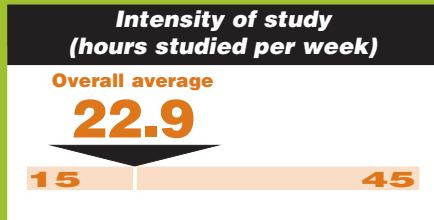
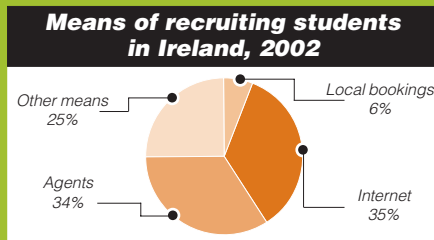


Status: Ireland 2002

The Status survey is a venture by *Language Travel Magazine*, in collaboration with the Association of Language Travel Organisations (Alto), which gathers specific market data about all of the main language teaching markets in the world. It is now possible to compare world market statistics.

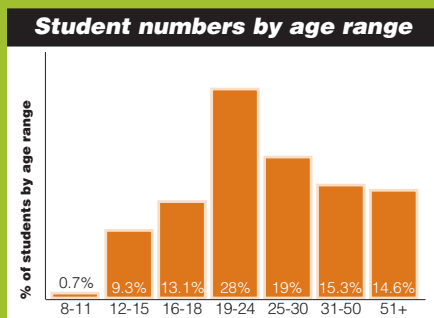
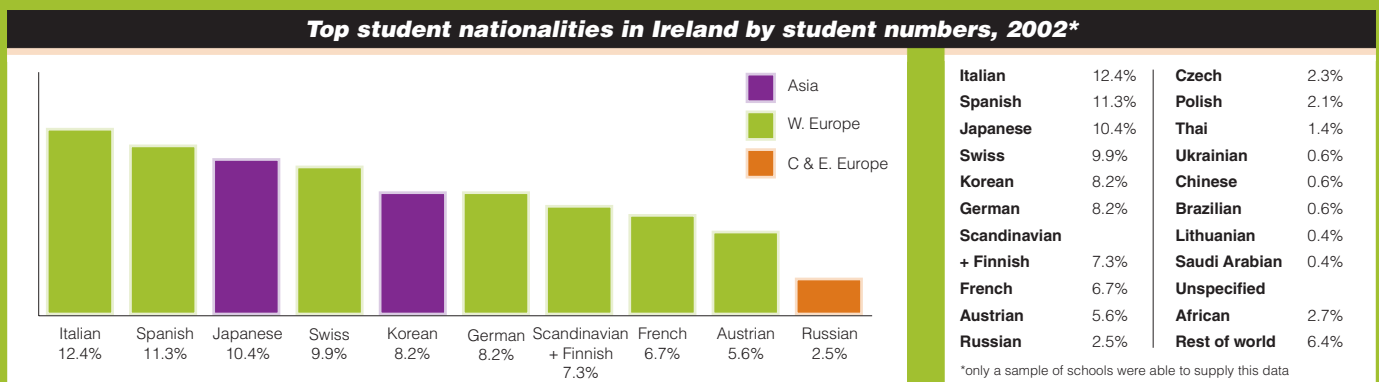
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing 'Status survey web address' in the subject heading. We will then forward the web address to you.



Key points

- No. of participating organisations in the Irish survey: **10**
- Total no. of students at in 2002: **5,162**
- Total no. of student weeks in 2002, estimated: **19,616 weeks**
- Overall average length of stay: **3.9 weeks**
- Average cost of a one-month course, excluding accommodation: **€708 (US\$761)**
- Average cost of residential accommodation per week: **€160 (US\$172)**
- Average cost of host family accommodation per week: **€158 (US\$170)**
- Average commission paid on a language course: **18 per cent** (from 10 to 22.5)
- **No** institutions paid commission on accommodation

*For currency conversion rate, see page 4.



Thank you to the following institutions for taking part in our Status survey*:
 Alpha College of English, Dublin; Annalivia School, Dublin; Clare Language Centre, Ennis; Dublin City University Language Services, Dublin; Galway Cultural Institute, Galway; National University of Ireland, Galway - English Language Centre, Galway; Oideas Gael, Donegal; Slaney Language Centre, Wexford; The Small Language School, Mountshannon.

*One survey respondent was anonymous

Status Survey statistics are based on figures supplied by a selection of individual schools. Not all survey respondents answered every question in the survey. Figures are, in some cases, rounded up or down to the nearest whole. All information is treated with the strictest confidence.

Next month: Canada