



CUP FEST Fairs: Summary Fact Sheet 2025

Fairs		February 2025	
Country Markets	Barbados	Guyana	Jamaica
Avg # of Attendees	65	50	30
# Registered Exhibitors	14	7	10
Study Destinations Represented	Canada, Grenada, USA		
Fair Format	Face to Face Showcase; Online School Directory		
Student interest by Level of Study	Undergraduate – 70%		Graduate – 30%
	NOTE: Had an increase in interest in graduate programs in Guyana		
Student interest by fields of study	Animation/Design Business Computer Science/ Information Technology/Cybersecurity Engineering – Biomedical (increasingly popular) Law Medicine/Healthcare		
Intended Start Date(s) of students	September 2025; January 2026; September 2026		
Other Interests	Online Courses		
Other Study Destinations Requested	Barbados, Trinidad, United Kingdom		
# of Applications submitted during Fair period by TSC	1 – Nait	2 – Uni.ofMissouri	
	1 – SGU	2 – University of Guelph	
	1 -Niagara College		
# of Applications submitted after Fair by TSC	Approximately 42 applications were submitted via The Student Centre’s pipelines within 3months following the CUP Fest Fairs in February. Fifty percent of applications were to institutions attending CUP Fest Fairs.		