

IMMERSION

Baie-des-Chaleurs Inc.

Since the 2004 launch of Immersion Baie-des-Chaleurs (a French immersion language school in Eastern Quebec) we have *consistently paid our teachers and host families a higher salary than a majority of language schools across the country.*

WHY?

- We expect a lot from our teachers and host families in return.
- We feel a social obligation to the local community.
- *We know our students will reap the rewards.*

- * No registration fees
- * No host family placement fees
- * 6 student maximum per group

IMMERSE YOURSELF IN OUR COMMUNITY caught between the ocean and mountains in small coastal towns of the Baie-des-Chaleurs region in the Gaspé Peninsula, QUEBEC.

Begin any Monday from June 1-August 31, 2007

Agents : ask for your free 2007 calendar to distribute to your clients.
www.immersionbdc.com
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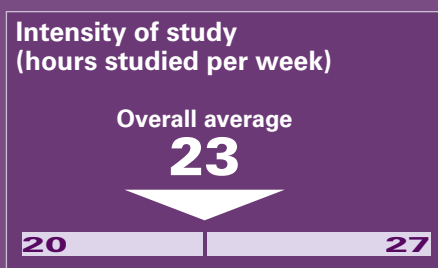
Canadian Education Centre Network
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*bringing Canadian education to the world
l'éducation canadienne sur la scène mondiale*

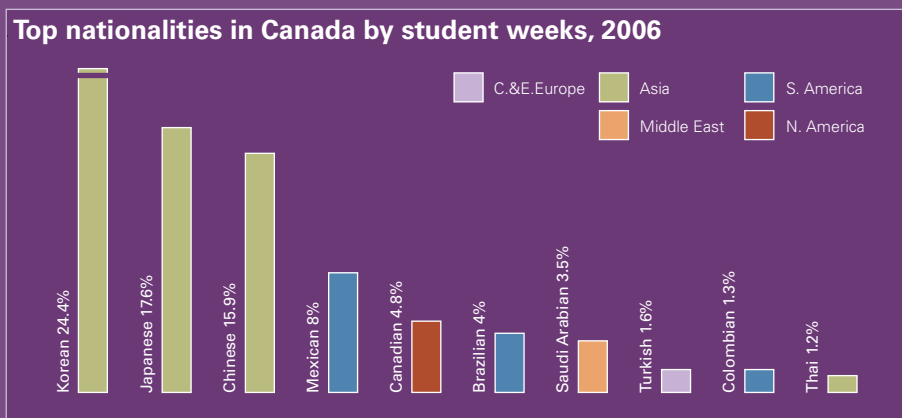
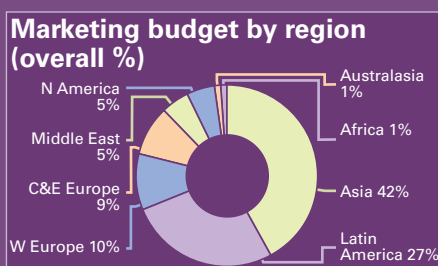
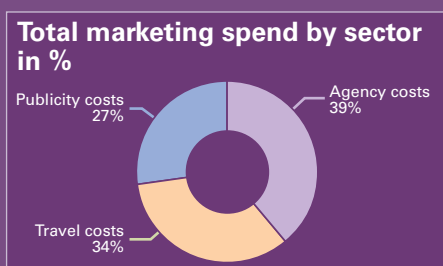
Status: Canada 2006

The Status survey gathers specific market data about all of the main language teaching markets in the world. Through this initiative, it is now possible to compare world market statistics, a summary of which will be published in the March 2008 issue.

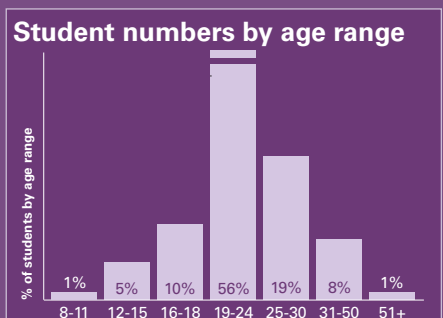
If you would like to see the complete breakdown of data, please visit www.hothousemedia.com/statuszone/lmstatus/latest.htm where this information is available. Thanks to all the schools that contribute valuable data - confidentially - to help us produce this market information.



- ### Key points
- Number of participating organisations in the Canada survey: **30**
 - Total number of students at the organisations in 2006: **38,244**
 - Total number of student weeks in 2006, estimated: **14.8**
 - Overall average length of stay in weeks: **566,011**
 - Average cost of a one-month course, excluding accomm.: **CAN\$1,143 (US\$974)**
 - Average cost of residential accommodation per week: **CAN\$134 (US\$114)**
 - Average cost of host family accommodation per week: **CAN\$247 (US\$211)**
 - Average commission paid on a language course: **19 per cent (from 0 to 25)**
 - **Two** institutions paid commission on accommodation (of 10 or 15 per cent)



- ### Observations
- The top two nationalities in Canada remained the same as last year with Korean being the most significant student nationality, followed by Japanese. Chinese moved up to third position, enforcing Asia's market share, while there were more changes at the lower end of the league table. Swiss and Spanish were replaced by Turkish, Colombian and Thai.
 - Fewer schools took part in our survey this year than last year (see LTM, April 2006, page 44) but a similar volume of students was recorded, indicating that participating schools had more students on average than last year.
 - Agency usage slipped very slightly from 56% to 53%, still the most important recruitment method overall. The average length of stay at Canadian schools changed very little too, from 14.9 to 14.8 weeks.



Thank you to the following institutions for taking part in our Status survey:
 Anonymous; Archer College, various; Aspect, Toronto and Vancouver; Camber College, Powell River, BC; Carleton University, School of Linguistics and Applied Language Studies, Ottawa, ONT; College of New Caledonia, Prince George, BC; College Platon, Montreal, QB; East Coast School of Languages, Halifax, NS; Fanshawe College, London, ONT; Global English College, Vancouver, BC; Global Village English Centres, Vancouver, BC; Grant MacEwan College, Edmonton, AB; Heartland International English School, Winnipeg, MB; ILAC, Toronto and Vancouver; King George International College, Vancouver, BC; Langara College, Vancouver, BC; The Language Exchange, Toronto, ONT; Kiosk Language Centre, Toronto, ONT; Lethbridge Community College, Lethbridge, AB; Montreal International Language Centre, Montreal, QB; Mount Royal College, Calgary, AB; Omnicom School of Languages, Toronto and Calgary; Queen's University School of English, Kingston, ONT; St Mary's University, Halifax, NS; Study Abroad Canada, Charlottetown, PEI; University of Alberta, English Language Program, Edmonton, AB; University of Calgary, Calgary, AB; University of Victoria, English Language Centre, Victoria, BC; VanWest College, Vancouver and Kelowna; Wychemna Language and Learning Centre, Calgary, AB; Zoni Pacific-Global Language Centre, Vancouver, BC.

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**