LANGUAGES CANADA AT A GLANCE – 2014 – BC

LANGUAGES CANADA STATISTICS - BC

- 67 member programs of the 212 across the country are located in BC, 22 from the public sector and 45 from the private sector
- 52,823 students enrolled in Languages Canada programs in 2013, which represented:
  - an estimated $180,610,000 in tuition revenue alone
  - an estimated $535,000,000 in overall revenue for the province
- Top 5 source countries:
  - Japan 9,876
  - Brazil 7,683
  - South Korea 7,679
  - Saudi Arabia 3,391
  - China 3,367

MARKETING ACTIVITIES FOR 2014

- Organization of two inbound familiarization tours for agents, in Ontario and in Vancouver.
- Organization and participation of major Canada-only student fairs in Brazil, Kazakhstan and Italy
- Participation in agent workshops in Vancouver, Moscow, Brazil, Germany
- Organization and participation in a trade mission to Europe (Russia/Kazakhstan/Spain) and Asia (China/Vietnam)
- Organization and participation in major trade shows to represent Canadian French programs in USA and China
- Organization and hosting of a tour for foreign government officials throughout Canada
- Organization and participation in Exploratory Missions in Europe (Poland/Czech Republic/Austria) and Asia (China/Vietnam)