to build a deep personal connection and understanding of the university's culture.



Q: What is the difference between attending a summer program and a Crimson Tour?

A: Summer programs are designed for the student to take courses and perhaps get academic credit for their participation. The Crimson tour is an exploratory experience that allows students to not only decide what they are looking for when researching and solidifying their college list, but also to gain valuable personal experiences that strengthen their personal narratives and stand out to admissions officers.



Q: What happens if an activity gets cancelled due to unforeseen circumstances?

A: In the event that activities are cancelled due to unforeseen circumstances (e.g. inclement weather), Crimson Tours will always endeavor to arrange an alternative activity that provides the same value to students.



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