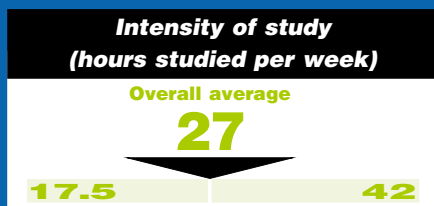
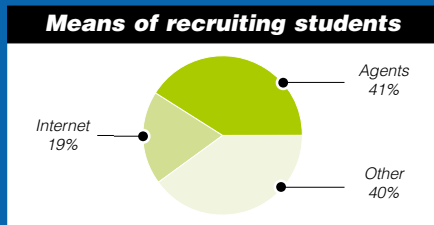


Status: Germany 2000

The Status survey gathers market data from language teaching institutions in a variety of countries and produces comparable world market statistics. It is a joint venture from *Language Travel Magazine* and the Association of Language Travel Organisations (Alto).

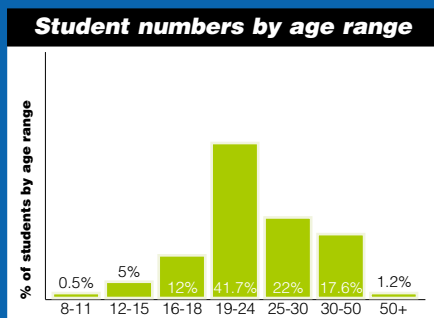
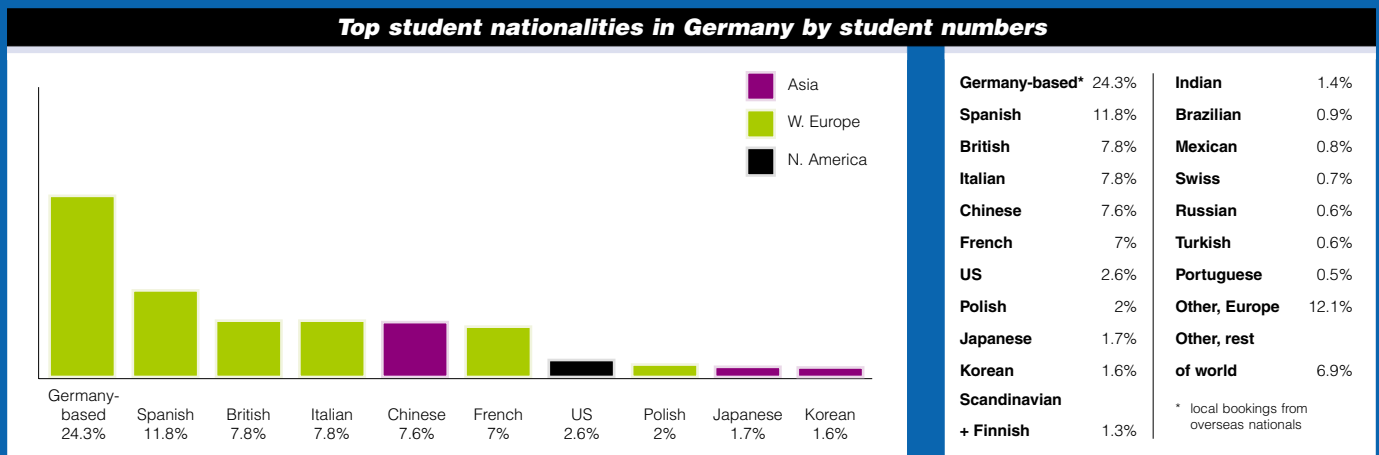
The complete breakdown of all the results - such as marketing spend per region and marketing budget analysis - is available at our website for agents and all the schools that complete, or intend to complete, our Status questionnaire when they receive it. To receive the address, please send an email to mail@hothousemedia.com quoting "Status survey address" in the subject head.



Key points

- No. of survey respondents in Germany: **7**
- Total no. of students in 2000: **10,433**
- Total no. of student weeks in 2000, estimated: **73,031**
- Overall average length of stay: **7 weeks**
- Average cost of a one-month course, excluding accommodation: **DM999 (US\$465)***
- Average cost of residential accommodation per week: **DM230 (US\$107)***
- Average cost of host family accommodation per week: **DM436 (US\$202)***
- Average commission paid to agents on a language course: **17 per cent**

*For currency conversion rate, see page 6.



Thanks to the following schools for taking part in our first Status survey project:

Akademie Klausenhof, Hamminkeln; Anglo-German Institute, Stuttgart; did deutsch-institut, various;

Die Neue Schule, Berlin; IH Freiburg, Freiburg in Breisgau; Sprachinstitut Treffpunkt, Bamberg; Tandem, Berlin.

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:
USA