



**CURRENT TRENDS IN INTL LANGUAGE PROGRAMS FOR JUNIORS:**

**A DYNAMIC AND EVOLVING LANDSCAPE**

# AGENDA

- Booking Trends
- Accommodation Types and Preferences
- Demographics, incl. English vs French language
- Curriculum Interests
- Seasonal Programs
- Future of Junior Programs

# WHO ARE WE?



## **ILSC VS OXFORD CANADIAN JUNIOR PROGRAMS WE CURRENTLY OFFER**

# WHO ARE YOU?



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## WHAT CANADIAN JUNIOR PROGRAMS DO YOU CURRENTLY OFFER?



# **HOW DID THE COVID PANDEMIC IMPACT YOUR JUNIOR PROGRAMS?**

## **ILSC VS OXFORD: COVID & 2022 DECISION**



# **WHAT MARKET TRENDS DID YOUR ORGANIZATION OBSERVE AFTER 2022?**

## **ILSC VS OXFORD: MARKET DIFFERENCES YEAR OVER YEAR**



# WHAT TRENDS EMERGED IN YOUR JUNIOR PROGRAMS FROM COVID HANGOVER?

# BOOKING TRENDS FOR JUNIORS PROGRAMS



## 2022 VS 2023

SCHOOLS	PROGRAMS	% AFTER FEB 1, 2023	% AFTER MAY 1, 2023	% AFTER JUNE 1, 2023
	Junior Residential Programs		<b>60%</b>	<b>2%</b>
	Summer Homestay Programs	<b>100%</b>	<b>0%</b>	<b>0%</b>
	Junior Residential Programs		<b>89%</b>	<b>79%</b>
	Summer Homestay Programs		<b>88%</b>	<b>77%</b>



# BOOKING TRENDS FOR JUNIORS PROGRAMS



## 2022 VS 2023 VS 2024

- **POST-PANDEMIC RETURN IN 2022 (OIEG) AND 2023 (ILSC)**
  - **LAST-MINUTE BOOKINGS IN 2022 (OIEG) AND 2023 (ILSC)**
- **OIEG & ILSC: SIMILAR TRENDS SEEN IN 2019 NOW SEEN**
- **IN 2024**
- **QUALITY VS PRICING – RISE IN SECONDARY COSTS (EG FLIGHTS) POST-PANDEMIC DRIVING SOME KEY MARKETS TOWARDS PRICE VS QUALITY**



