LANGUAGES CANADA AT A GLANCE – 2013 – QUÉBEC

LANGUAGES CANADA STATISTICS - QUÉBEC

- 27 member programs of the 191 across the country, 7 from the public sector and 20 from the private sector
- 12,894 students enrolled in Languages Canada programs in 2012, which represented:
  - an estimated $44,000,000 in tuition revenue alone
  - an estimated $110,000,000 in overall revenue for the province
- Top 5 source countries:
  - Canada 3,544
  - China 1,748
  - Brazil 1,284
  - Mexico 984
  - Saudi Arabia 590

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)