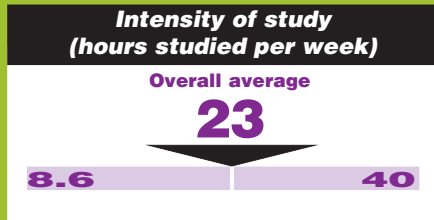
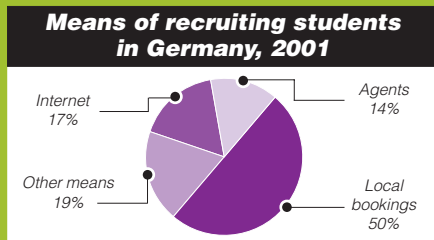


Status: Germany 2001

The Status survey is a venture by *Language Travel Magazine*, in collaboration with the Association of Language Travel Organisations (Alto), which gathers specific market data about all of the main language teaching markets in the world. It is now possible to compare world market statistics.

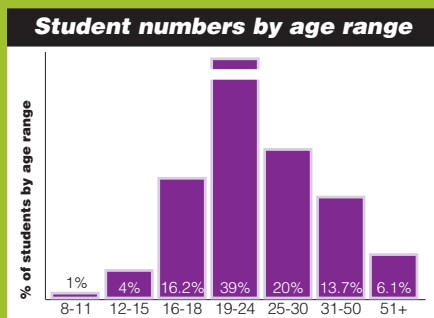
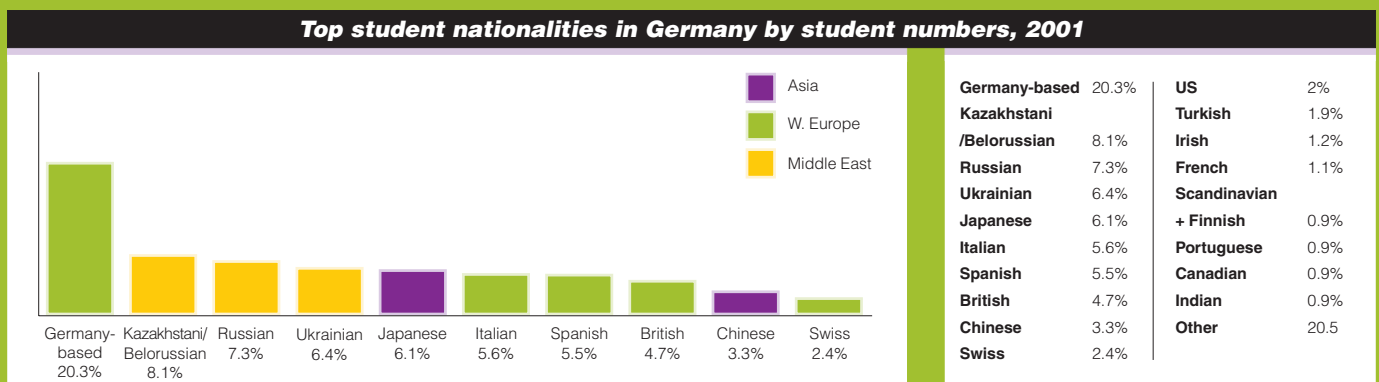
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading. We will then forward the web address to you.



Key points

- No. of participating organisations in the German survey: **8**
- Total no. of students in 2001: **16,282**
- Total no. of student weeks in 2001, estimated: **122,115 weeks**
- Overall average length of stay: **7.5 weeks**
- Average cost of a one-month course, excluding accommodation: **€1,188** (US\$1,184)
- Average cost of residential accommodation per week: **€102** (US\$102)
- Average cost of host family accommodation per week: **€193** (US\$192)
- Average commission paid on a language course: **15.7 per cent** (from 10 to 20)
- **No** institution paid commission on accommodation

*For currency conversion rate, see page 4.



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

Anglo German Institute, Stuttgart; Die Neue Schule, Berlin; Horizonte, Regensburg; IB Sprachinstitut Rostock, Rostock; Inlingua Munich, Munich; Institut für Ganzheitliches Lernen (IGeL), Regensburg; ISK München, Munich; Language Institute Treffpunkt, Bamberg.

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