# ACCOMMODATION TYPES & PREFERENCES

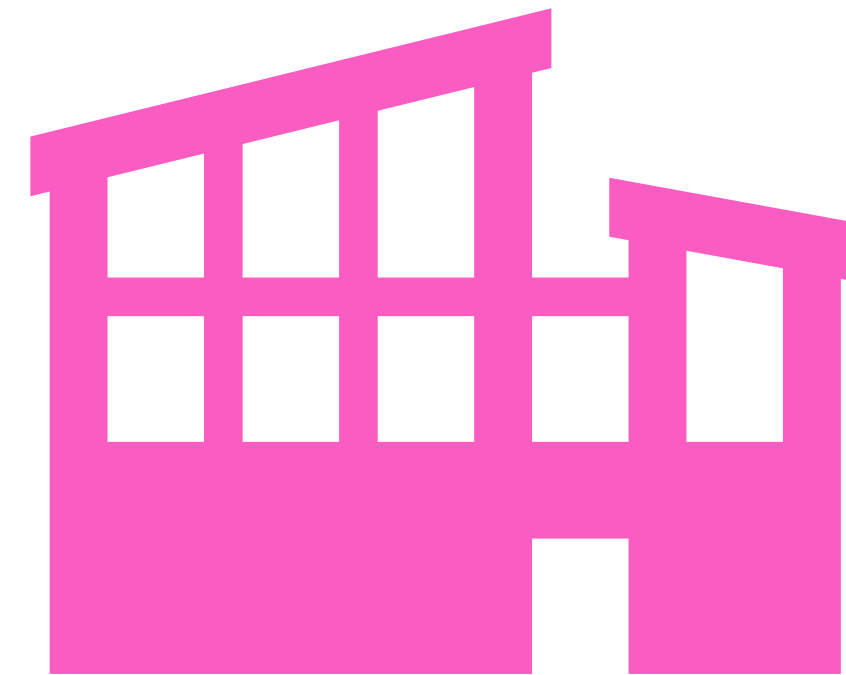


**46%** IN RESIDENCE  
JUNIORS  
PROGRAMS

**54%**  
IN HOMESTAY  
JUNIORS PROGRAMS

**88%** IN RESIDENCE  
JUNIORS  
PROGRAMS

**12%**  
IN HOMESTAY  
JUNIORS PROGRAMS



# DEMOGRAPHICS IN PROGRAMS

- 
- NATIONALITY
  - AGE
  - LENGTH OF STAY



# TOP NATIONALITIES IN JUNIOR PROGRAMS



**HAVE YOU OBSERVED A  
DIFFERENCE BETWEEN  
HOMESTAY AND  
RESIDENCE?**

