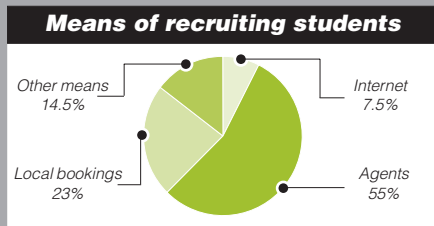


# Status: Canada 2003

The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.

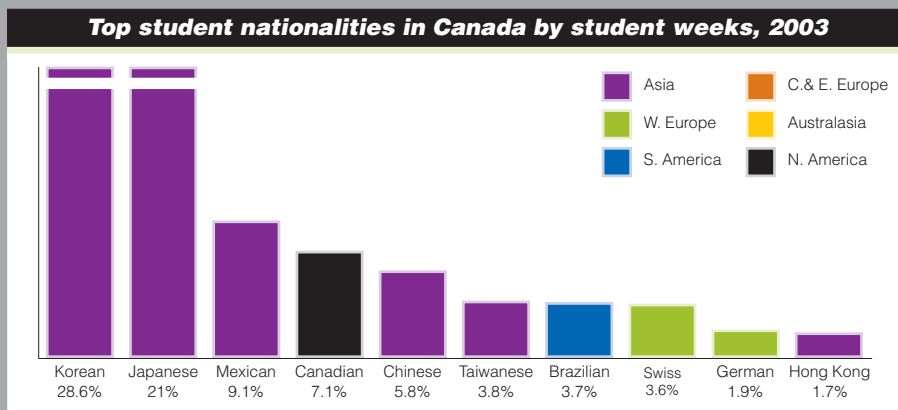
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading.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



### Key points

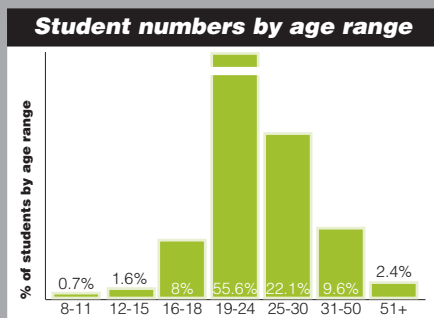
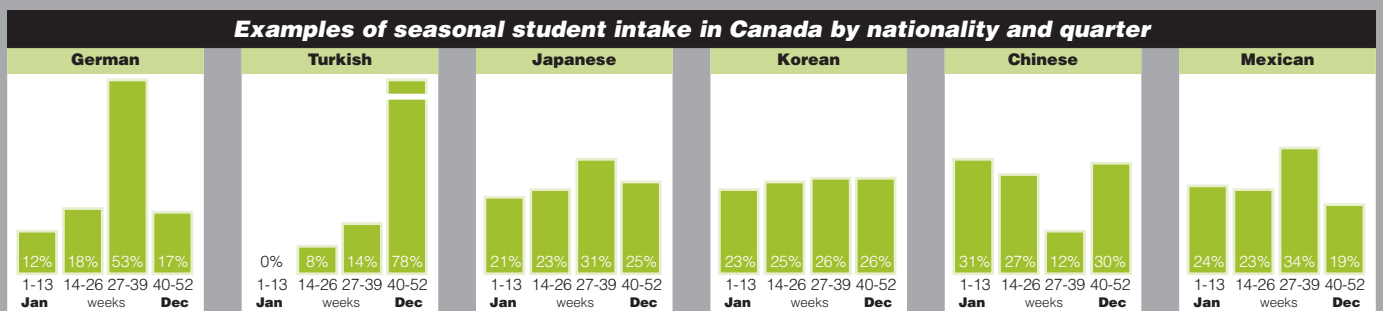
- Number of participating organisations in the Canadian survey: **29**
- Total number of students in 2003: **20,416**
- Total number of student weeks in 2003, estimated: **255,200**
- Overall average length of stay in weeks: **12.6**
- Average cost of a one-month course, excluding accommodation: **CAN\$927 (US\$704)**
- Average cost of residential accommodation per week: **CAN\$299 (US\$227)**
- Average cost of host family accommodation per week: **CAN\$308 (US\$234)**
- Average commission paid on a language course: **18.5 per cent** (from 0 to 25)
- **Three** institutions paid commission on accommodation (of 10 to 20 per cent)

\*For currency conversion rate, see page 4.



### Observations

- The overall trends revealed in our 2003 Canada Status survey are notable for their similarity to trends reported in the 2002 Status survey (see *LTM*, May 2003, page 44). In terms of student recruiting, agency usage is steady, while local bookings now account for 23% of bookings, up from 14%.
- Korean, Japanese and Mexican students remained the top three student provider countries, and the nationality breakdown is similar to 2002, although Spanish students did not appear in the top 10 this time. Students from Germany and Hong Kong featured for the first time.
- Accommodation costs have risen at a slightly higher rate, compared with tuition costs, while the Canadian dollar has gained strength.
- There were more 19-to-24 year olds in Canada in 2003, up from 35% to 55.6%.



**Thank you to the following institutions for taking part in our Status survey:**  
 Aspect ILA, Vancouver; Canadian College of English, Toronto; Connect School of Languages, Toronto; ESL in Canada Junior Experience Camp, Toronto; EF, various; Focus International, Calgary; Four Corners Language Institute, Victoria; Geos Language Academy, various; Hawthorn, Vancouver; International House, Vancouver; International Language Institute, Halifax; International Language Schools of Canada, Vancouver; KTC Language Institute, Vancouver; LSC Language Studies, Calgary; The Language Repair Shop, Vancouver; Language Studies International, Toronto; Lethbridge Community College, Lethbridge, Alberta; Limestone City Private English Language School, Kingston; Malaspina University College, Nanaimo; Prince of Wales School of English, Oakville; Providence College and Seminary, Otterburne; Rainbow College International, Vancouver; Trinity Western University/ESLI, Vancouver; Worldwide Language Institute, Vancouver; Wynchemna Language and Learning Centre, Calgary; YMCA International College, Vancouver; YWCA of Calgary, Calgary.

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:**  
**Ireland**