



## CUP FEST Fairs: Summary Fact Sheet 2023

Fairs		October 2023	
Country Markets	Barbados	Saint Lucia	
Avg # of Attendees	300 – 400 /day	150-250	
# Registered Exhibitors	40	16	
Study Destinations Represented	Australia, Canada, Grenada, United Kingdom, USA		
Fair Format	Face to Face Showcase; Online Webinars; Interactive Online School Directory		
Student interest by Level of Study	Undergraduate – 70%	Graduate – 30%	
Student interest by fields of study	Animation/Design Business Computer Science/ Information Technology/Cybersecurity Engineering Hospitality/Culinary Arts Law Medicine Fine/Performing Arts		
Intended Start Date(s) of students	January 2024; September 2024; January 2025; September 2025		
Other Interests	College/University Math equivalency courses Summer programs Standardised Test Prep (SATs, GREs, GMAT) Short Professional Courses		
Other Study Destinations Requested	The Netherlands; Spain		
# of Applications submitted by December 2023 (via TSC )	Approximately 80 applications were submitted via The Student Centre’s pipelines within 3 months following the CUP Fest Fairs in October. <b>Eight five percent of applications were to institutions attending CUP Fest Fairs.</b>		