

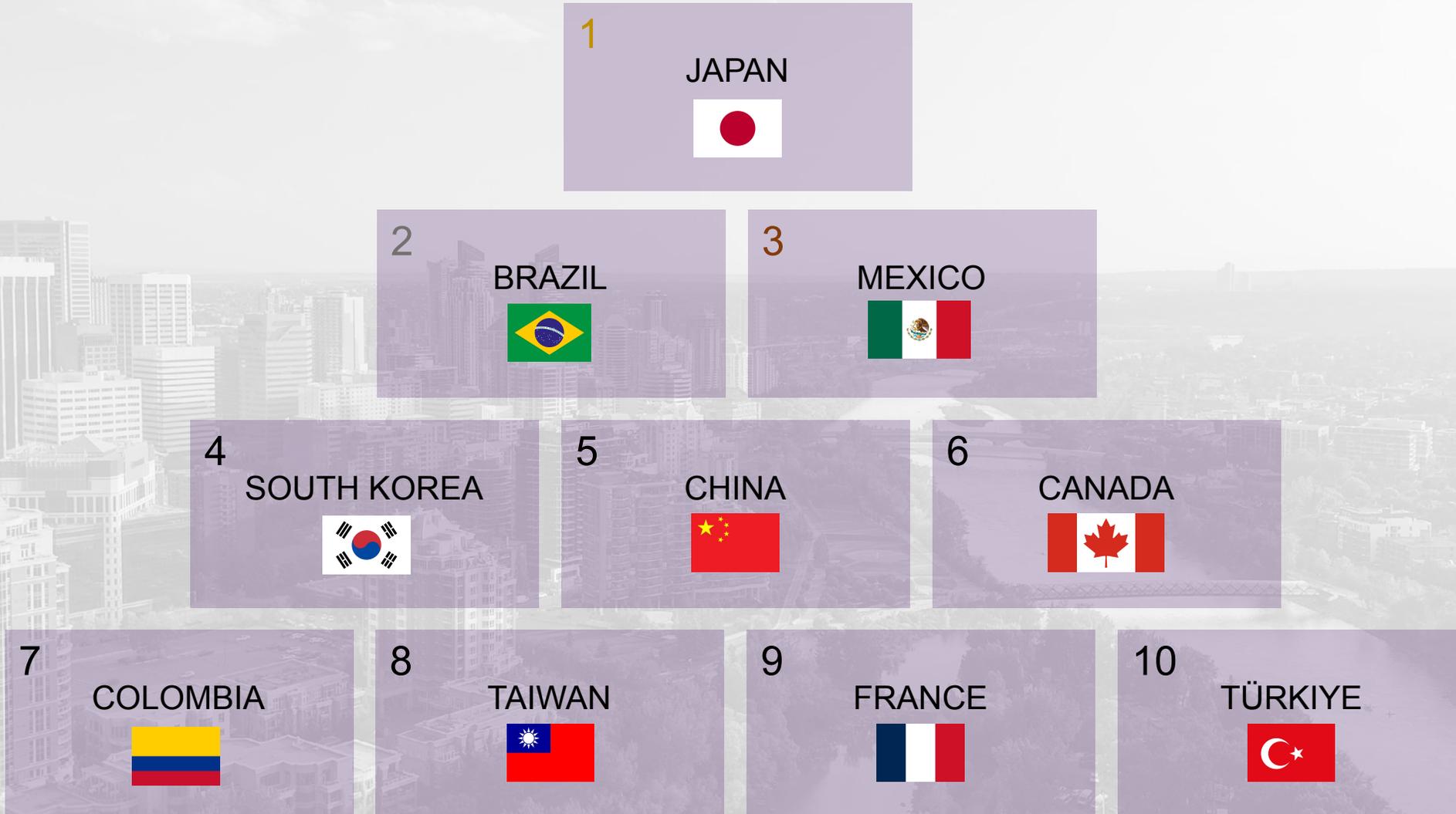


LANGUAGES CANADA 19<sup>TH</sup> ANNUAL CONFERENCE 2026 | CALGARY, ALBERTA | 11-14 MARCH 2026

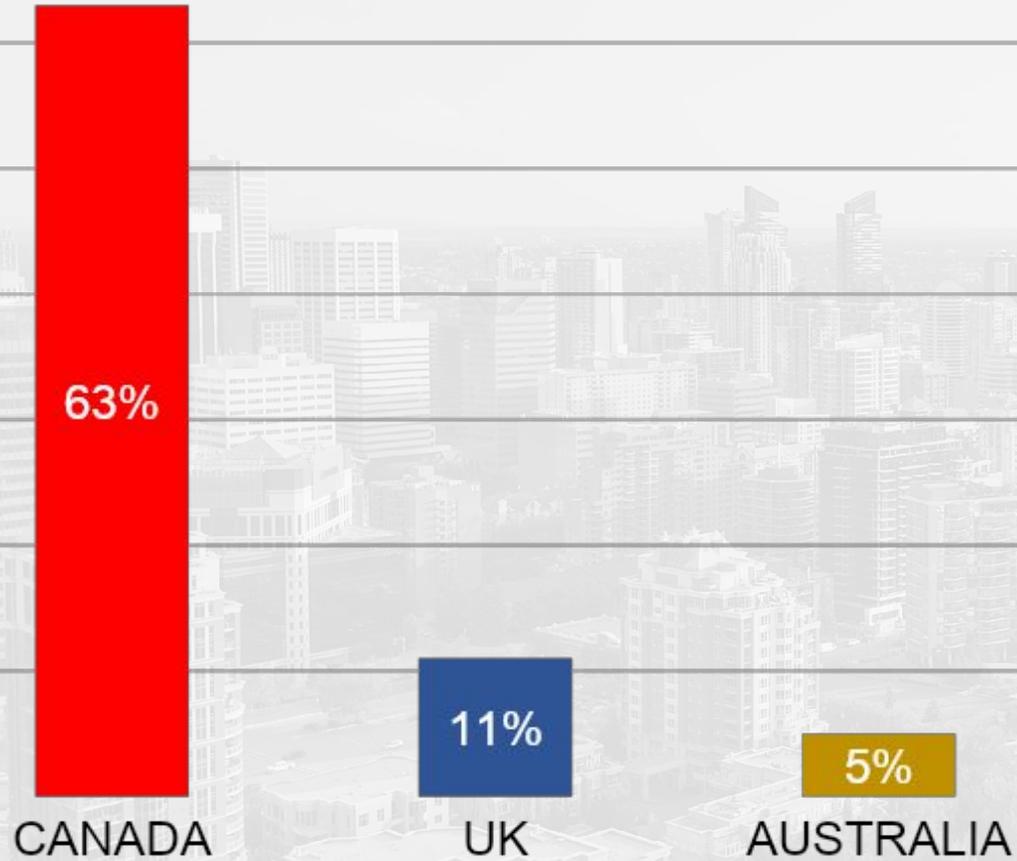
# KEY AGENT MARKETS FOR CANADA: INSIGHTS, EVIDENCE, AND OUTLOOK

NICOLA HANCOX | EDITOR

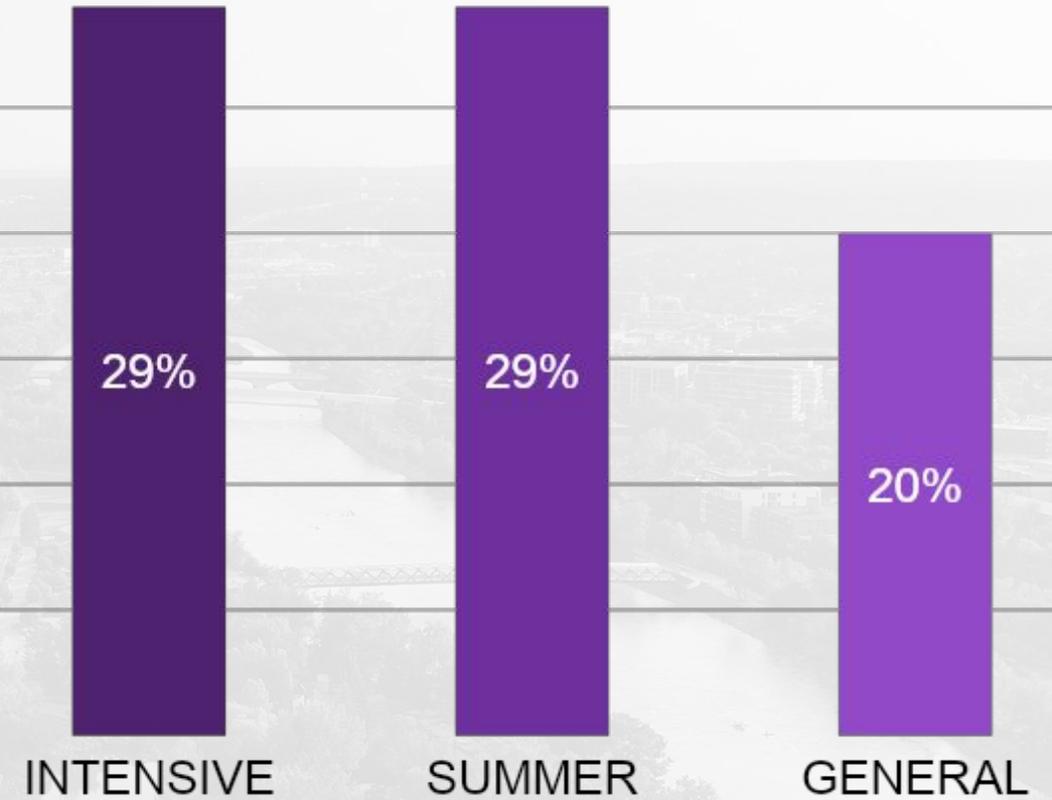
# CANADA'S TOP 10 MARKETS | 2024



## MOST POPULAR DESTINATIONS IN 2024



## TOP LANGUAGE PROGRAMMES



# JAOS

AUSTRALIA  
BECAME THE  
MOST POPULAR  
DESTINATION

**+33%**

INCREASE  
YEAR-ON YEAR

USA DECLINED BY

**12.9%**

TO

**12,619**

STUDENTS

CANADA WAS THE  
3RD MOST  
POPULAR  
DESTINATION FOR  
