Impact of COVID-19 on Open Day Events

QS Client Group Data Insights
June 2022
QS analysed the journey of 137,000 prospective students engaged through over 400 Open Day events since 2018.

**Which months are Open Days commonly held in?**

Historically, August (Australia/New Zealand) and October (UK) are when most institutions hold Open Day events.

**How did COVID-19 impact Open Days?**

QS partner institutions have ramped up Open Days – hosting more events virtually and earlier in the year.

**Is there a positive return from holding more events earlier in the year?**

QS partner institutions have seen notable number of enrolments stemming from prospective students who attended Open Day events earlier in the year.

Data from prospective students interested in an Open Day event run by QS partner institutions in 2018 – 2022. Australia and New Zealand Client group sample size, n=72,961 and the UK/EU sample size, n= 63,695.
Running more Open Day events throughout the year is becoming the norm.

• In 2018 and 2019, over 73% of prospective students interested in Open Days were for events held in August.

• In 2021, 70% of prospective students interested in Open Days were for events held in March.

• Between 2018 - 2020, nearly half the total annual prospective students interested in Open Days were for events in the months of September to November.

• Some institutions have historically held open days earlier in the year - around 20% of prospective students interested in Open Days were for events held in March.

Data from prospective students interested in an Open Day event run by QS partner institutions in 2018 – 2022. Australia and New Zealand Client group sample size, n=72,961 and the UK sample size, n= 63,695.
Top Markets for Open Days has Shifted Slightly

- With the shift to virtual events, the top markets for Open Days in 2021 and 2022 so far are the main source markets such as Philippines, Pakistan, India, Indonesia, Bhutan and Kenya.

- Without a major shift to virtual Open Days, the top markets for the UK are largely the same YoY. So far in the first half of 2022, institutions are capturing demand from major source markets Nigeria, India, United States and Ghana.

Data from prospective students interested in an Open Day event run by QS partner institutions in 2018 – 2022. Australia and New Zealand Client group sample size, n=72,961 and the UK sample size, n= 63,695.
Regional Benchmark

QS Clients in Australia and New Zealand
ANZ institutions that ran Open Day events earlier in the year have seen returns

• When travel restrictions were imposed from the start of April 2020, universities were quick to organise more Open Days throughout the year.

• Open Days held in May 2021 – which accounted for 70% of total prospective students interested in Open Days in 2021 - resulted in over 100 enrolments.

Data from prospective students interested in an Open Day event run by QS partner institutions in 2018 – 2022. Australia and New Zealand Client group sample size, n=72,961.
Regional Benchmark

QS Clients in the UK
UK institutions that run Open Day events several times a year have seen historical returns

A number of institutions have regularly hosted Open Days through March–June.

More events and favourable visa conditions led to strong enrolment ROI from events in late 2020 and early 2021.

Open Days held in March 2021 – which accounted for 29% of total prospective students interested in Open Days in 2021 – resulted in over 100 enrolments.

Data from prospective students interested in an Open Day event run by QS partner institutions in 2018 – 2022. UK sample size, n= 63,695.
Thank you.

Please reach out to your QS Client Success Team for more detailed data.