# NATIONALITY MIX

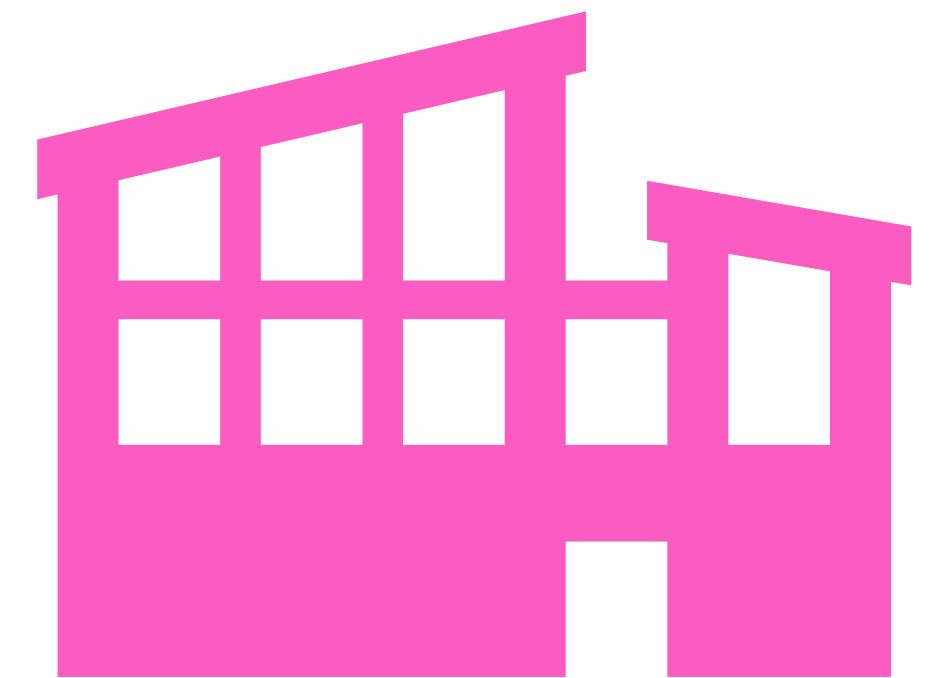
## ILSC VS OXFORD: VANCOUVER RESIDENCE PROGRAMS



**ILSC JUNIOR CAMP AT UBC**



**OI JUNIOR PROGRAM AT UBC**



# NATIONALITY MIX

## ILSC VS OXFORD: TORONTO HOMESTAY PROGRAMS



**ILSC TORONTO JUNIOR CAMP**

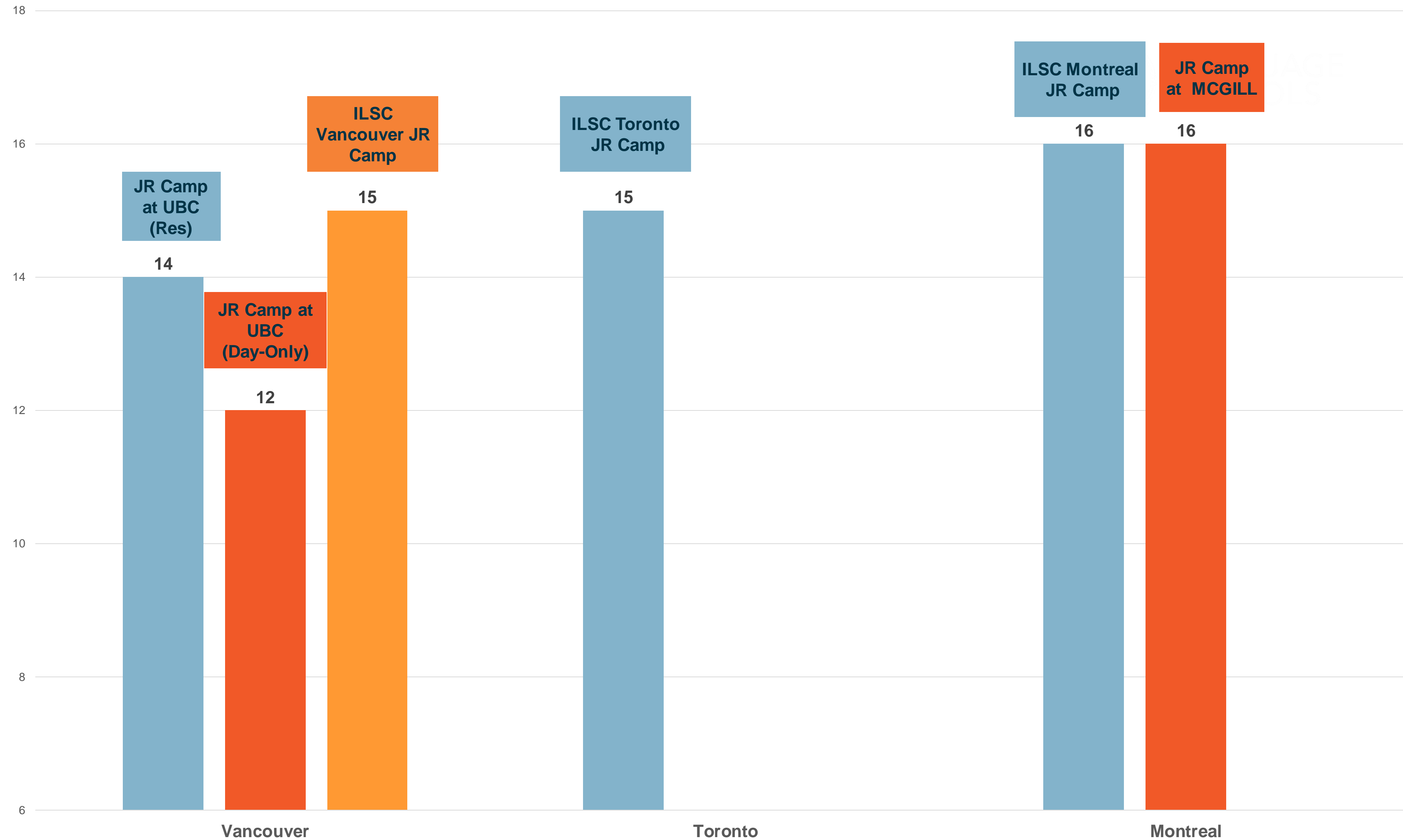


**OI TORONTO YRG PROGRAM**



**WHAT IS THE AVERAGE  
AGE OF STUDENTS IN  
YOUR JUNIOR  
PROGRAMS-IS THERE A  
DIFFERENCE BETWEEN  
HOMESTAY AND  
RESIDENCE?**