STUDY WITH

**9,267**

STUDENTS; BUT  
EXPERIENCED A  
SLIGHT  
DECREASE  
COMPARED TO  
2023

CANADA WAS

**4<sup>TH</sup>**

FOR SHORT-TERM  
LANGUAGE  
PROGRAMMES  
**<3 MONTHS**

CANADA WAS

**2<sup>ND</sup>**

FOR LONG-TERM  
LANGUAGE  
PROGRAMMES  
**<3 MONTHS**

DECLINE IN  
DEMAND FOR  
LANGUAGE  
PROGRAMMES

GROWTH IN  
HIGH SCHOOL/  
SECONDARY  
PLACEMENTS  
AND UNIVERSITY  
STUDY ABROAD

GROWTH IN  
SPECIALISED  
PATHWAYS E.G.  
ENGLISH FOR  
iGCSE

AFFORDABILITY  
A KEY FACTOR  
DUE TO LOW YEN.  
POPULAR  
DESTINATIONS:  
MALAYSIA,  
PHILIPPINES,  
MALTA

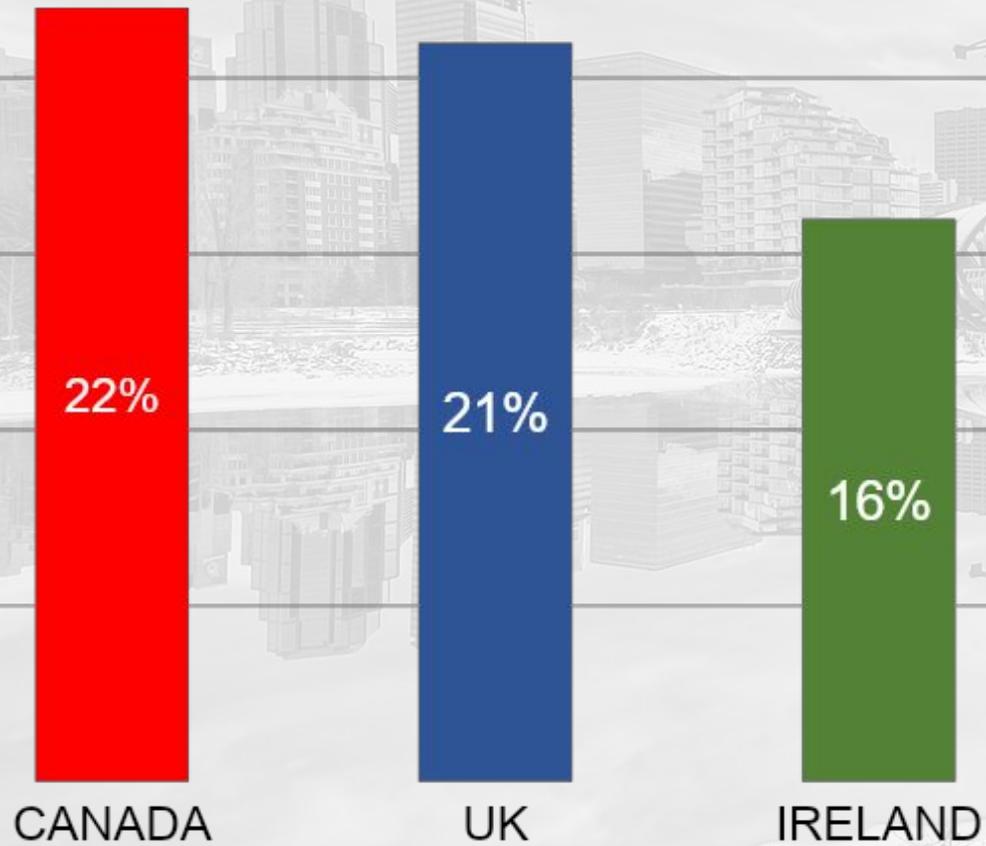
INCREASED  
FINANCIAL  
