

INTERNATIONAL STUDENTS STUDYING IN CANADA \$745 MILLION IN ECONOMIC CONTRIBUTION

OTTAWA, March 3rd, 2009 – Following an article in the February 25th Toronto Star newspaper (*Desperate times for tourism in Québec*), Languages Canada would like to take this opportunity to present some facts about international students studying in Canada and their positive impact to our country.

It's a fact; tourism in Canada is taking a beating and this may be more from visitors from the United States but as well from other countries such as Europe. This is why attracting international students to study French and English in Canada is important for Canada's economic, social and employment factors.

According to the Conference Board of Canada, Canada's language training sector is a **\$1.5 billion** industry. This sector is a global business worth about \$6.5 billion a year. With its global market share of 15%, Canada ranks third among the leading nations of the English language training destinations of Australia, Britain, Ireland, New Zealand and the United States.

Canada has priceless expertise and know-how in language training as we have been developing our language training capacity for more than 40 years. We have the finest technical tools and human resources that have a deep understanding of pedagogy, for French and English languages. Language training programs provide direct employment for approximately 14,000 Canadians.

Languages Canada's **139 program members** play a major role in attracting international students to Canada to study and at the same time support our economy. Languages Canada surveyed its membership and with a response of 113 member programs, we can state that they have trained **103,293 students** in 2007. This number represents 1,063,137 student weeks and our estimate including tuition fees, accommodations, spending on meals, retail and activities would represent at least **\$745 Million in economic contribution** from Languages Canada member programs only.

Despite the decreasing number of tourists to Canada, Languages Canada's program members have seen, on average, a **15% increase** with enrolments. The potential to attract international students is an opportunity that Canada needs to explore and support. Languages Canada program members are already doing their part.

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Languages Canada

Purpose: To be the voice of the Canadian language training sector

Mission: To promote quality, accredited English and French language training in Canada, both nationally and internationally

Vision: To be internationally recognized as the symbol of excellence, representing Canada as the number one destination for quality English and French language training.