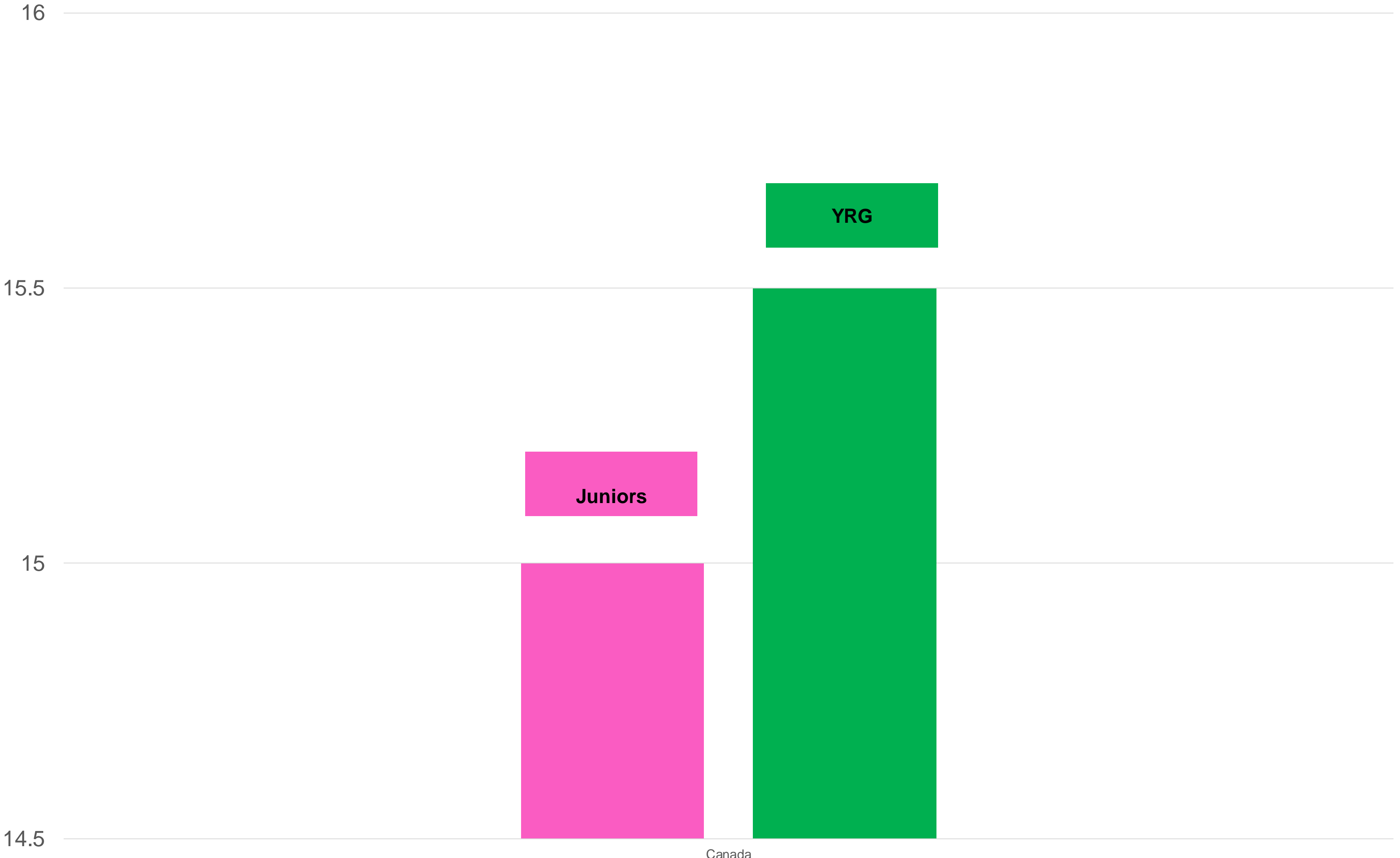








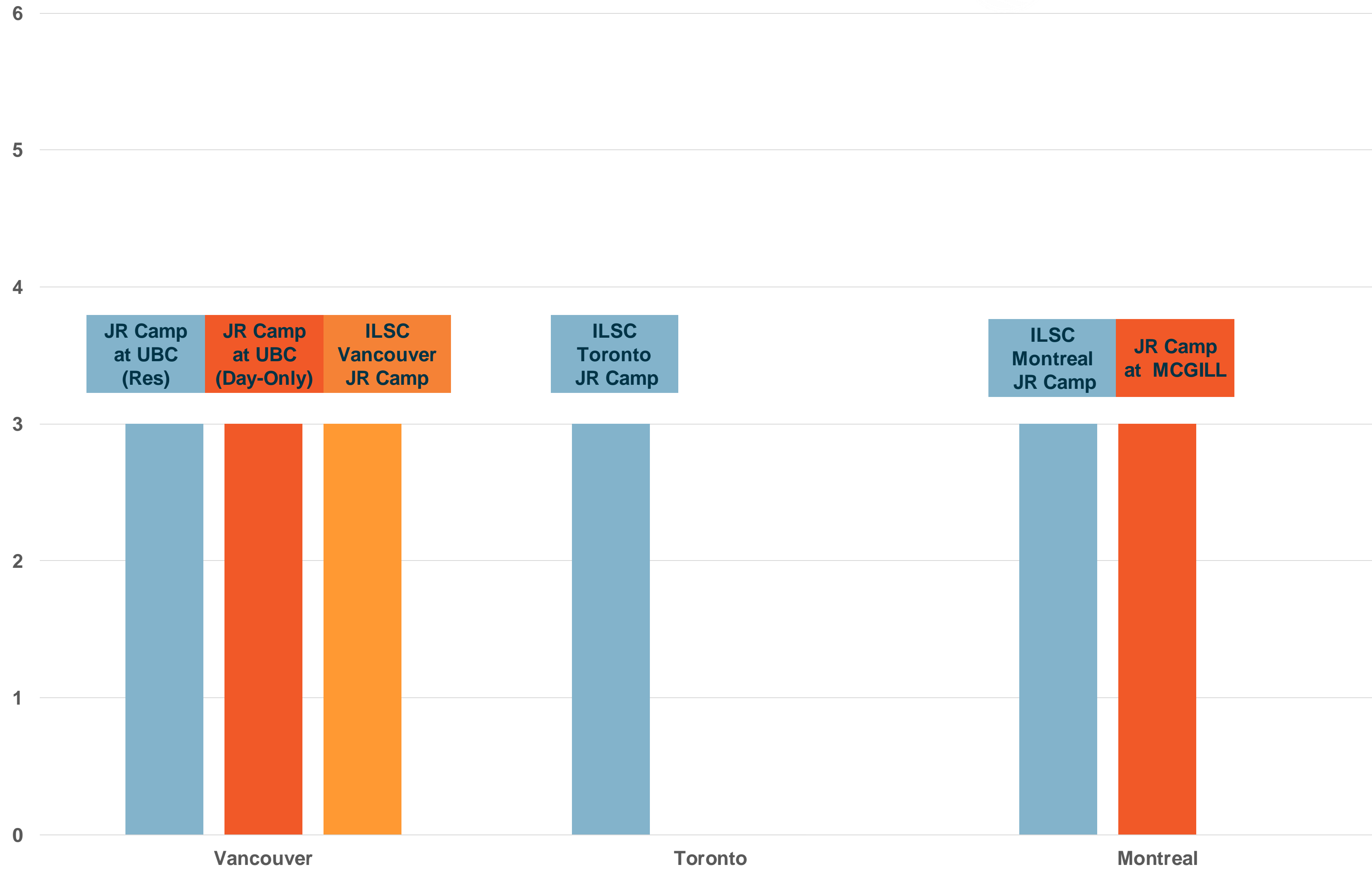
## AVERAGE AGE OF STUDENTS