SUPPORT FROM  
FAMILIES/  
GRANDPARENTS

RISING DEMAND  
FOR YOUNGER  
LEARNER AND  
FAMILY  
PROGRAMMES

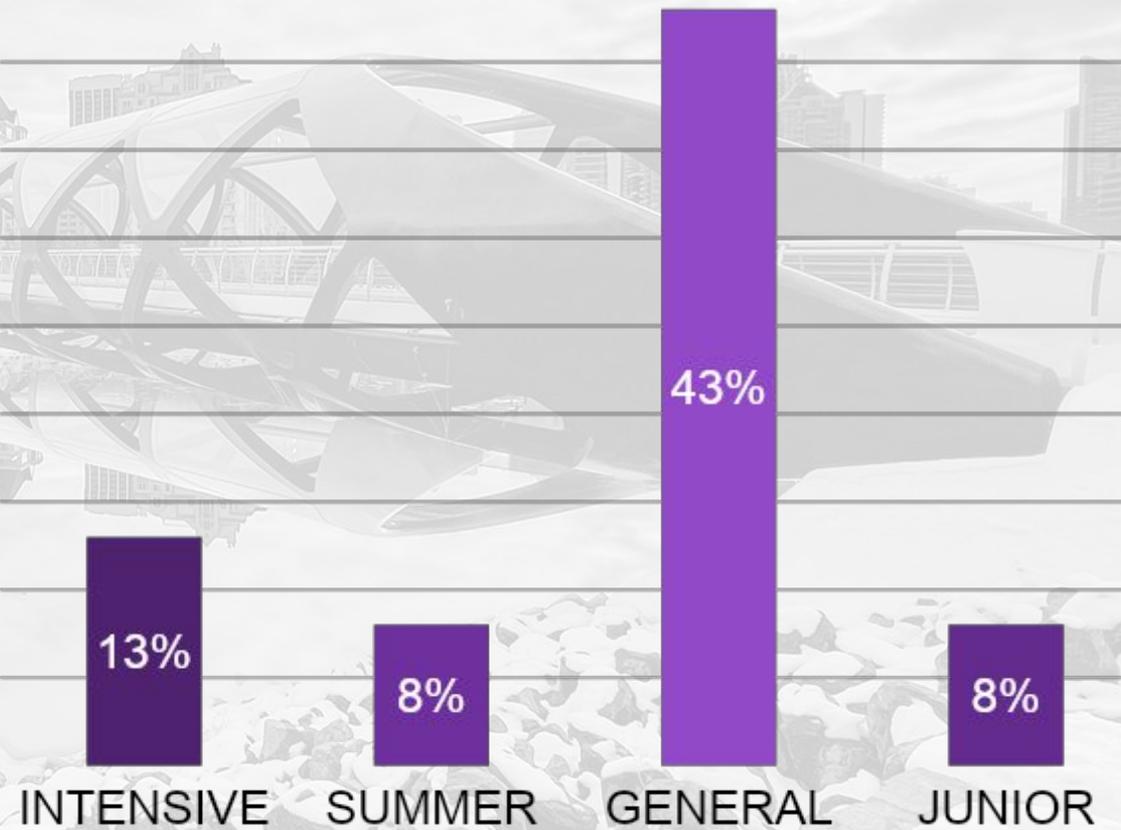




## MOST POPULAR DESTINATIONS IN 2024



## TOP LANGUAGE PROGRAMMES



LANGUAGE COURSES REMAIN THE **TOP-SELLING PRODUCT**

JUNIOR SUMMER/WINTER PROGRAMMES ROSE TO **2<sup>ND</sup>** PLACE

**GROWING IMPORTANCE** OF JUNIOR SEASONAL PROGRAMMES

**CONTINUED PREFERENCE** FOR TRADITIONAL  
ENGLISH-SPEAKING DESTINATIONS

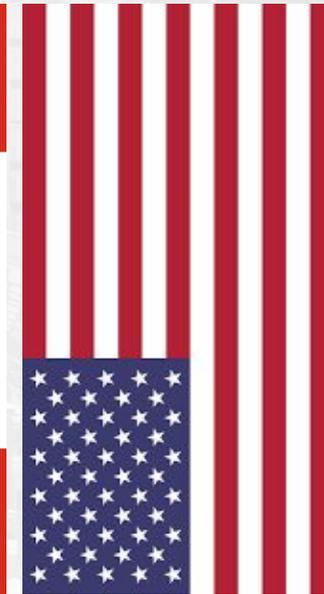
**STRONG DOMINANCE** OF ENGLISH-LANGUAGE STUDY

## TOP DESTINATIONS

CANADA

USA

UK



# BRAZIL | LOCAL MARKET INSIGHTS

REDUCED  
