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SWAN TRAINING INSTITUTE

Swan Training Institute is an English Language school in Dublin. We specialise in work based programmes including Work Exp/Work Study/ Internships as well as English language courses. We also arrange student accommodation, airport transfers and insurance.

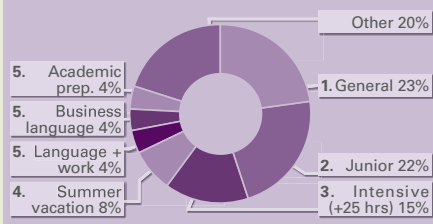


Learning English in Ireland

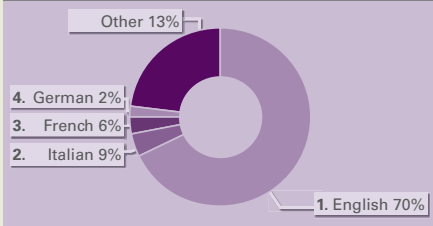
Spain still buoyant

A healthy economy boosted the Spanish language travel market in 2006, with good growth recorded last year and favourable forecasts for 2007 given by most of the agencies that took part in this issue's Agency Survey.

Most popular courses



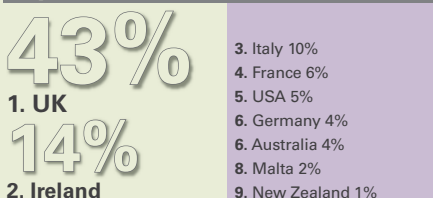
Top languages



Key points

- The total number of students placed by the 11 agencies in our survey was **2,372**
- Individual agencies placed between **nine** and **600** students on programmes each year
- Average business growth was **18.7 per cent**
- The average length of stay was **6.1 weeks**
- Overall, **54 per cent** of Spanish students stayed with host families when studying overseas
- Ireland** was the second-most popular destination, after the UK, for Spanish students
- In the last 12 months, agencies worked with a low average of **16 organisations** each

Top destinations



How do agencies find new schools to represent?



Market growth

Riding on the crest of one of Europe's fastest growing economies, the Spanish study abroad market has experienced good growth in recent years. Testimony to the health of the Spanish market is the fact that, among the 11 agencies that took part in our survey this issue, two were relative newcomers, having launched their business in the last two years. In addition, no agency reported a decline in student numbers during 2006. Eight agencies experienced an increase in enrolments of between two and 65 per cent, while a further two agencies reported static student numbers last year (one agency did not answer this question). Overall market growth averaged just under 19 per cent.

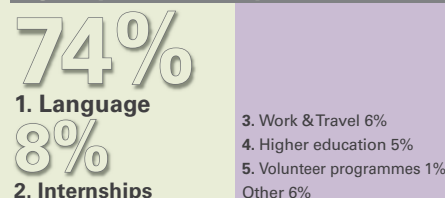
Language and destination trends

English-speaking destinations accounted for six of the top nine overseas destinations for Spanish students, and English courses were chosen by 70 per cent of agency clients. The second-most popular foreign language to learn was Italian, although its overall market share in this survey was inflated by one agency that specialised in Italian language courses in Italy. In terms of destinations, the UK topped the charts, accounting for 43 per cent of the Spanish outgoing market, followed by Ireland, whose share was down from 30 per cent in 2005 to 14 per cent in 2006 (see *Language Travel Magazine*, November 2005, pages 14-15).

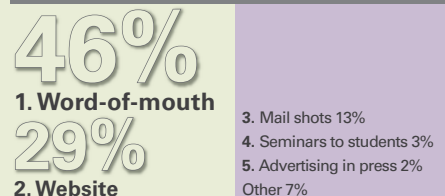
Student and course trends

The average length of stay was up from 3.3 weeks in 2005 to just over six weeks in 2006, and the main reason given for overseas language learning was for clients' future work,

Agency business by sector



How do agencies recruit students?



Economic outlook

- GDP growth in 2006 was 3.4%, over twice the euro-zone average, and is expected to better the euro average again this year. The European Commission forecasts economic growth in 2007 of 2.7% in the euro region, while Spain is expected to grow 3.4%.
- Spain's unemployment rate has fallen steadily over the years and at 8.1%, is at a low not seen since the 1970s.
- Household consumption rates have slowed partly because of the high inflation rates recorded in the first half of 2006 and the effect of interest rate rises.
- Property prices in Spain are causing concern, and a downturn in the property market could cause a negative shock to the economy.

