Languages Canada Statistics

- 191 member programs across the country, 76 from the public sector and 155 from the private sector
- 142,931 students enrolled in Languages Canada programs in 2012, which represented:
  - an estimated $535,600,000 in tuition revenue alone
  - an estimated $1,443,000,000 in overall revenue for the country
- Top 5 source countries:
  - Japan 18,793
  - Brazil 18,395
  - South Korea 16,942
  - Saudi Arabia 15,578
  - China 14,809

Marketing Activities for 2013

- 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)