PURCHASING  
POWER  
PUSHING  
STUDENTS  
TOWARDS  
MORE  
COST-EFFECTI  
VE  
DESTINATIONS

EUROPE  
EXPECTED TO  
PERFORM  
STRONGLY,  
ESPECIALLY  
DESTINATIONS  
OFFERING WORK  
OPPORTUNITIES

STUDENTS  
INCREASINGLY  
CHANGING  
INITIAL  
DESTINATION  
PLANS BASED  
ON  
AFFORDABILITY

CANADA  
TRADITIONALLY  
BRAZIL'S MOST  
POPULAR  
DESTINATION,  
BUT HAS BEEN  
IMPACTED

LANGUAGE  
COURSES  
REMAIN THE  
MOST SOLD  
PRODUCT  
NATIONWIDE

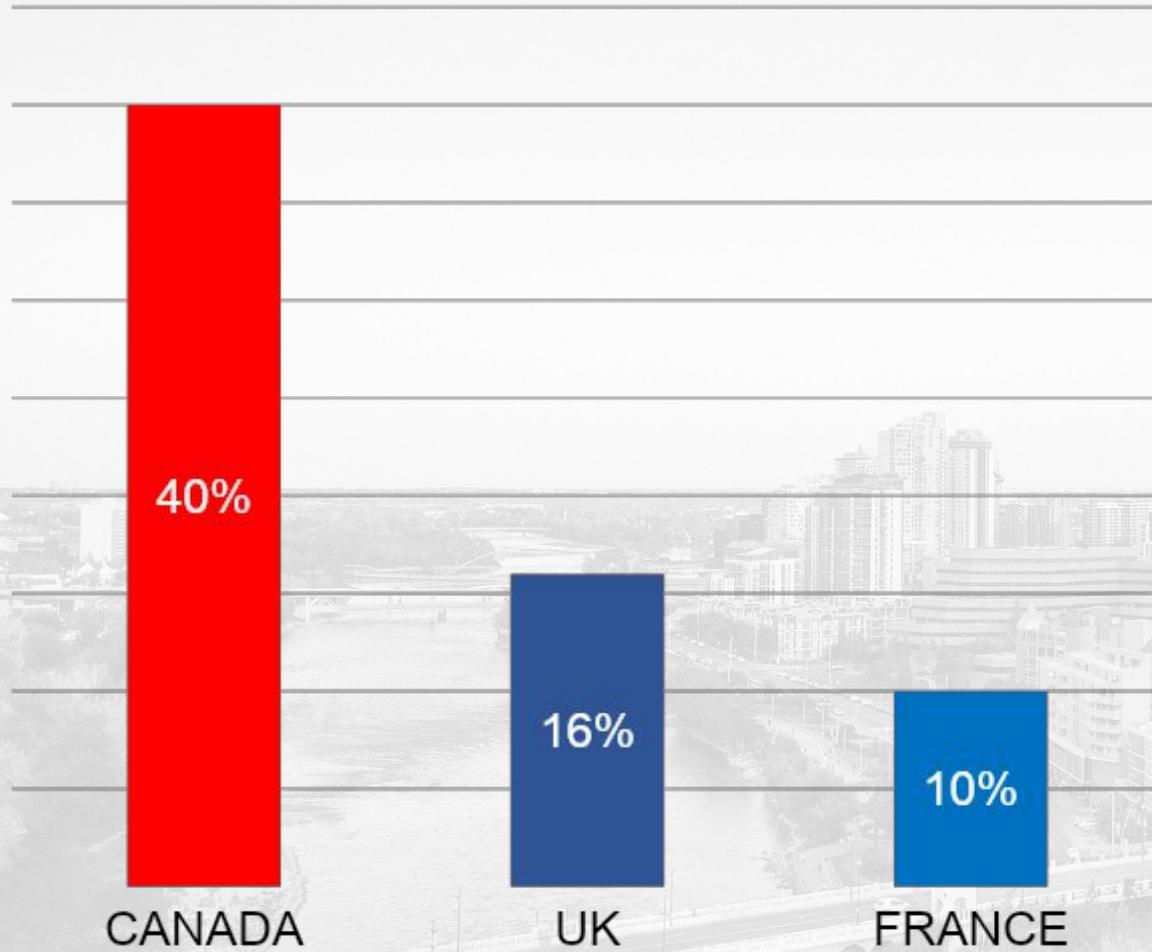
HIGH SCHOOL  
PROGRAMMES  
2<sup>ND</sup> MOST  
POPULAR IN  
MOST  
REGIONS,  
STRONG  
GROWTH IN  
SEMESTER  
ABROAD