Sources: *Economist.com*; *CIA The World Factbook*; *Banco de Espana*

according to the agencies in our survey. An equal amount of students were motivated to take a language course overseas for both their current work and for their studies at home. This year, however, none of the agencies surveyed cited onward overseas studies as being the driving force behind language learning.

Agency business

Gaining clients through referrals from previous customers remains integral to business in the Spanish market, with an estimated 46 per cent of students coming through word-of-mouth recommendations. Thirty per cent of the agencies that took part in our survey charged students a handling fee, of between €60 (US\$78) and €300 (US\$390). Language course bookings accounted for an overall average of 74 per cent of an agency's business, while internships made up a further eight per cent of bookings. Another significant niche in the Spanish market is au pair programmes, which accounted for between 10 and 30 per cent of total bookings at some agencies.

Looking ahead

There is great optimism for the future performance of the outbound study market among agencies in Spain, with most agencies forecasting individual growth of up to 40 per cent in 2007. One agency gave a slightly more cautious forecast for the year ahead, citing political and economic reasons, although they still expected business to increase. One agency noted growing interest from university students, while another highlighted adult courses in general as a growth sector.



Hand picked from the best English language schools

United Kingdom

- Anglolang Academy of English, Scarborough
- BEET Language Centre, Bournemouth
- Cambridge Academy of English
- Churchill House, Ramsgate
- Eastbourne School of English
- Eckersley Oxford
- English Language Centre, Brighton and Hove
- Excel English, London
- Frances King School of English, London
- Lake School of English, Oxford
- London School of English, London
- Wimbledon School of English, London

Ireland

- ATC Language and Travel, Bray
- Cork English College
- The Linguaviva Centre, Dublin

New Zealand

- Auckland English Academy
- Languages International, Auckland and Christchurch
- Rotorua English Language Academy (RELA)

Canada

- Access International English Language Centre, Toronto
- Modus Language Institute, Vancouver
- Vancouver English Centre

South Africa

- Interlink School of Languages, Cape Town

Malta

- Global Village English Centre

Poland

- York School, Krakow

Bosnia

- Soros School, Sarajevo

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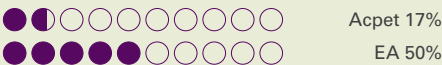
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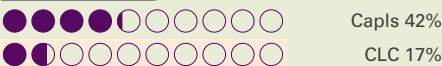
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Percentage of agents who recognised each of the following organisations

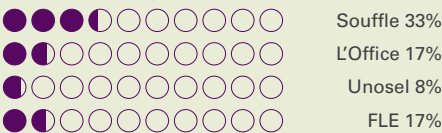
Australia



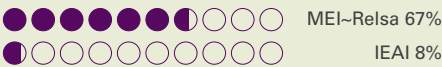
Canada



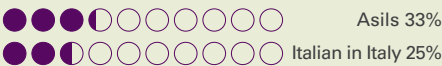
France



Ireland



Italy



Malta



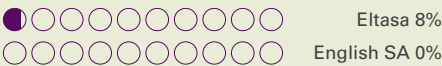
New Zealand



Portugal



South Africa



Spain



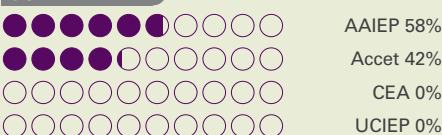
UK



Europe



USA



International



Spanish agents named a range of programmes they work with, including, in Australia: Australian College of English, various; CET University of Sydney, Sydney, NSW; Griffith University English Language Centre, Brisbane, QLD; Shafston International College, Brisbane, QLD. In France: BLS, Biarritz; Ecole PERL, Paris; Odyssea Montpellier, Montpellier. In Ireland: CES, Dublin; Cork English College, Cork; Horner School of English, Dublin; Linguaviva, Dublin. In Italy: Babington, Taormina; Machiavelli, Florence. In Malta: Linguatime, Sliema. In the UK: Beet, Bournemouth; Camden College, London; ELC, Bristol; Live Language, Glasgow; Oxford House College, Brighton; Regent, various; St Giles, Brighton; Select English, various; The New School of English, Cambridge; The London School of English, London. International: Aspect; Embassy CES; OISE.

Thank you to the following agencies for taking part in our survey: Babel Idiomas, Best Huelva, Center for Cultural Interchange SL - Get Ready, EduQuality.Net, Globus-Idiomas, Formación y Ocio, International Educational Consultants, Living Languages, OISE Madrid, SEC - Idioma y Vacaciones, Studiaitalia, The English House.