LANGUAGES CANADA AT A GLANCE – 2014 – ATLANTIC CANADA

LANGUAGES CANADA STATISTICS - ATLANTIC CANADA

- 13 member programs of the 212 across the country are located in Atlantic Canada, 5 from the public sector and 8 from the private sector

- 3,794 students enrolled in Languages Canada programs in 2013, which represented:
  - an estimated $21,880,000 in tuition revenue alone
  - an estimated $56,600,000 in overall revenue for the province

- Top 5 source countries:
  China 1,280
  Saudi Arabia 994
  Japan 369
  Canada 285
  South Korea 256

MARKETING ACTIVITIES FOR 2014

- Organization of two inbound familiarization tours for agents
- Organization of and participation in Trade Mission to Saudi Arabia
- Organization and participation of major Canada-only student fairs in Brazil, Mexico and Italy
- Participation in agent workshops in Toronto, Miami, Brazil, Germany
- Organization and participation in 3 trade missions (Russia/Ukraine, Turkey/Kazakhstan and Spain/Italy)
- Organization and participation in major trade shows to represent Canadian French programs in USA, Mexico and Brazil
- Organization and hosting of two journalist tours
- Co-operative advertisements in Study Travel Magazine (March, June, September and November issues)