PREMIUM  
SUMMER  
SCHOOL  
SEGMENT  
SHIFTING  
TOWARD LESS  
LANGUAGE  
TUITION AND  
MORE REFINED/  
SPECIALISED  
EXPERIENCES

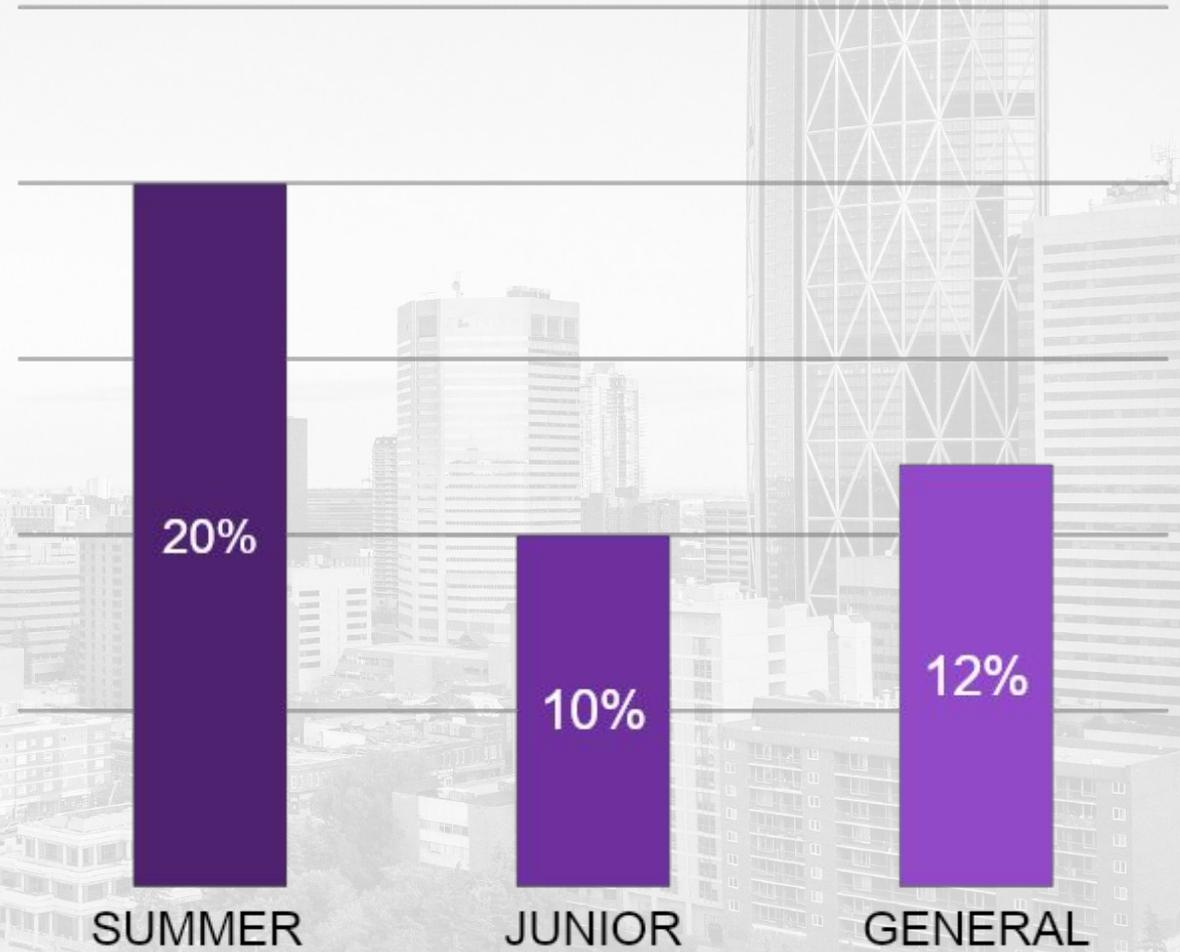




## MOST POPULAR DESTINATIONS IN 2024



## TOP LANGUAGE PROGRAMMES





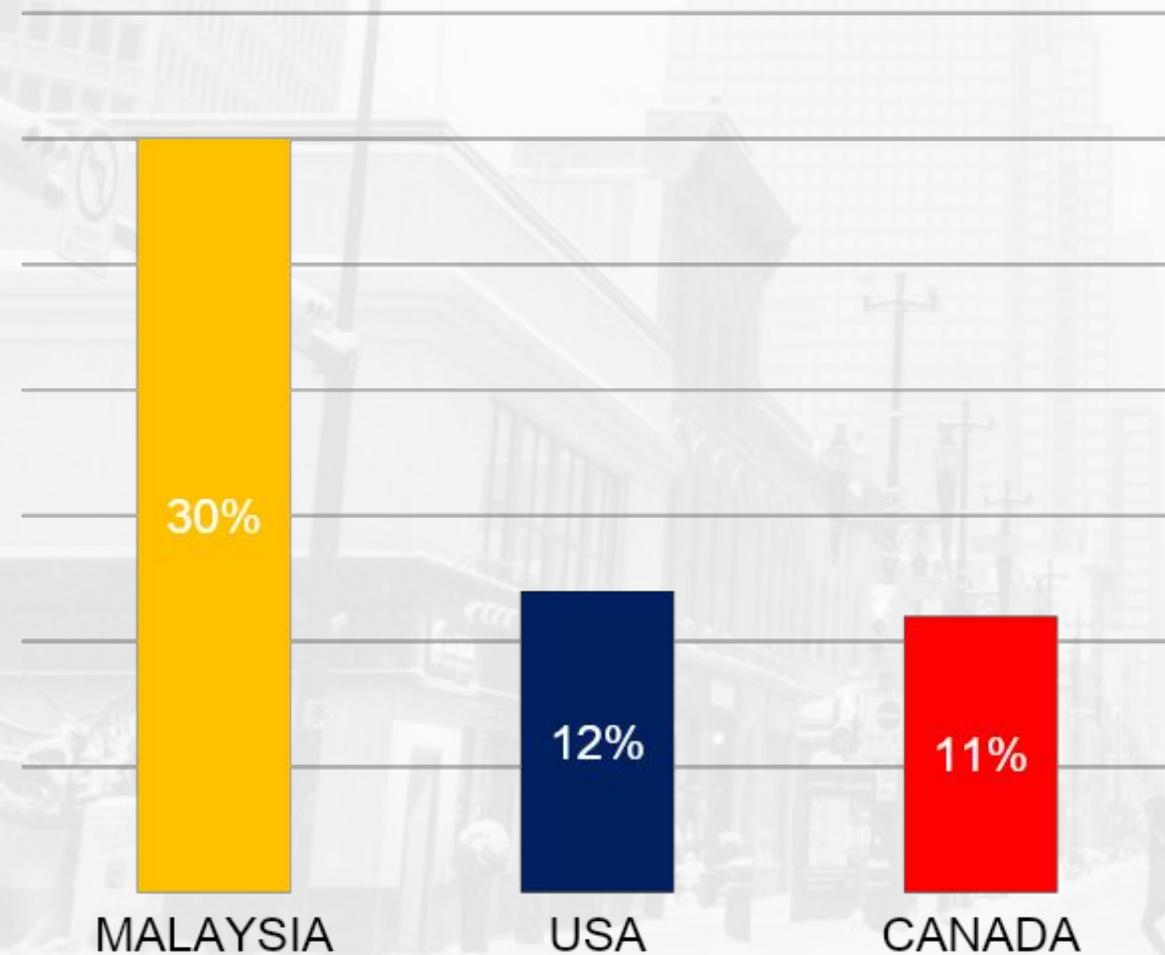
STEADY  
MARKET  
GROWTH  