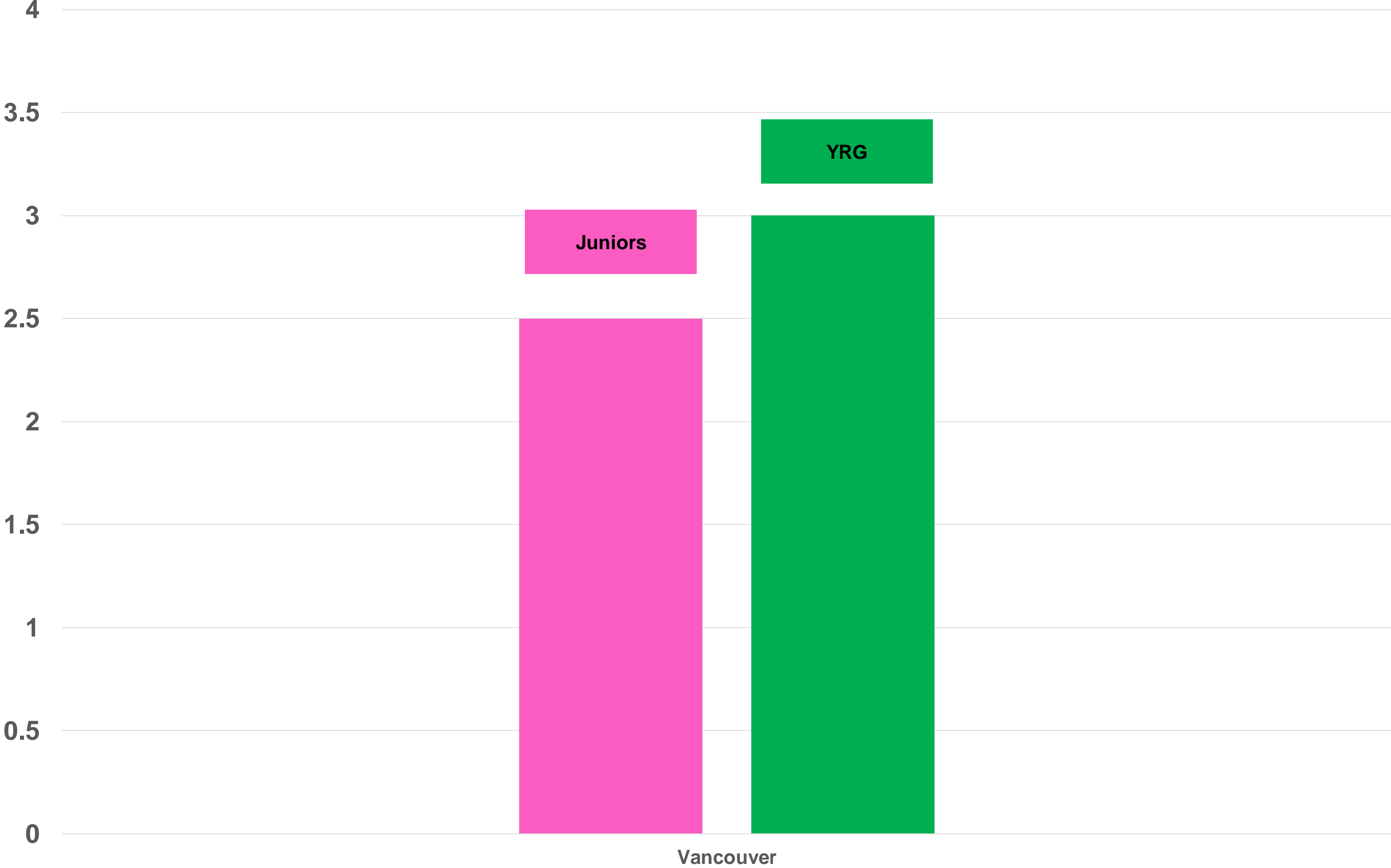
**WHAT IS THE AVERAGE NUMBER OF WEEKS: IS THERE A DIFFERENCE BETWEEN HOMESTAY AND RESIDENCE?**

