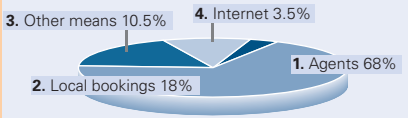


Status: New Zealand 2004

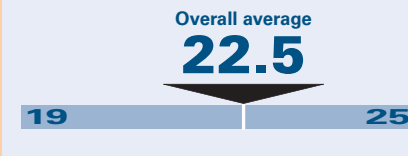
The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.

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.

Means of recruiting students in New Zealand, 2004



Intensity of study (hours studied per week)

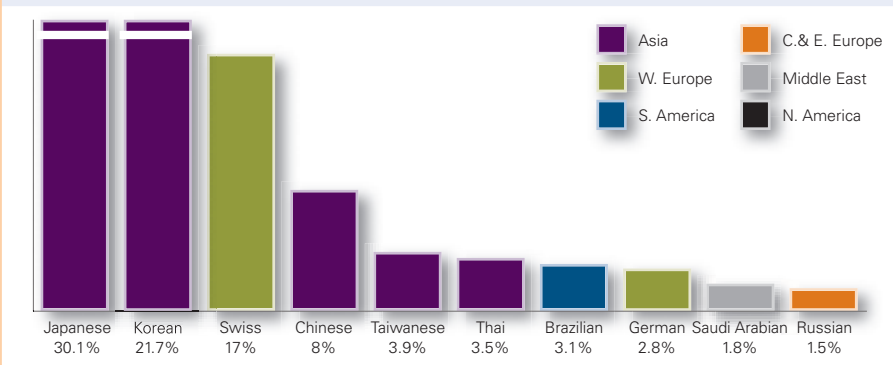


Key points

- Number of participating organisations in the New Zealand survey: **12**
- Total number of students at the organisations in 2004: **6,565**
- Total number of student weeks in 2004, estimated: **49,894**
- Overall average length of stay in weeks: **8.4**
- Average cost of a one-month course, excluding accommodation: **NZ\$1,268 (US\$884)**
- Average cost of residential accommodation per week: **NZ\$160 (US\$111)**
- Average cost of host family accommodation per week: **NZ\$194 (US\$135)**
- Average commission paid on a language course: **20 per cent (from 20 to 30)**
- **Two** institutions paid commission on accommodation (**of between 10 and 20 per cent**)

*For currency conversion rate, see page 7.

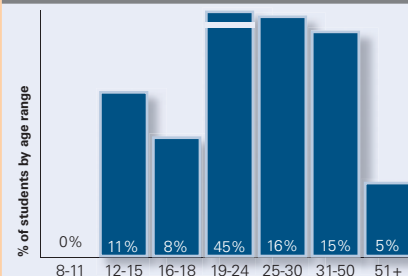
Top nationalities in New Zealand by student weeks, 2004



Observations

- Comparing these results with those of last year (see LTM, Dec 2005, page 40), there are some changes and some continuing trends. The average length of stay is one noticeable change, down from 12.4 weeks to 8.4 this year.
- In terms of nationalities present at NZ schools, Chinese students were no longer number-one nationality in 2004, as has been documented. Swiss students were more populous and Germans were in the top 10 for the first time. Other patterns were constant.
- The importance of agents remains high, year on year, with 68% of students recruited via agents, up from 65%. Internet recruitment remains low.
- Price-wise, there was little change or lower prices than in 2004's survey.
- There were more students this year in the 31+ age ranges.

Student numbers by age range



Thank you to the following institutions for taking part in our Status survey:

Christchurch College of English, Christchurch; Dominion English Schools, Auckland and Christchurch; Garden City English School, Christchurch; Lakes District Language School, Queenstown; Languages International, Auckland; Linguis International Institute of Language & Culture, Christchurch; Mount Maunganui Language Centre, Mount Maunganui; Rotorua English Language Academy, Rotorua; South Canterbury School of English Language, Timaru; Southern Lakes English College, Queenstown; Taupo Language & Outdoor Education Centre, Taupo; Worldwide School of English, Auckland.

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:
Malta**