COMPARED TO  
POST-PANDEMIC  
RECOVERY YEARS

STRONG DEMAND FOR  
LANGUAGE  
PROGRAMMES,  
VOCATIONAL  
PROGRAMMES,  
AND  
INTERNATIONAL  
SUMMER CAMPS

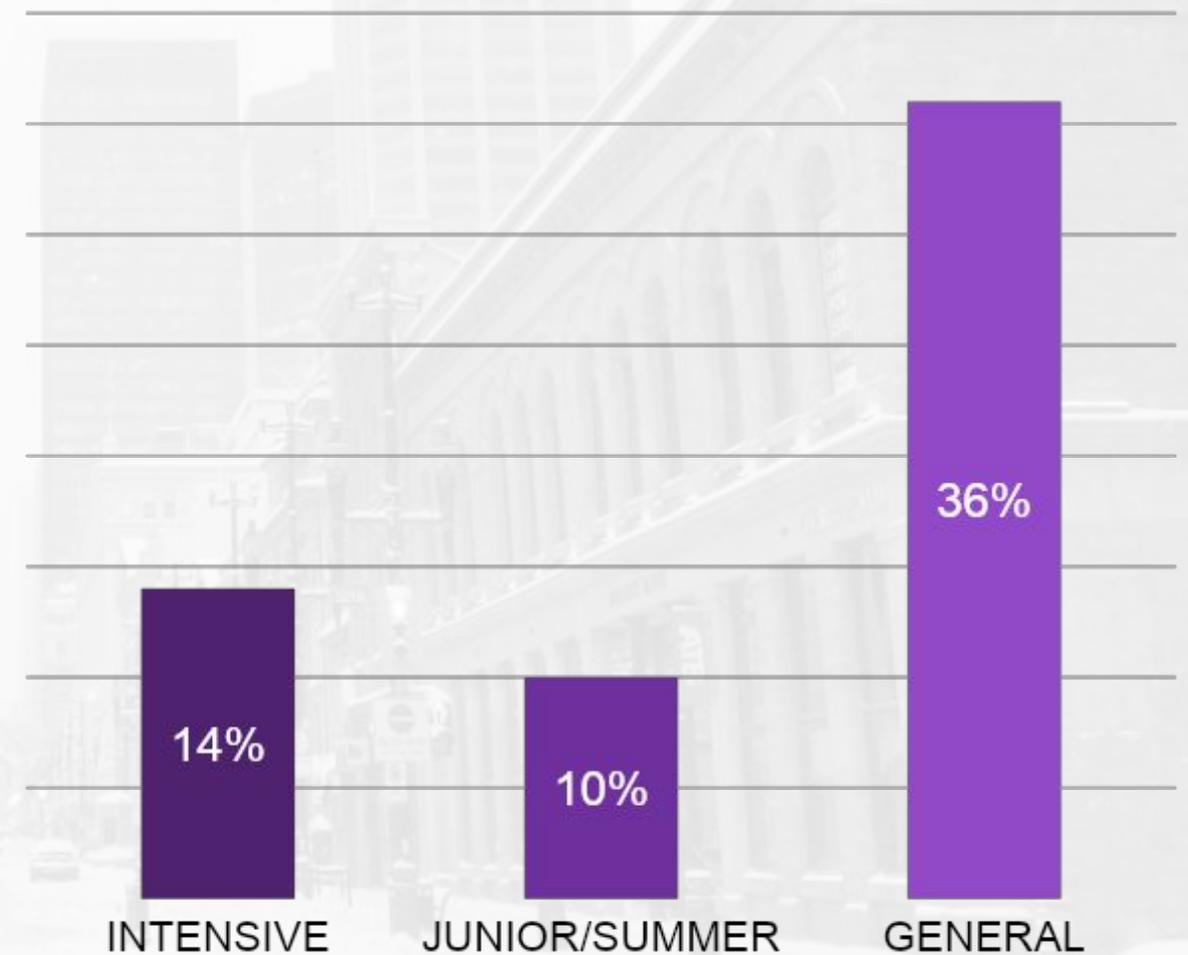
RISING INTEREST IN  
SHORTER,  
SKILLS-FOCUSED  
PROGRAMMES,  
CULTURAL  
IMMERSION  
EXPERIENCE,  
AND  
FLEXIBLE STUDY  
OPTIONS

