



CUP FEST Fairs: Summary Fact Sheet 2020

Fairs	Spring	Online	
		International	Canada
Country Markets	Antigua and Barbuda; Barbados*; St. Kitts and Nevis;	CUP Fest attracted students from across the region: Antigua and Barbuda, Barbados, Dominica, Grenada, Guyana, St. Kitts and Nevis, St. Lucia, Trinidad and Tobago	
# Registered Exhibitors	20 – US, Canada, The Netherlands, United Kingdom	10 – US, the United Kingdom, Switzerland	25 - Canada only
Fair Format	Single day Showcase only. *Barbados fair featured information sessions and Career Spotlight.	Two-month online series of events featuring: Online Directory Information Sessions Themed Webinar(s)	
Avg # of Attendees	300 – 500 (attendance vary by country)	>2000 Unique visitors - Online Directory > 150 registrations/ webinars > 40 unique views/ info sessions	
Student interest by Level of Study	Undergraduate – 70%	Graduate – 30%	
Student interest by fields of study	Art and Design Business Computer Science/ Information Technology Engineering Hospitality/Culinary Arts Law Medicine Fine/Performing Arts		
Intended Start Date(s) of students	January 2021, 2022 September 2021, 2022		
Other Interests	Standardised Test Prep (SATs, GREs, GMAT) Online Adult High School Equivalency courses College/University Math equivalency courses		
Other mentioned study Destinations (not represented at the fairs)	Australia The Netherlands China Caribbean Germany New Zealand		