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Language Travel Magazine Star Awards

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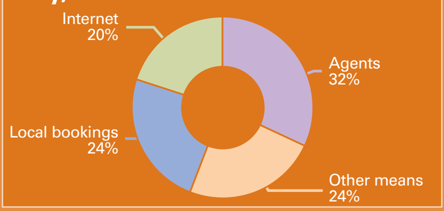
+44 20 7440 4020

Status: Italy 2006

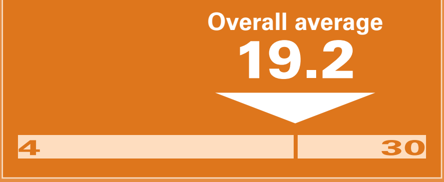
The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.

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 Italy, 2006



Intensity of study (hours studied per week)

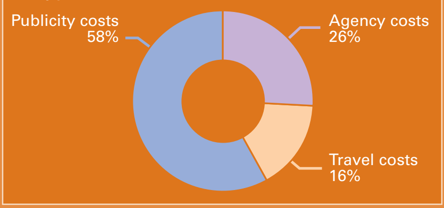


Key points

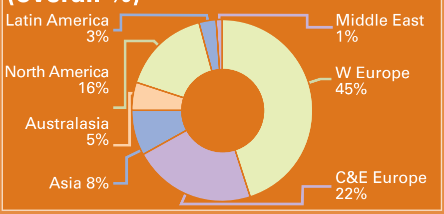
- Number of participating organisations in the Italy survey: **14**
- Total number of students at the organisations in 2006: **5,465**
- Total number of student weeks in 2006, estimated: **13,116**
- Overall average length of stay in weeks: **2.4**
- Average cost of a one-month course, excluding accommodation: **€667 (US$937)**
- Average cost of residential accommodation per week: **€176 (US$247)**
- Average cost of host family accommodation per week: **€223 (US$313)**
- Average commission paid on a language course: **21 per cent (from 15 to 30)**
- **Two** institutions paid commission on accommodation (averaging 7.5 per cent)

*For currency conversion rate, see page 7.

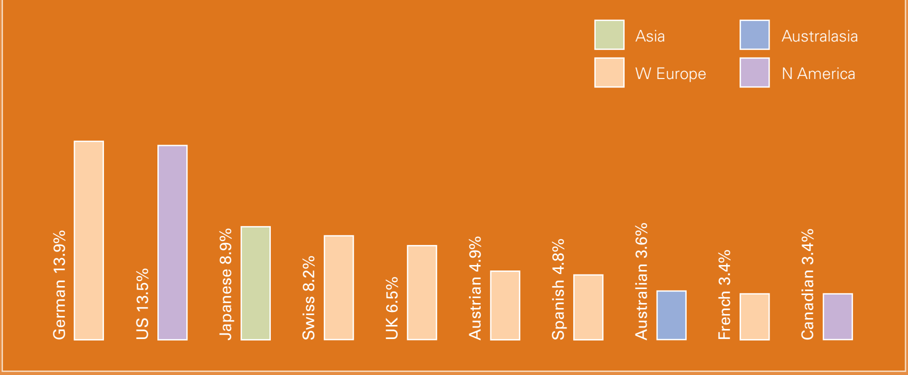
Total marketing spend by sector in %



Marketing budget by region (overall %)



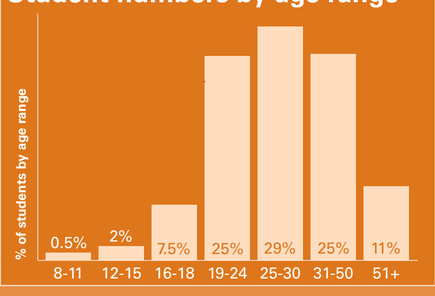
Top nationalities in Italy by student weeks, 2006



Observations

- German students are still the most numerous, accounting for 13.9 per cent of the nationality mix. However, the US closed the gap considerably this year, with a 13.5 per cent share of the market, up from 5.7 per cent previously. Western Europe continued to account for almost half of all student bookings in Italy.
- Local bookings as a means of recruiting new students represented 24 per cent of bookings; a 15 per cent increase on last year. Enrolments via the Internet slowed, seven percentage points down, and agent usage held steady, making up 32 per cent of bookings.
- Average length of stay dipped very slightly from 2.8 weeks (see LTM, November 2006, page 74) to 2.4 weeks this year.
- Course costs had risen on average by US$187 in comparable dollar terms.

Student numbers by age range



Thank you to the following institutions for taking part in our Status survey:
Accademia del Giglio, Florence; Corsi di Lingue Varese, Varese and Gallarate; Eurocentres, Florence; Il Sillabo, San Giovanni Valdarno; Interlingue School of Languages, Rome; Institute Galilei, Florence; Istituto il David, Florence; Koine Centre, Florence, Lucca, Cortona, Elba Island, Bologna; Laboratorio Linguistico – Scuola di Lingua Italiana, Milazzo; Lingua It, Verona; Centro di Lingua e Cultura Italiana, Livorno; Orbitlingua, Orbetello; Piccola Università Italiana, Tropea; Studioitalia, Rome.

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