## AVERAGE NUMBER OF WEEKS REGISTERED





## AVERAGE NUMBER OF WEEKS REGISTERED





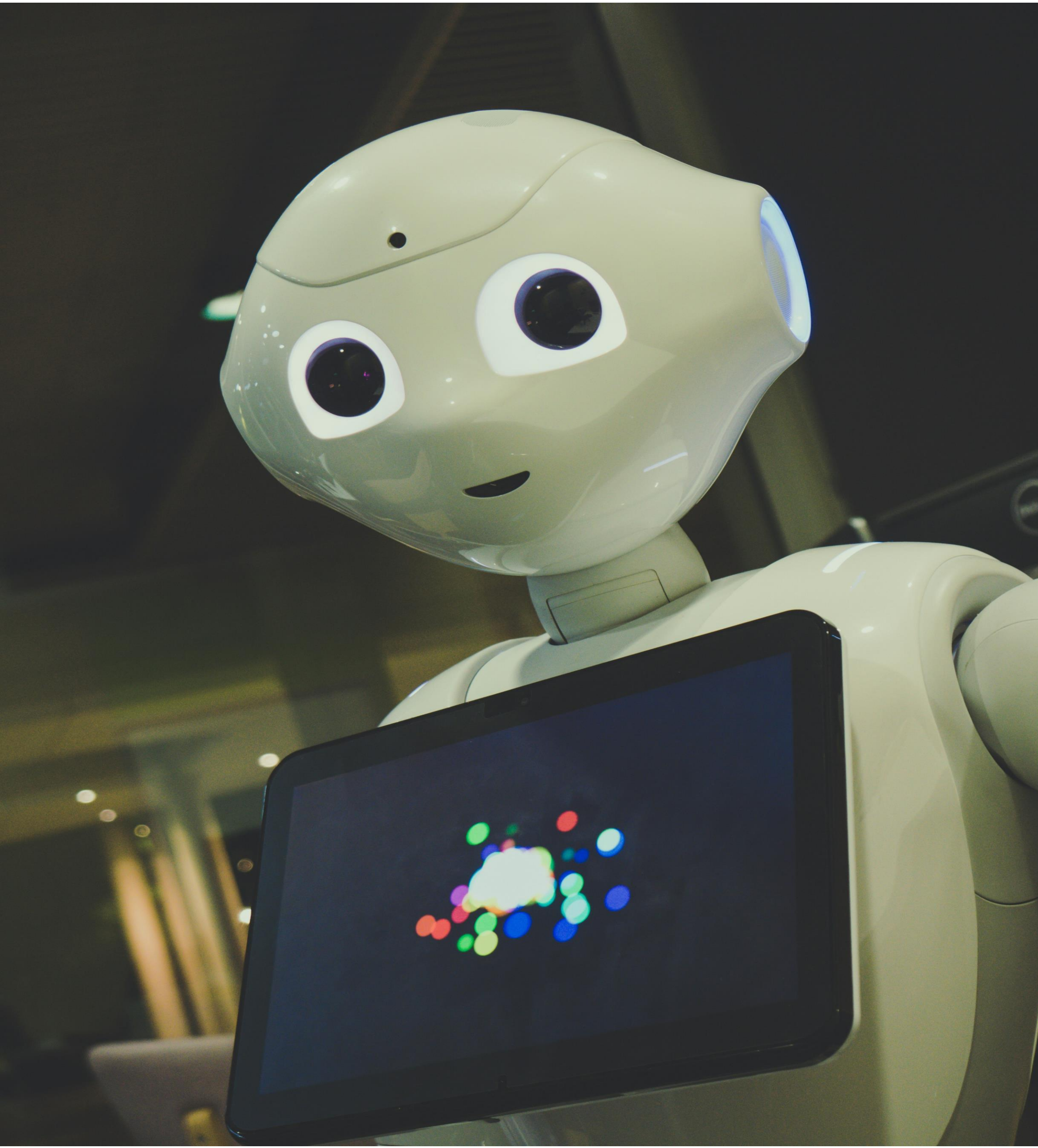
**HAVE YOU SEEN A CHANGE IN A DEMAND FOR ENGLISH LANGUAGE CLASSES THAT GO BEYOND GENERAL ENGLISH? IF SO, HOW ARE YOUR JUNIOR PROGRAMS MEETING THIS DEMAND?**

