

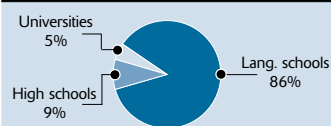
# Korea

The Korean student travel market saw growth across the board in 2001, with the majority of consultants reporting increased bookings in all sectors.

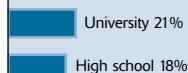
## Key facts

- Nine consultants took part in our Consultants' Report survey
- Respondents placed a total of 895 students in high schools and universities last year
- 76 per cent of respondents' clients required a language course before their education course
- 75 per cent of respondents reported an increase in university bookings in 2001
- 71 per cent of respondents reported an increase in high school bookings in 2001
- On average, 37 per cent of clients changed their minds about where they wanted to study after being advised by an agent or consultant
- 86 per cent of respondents who answered the question predicted an increase in university bookings for 2002
- 100 per cent of respondents who answered the question predicted an increase in high school bookings for 2002
- Commission rates varied from five to 20 per cent

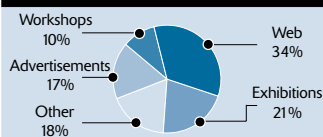
### Consultants' business by sector



### Average growth in consultants' business



### How agencies find new schools and universities



### Top three university courses

1. Business
2. Engineering
3. Computer science

### High school placements by age



### Top three destinations

1. USA
2. Canada
3. Australia

Average commission: 12.5%

### Universities

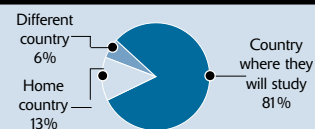
### Top three destinations

1. USA
2. Canada
3. Australia

Average commission: 12.5%

To see our previous Consultants' Report survey on Korea, please refer to *ETM*, October 2000, page 10.

### Where students take lang. courses before further study



#### Participating consultancies:

Global Overseas Education, Hankook Education, KAMC, Neodream Overseas Education Consulting Services, New Ivy Overseas Education Consultants, Uihak.com, Vision Education, YBM/Si-sa Overseas Education Services, Zenith World Company.

#### Most frequently mentioned programmes:

**High schools:** *In Australia:* Eynesbury College, Adelaide, SA. *In Canada:* St Margaret School, Victoria, BC. *In New Zealand:* Columbia College, Dunedin. *In Switzerland:* Leysin American School, Leysin. *In the UK:* Bromsgrove School, Worcestershire; Royal Russell School, Surrey. *In the USA:* Antelope Valley Christian School, Lancaster, CA; Grier School, Tyrone, PA; Newhampton School, New Hampshire, NH; Storm King School, Cornwall-on-Hudson, NY; The Wichendon School, Wichendon, MA.

**Universities:** *In the USA:* Eastern Washington University, Cheney, WA; Lake Land College, Mattoon, IL; Schiller International University, Dunedin, FL; Tacoma Community College, Tacoma, WA; University of Findlay, Findlay, OH; University of Michigan, Ann Arbor, MI; University of Missouri, Kansas City, KS; University of Tennessee, Martin, TN; University of Wisconsin, Madison, WI.