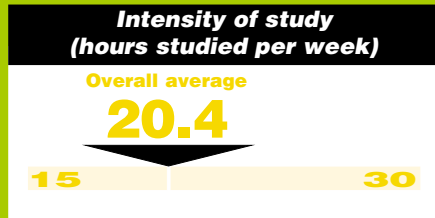
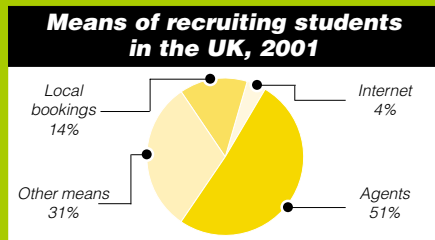


Status: UK 2001

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. For the first time, it is possible to compare world market statistics.

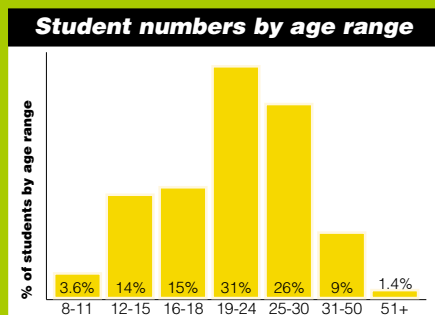
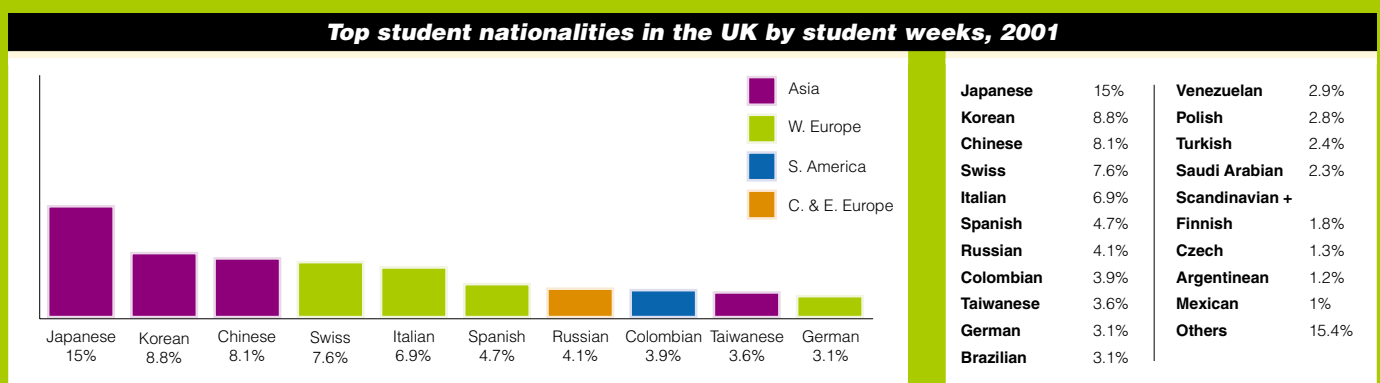
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading.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



Key points

- No. of survey respondents in the UK: **23**
- Total no. of students in 2001: **55,493**
- Total no. of student weeks in 2001, estimated: **438,395 weeks**
- Overall average length of stay: **7.9 weeks**
- Average cost of a one-month course, excluding accommodation: **£716 (US\$1,042)**
- Average cost of residential accommodation per week: **£125 (US\$182)**
- Average cost of host family accommodation per week: **£97 (US\$141)**
- Average commission paid on a language course: **18.7 per cent (from 15 to 30)**
- **Three** institutions paid commission on accommodation, from **2 to 20 per cent**

*For currency conversion rate, see page 4.



Thank you to the following schools for taking part in our Status survey:
 Aspect ILA, various; Anglolang Academy of English, Scarborough; Anglo European School of English, Bournemouth; Avalon School of English, London; Bell, various; Bracknell & Wokingham College, Wokingham; Embassy CES, various; ELT Banbury, Oxford; Evendine College, London; Harrow House International, Swanage; Hilderstone College, Broadstairs; Hove School of English, Hove; Lake School of English, Oxford; Lines, various; Lydbury English Centre, Lydbury; Oxford Brookes University ICELS, Oxford; Personal English Tutors, Oxford; Regent Language Training, various; RLI Language Services, London; Salisbury School of English, Salisbury; Scanbrit School of English, Bournemouth; Shane Global Village, various; Skola Group of Schools, London.

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: New Zealand