# CURRICULAR TRENDS

- **CONTENT & LANGUAGE INTEGRATED LEARNING (CLIL)**
- **ENGLISH & FRENCH**



# CONTENT & LANGUAGE INTEGRATED LEARNING (CLIL)



- **WHAT IS CLIL?**
- **BENEFITS OF CLIL:**
  - **INCREASED LEARNER MOTIVATION**
  - **LEARNER DEVELOPS MULTILINGUAL INTERESTS**
  - **LEARNER DEVELOPS BOTH GLOBAL AND SUBJECT-SPECIFIC LANGUAGE COMPETENCE**
  - **PREPARES LEARNER FOR LATER LIFE STUDY/WORK**

# **CONTENT AND LANGUAGE INTEGRATED LEARNING (CLIL); SPECIALIZED ACADEMIC OPTIONS**

- **MARKET TRENDS: INCREASINGLY, A DEMAND FOR “NOT JUST GENERAL ENGLISH” FROM KEY JUNIOR MARKETS**
- **DEVELOPING SPECIALIZED ACADEMIC OPTIONS, WHILE MAINTAINING STRONG GE PROGRAM FOR MORE TRADITIONAL MARKETS, ESSENTIAL**
- **SPECIALIZED PROGRAMS BUILT ON TRADITIONAL MODEL OF ACADEMICS + ACTIVITIES**
- **FRENCH VS ENGLISH VS BILINGUAL OFFERINGS**
- **LEADING JUNIOR MARKET TRENDS FOR SPECIALIZED CLIL OPTIONS – BUSINESS, PERFORMANCE ART, PREP. FOR HIGHER ED., SPORTS, LEADERSHIP**



# SEASONAL TRENDS



# SEASONAL TRENDS



**DOES YOUR ORGANIZATION OFFER  
JUNIOR PROGRAMS IN WINTER OR  
SPRING?**

**IF SO, HAVE YOU OBSERVED ANY  
CHANGES IN DEMAND OR MARKET  
PREFERENCES?**



# SEASONAL AND YEAR-ROUND GROUP PROGRAMS



- **WINTER HOMESTAY CAMP CONSISTENTLY POPULAR, ALIGNING WITH SCHOOL BREAKS IN KEY JUNIOR MARKETS**
- **SPRING HOMESTAY PROGRAMS INCREASING IN POPULARITY POST-PANDEMIC**
- **CLOSED OFF-SEASON PROGRAMS ALLOW FOR GREATER CUSTOMIZATION**
- **ENGLISH+ OPTIONS TO CUSTOMIZE PROGRAMS INC. ENGLISH+HOCKEY, ENGLISH+FILM, ENGLISH+STEM, HIGHLIGHTING THE BEST OF OUR CITIES.**