CANADA REMAINS THE  
MOST POPULAR  
DESTINATION OVERALL,  
BUT EXPERIENCING  
SLOWER GROWTH/  
COMPETITOR  
DESTINATIONS  
WITH SMOOTHER VISA  
PROCESSES  
BENEFITTING

## MOST POPULAR DESTINATIONS IN 2025



## TOP LANGUAGE PROGRAMMES





ECONOMY  
STRENGTHENED  
AFTER POLITICAL  
STABILITY  
RESTORED IN  
2025

RENEWED  
STUDENT  
CONFIDENCE IN  
STUDYING  
ABROAD, BUT  
RECRUITING  
LANGUAGE  
STUDENTS IS  
BECOMING  
MORE  
DIFFICULT

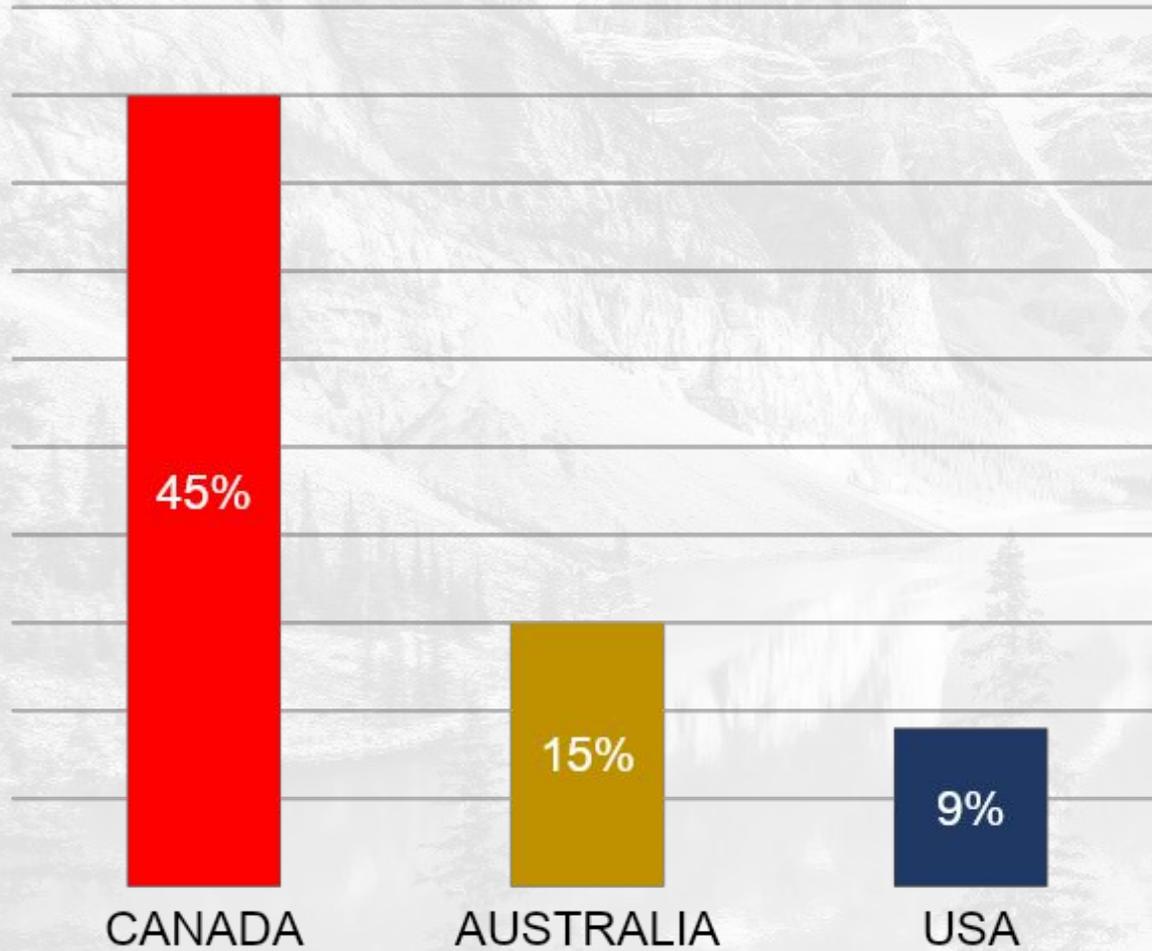
STRONG  
GROWTH  
SEGMENTS  
INCLUDE  
SECONDARY  
SCHOOL  
PROGRAMMES,  
50+ MARKET, &  
FAMILY  
PROGRAMMES

