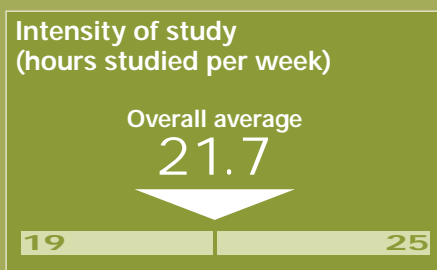
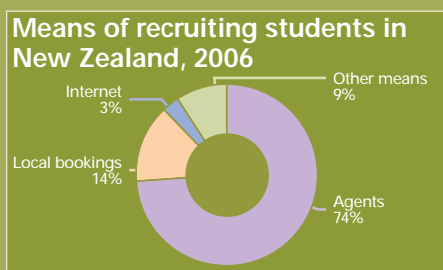


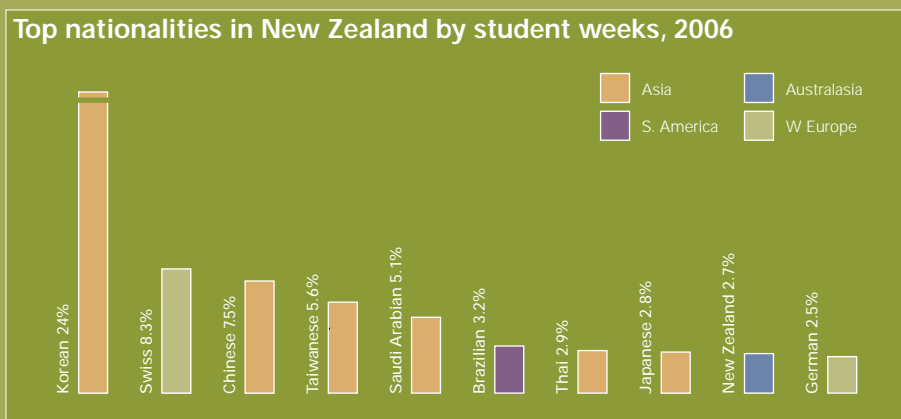
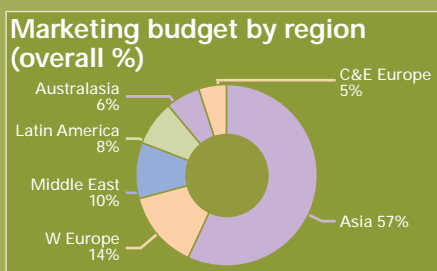
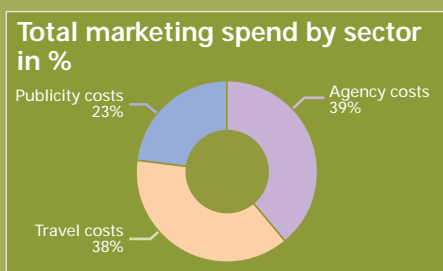
Status: New Zealand 2006

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.

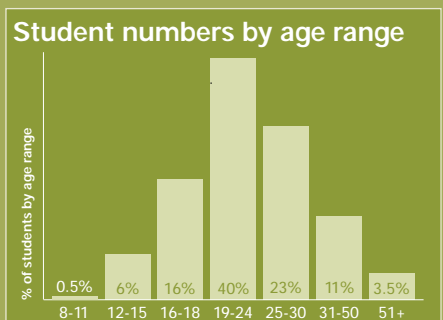
If you would like to see the complete breakdown of data, please visit www.hothousemedia.com/statuszone/ltmstatus/latest.htm where this information is available. Thanks to all the schools that contribute valuable data - confidentially - to help us produce this market information.



- ### Key points
- Number of participating organisations in the New Zealand survey: **13**
 - Total number of students at the organisations in 2006: **8,220**
 - Total number of student weeks in 2006, estimated: **77,268**
 - Overall average length of stay in weeks: **9.4**
 - Average cost of a one-month course, excluding accommodation: **NZ\$1,366 (US\$1,025)**
 - Average cost of residential accommodation per week: **NZ\$149 (US\$112)**
 - Average cost of host family accommodation per week: **NZ\$197 (US\$148)**
 - Average commission paid on a language course: **20.7 per cent** (from 20 to 25)
 - **No** institutions paid commission on accommodation
- *For currency conversion rate, see page 7.*



- ### Observations
- Despite almost the same amount of schools participating this year as last year – 13 compared with 12 – student numbers almost doubled in quantity. However, average length of stay dipped slightly from 10.3 to 9.4 weeks.
 - Agencies continue to be a valued resource in the NZ marketplace, accounting for 74 per cent of all student bookings, up four per centage points on last year. Meanwhile, Internet bookings dropped a little from eight per cent to three per cent and local bookings increased by four per cent to 10 per cent.
 - There was a slight reshuffle among the top nationalities in 2006, with Japanese, the top nationality in 2005, dropping to eighth place. Koreans secured the top spot, experiencing a 3.2 percentage point increase in student numbers, and Brazilian students featured for the first time.



Thank you to the following institutions for taking part in our Status survey: AIS St Helens, Auckland; Aspect NZ, Auckland and Christchurch; Buckswood St Nova Institute, Auckland; Cathedral Academy, Napier; Coromandel Outdoor Language Centre, Whitianga; English Voyage Academy, Whitianga and Thames; Garden City English School, Christchurch; Geos Christchurch, Christchurch; Language Schools New Zealand, Queens-town and Christchurch; Mount Maunganui Language Centre, Mount Maunganui; Rotorua English Language Academy, Rotorua; Seafield School of English, Christchurch.

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:
UK**