# FUTURE TRENDS IN JUNIORS PROGRAMMING



# FUTURE TRENDS



**WHAT TRENDS DO YOU ANTICIPATE WILL BE PART OF JUNIOR PROGRAMS IN THE FUTURE?**

# AI IN ESL INSTRUCTION



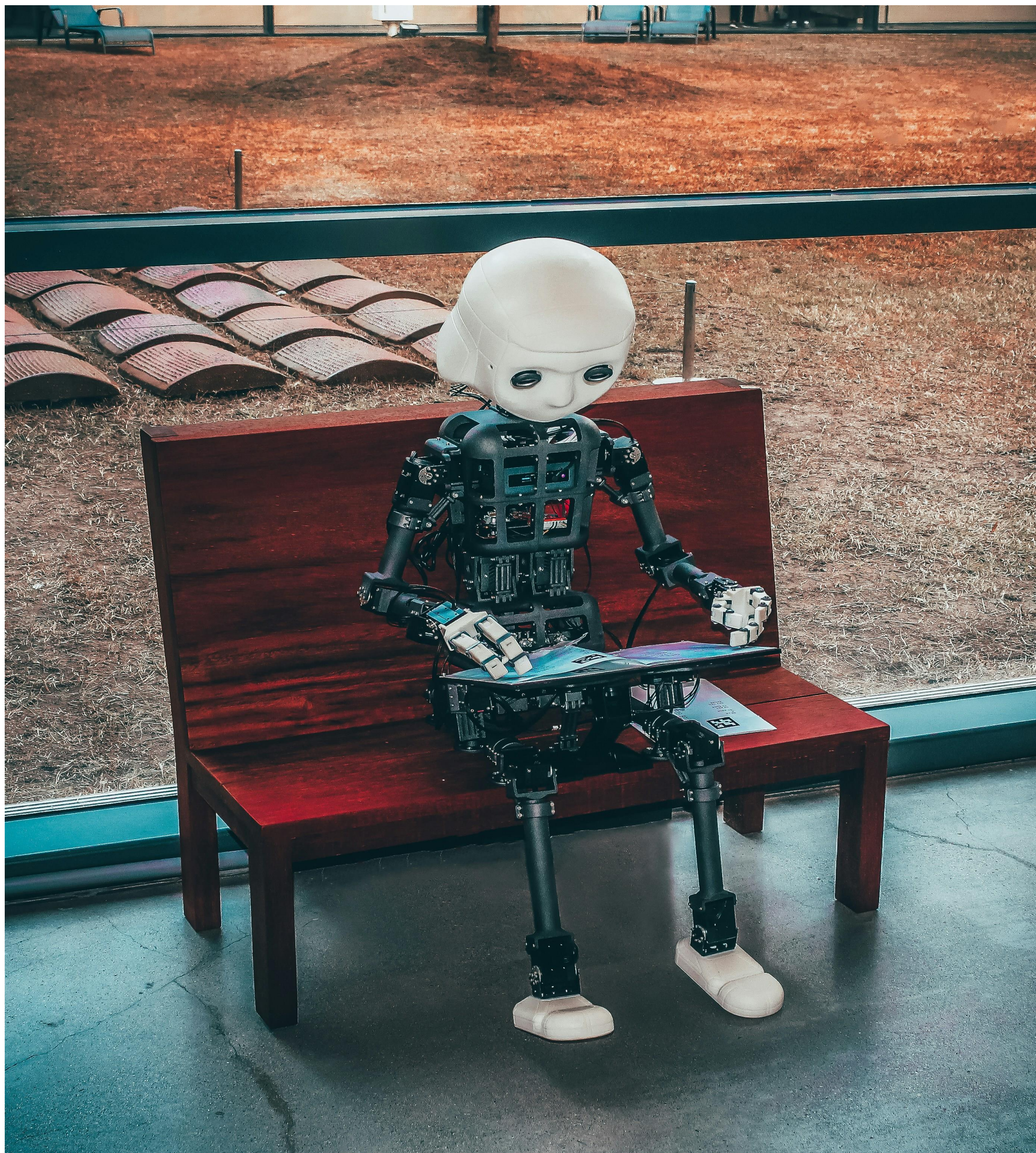
- AI EXPOSES STUDENTS TO AUTHENTIC WRITTEN AND/OR SPOKEN ENGLISH OUTSIDE CLASSROOM.
- AI ENCOURAGES LEARNERS TO USE AND PRACTICE THE LANGUAGE ON THEIR OWN TIME AND AT THEIR OWN PACE.
- AI HELPS TEACHERS PREPARE TEACHING MATERIALS MORE EFFECTIVELY.
- AI FACILITATES TAILORING LESSONS TO EACH LEARNER'S UNIQUE NEEDS, ESPECIALLY FOR HIGH-LEVEL LEARNERS.

# AI IN ESL INSTRUCTION



## THE FUTURE

- **WHAT AI-POWER TOOLS CAN WE INTRODUCE IN OUR SCHOOLS?**
- **HOW DO WE ENCOURAGE OUR TEACHERS TO EMBRACE AI IN THE CLASSROOM?**
- **WITH GEN Z'S AND MILLENNIALS' ADVANCED TECHNOLOGY SKILLS, HOW CAN AI FACILITATE TAILORING LESSONS TO EACH LEARNER'S UNIQUE NEEDS?**



# THANK YOU

# Q & A