RISING PRICE  
SENSITIVITY:  
FAMILIES ARE  
MORE  
COST-CONSCIO  
US THAN  
BEFORE

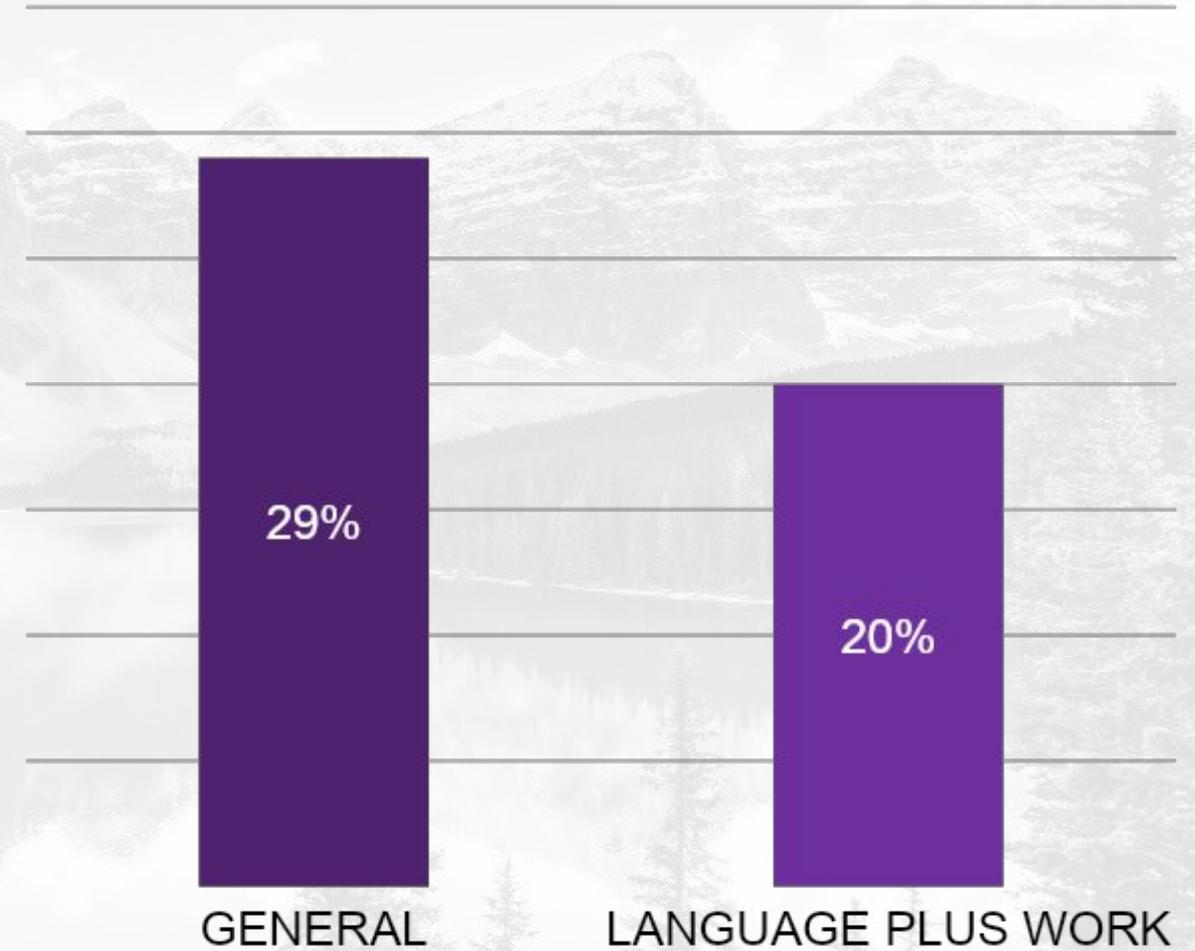
PROGRAMMES  
STILL IN HIGH  
DEMAND INCLUDE  
LANGUAGE CAMPS  
IN US AND CANADA,  
SECONDARY  
SCHOOL  
PROGRAMMES,  
AND UNIVERISITY  
PROGS IN  
SINGAPORE, HONG  
KONG, AND JAPAN



## MOST POPULAR DESTINATIONS IN 2025



## TOP LANGUAGE PROGRAMMES



MARKET SHOWED  
SIGNS OF  
**STABILISATION**  
IN  
**2025**

SHIFTING DESTINATION  
PREFERENCES WITH  
**GROWING  
APPEAL  
IN EUROPE**  
AND  
**EMERGING  
MARKETS**

**CANADA  
REMAINS**  
A TRADITIONAL  
AND RELEVANT  
DESTINATION,  
**IMPACTED BY  
VISA  
UNCERTAINTIES**

**AGENCIES  
ARE  
ADAPTING**  
STRATEGICALLY  
TO EVOLVING  
DEMAND PATTERNS

# TAKE HOMES

CANADA'S BRAND  
STRENGTH  
REMAINS HIGH –  
BUT COMPETITIVE  
ADVANTAGE IS  
NARROWING

CLARITY,  
PREDICTABILITY,  
AND WORK  
RIGHTS ARE CORE  
SELLING POINTS

K-12 AND  
STRUCTURED  
PATHWAY  
PROGRAMMES  
ARE MAJOR  
GROWTH  
OPPORTUNITIES

VALUE  
PROPOSITION  
MUST BE CLEAR  
AND COMPETITIVE

DIVERSIFICATION  
BEYOND  
TRADITIONAL  
GENERAL  
LANGUAGE IS  
ESSENTIAL

CANADA IS NO  
LONGER  
COMPETING ONLY  
WITH THE US/UK –  
THE COMPETITIVE  
FIELD HAS  
WIDENED

# THANK YOU!

nicolahancox@studytravel.network

