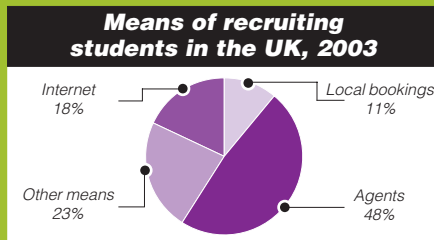


# Status: UK 2003

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.

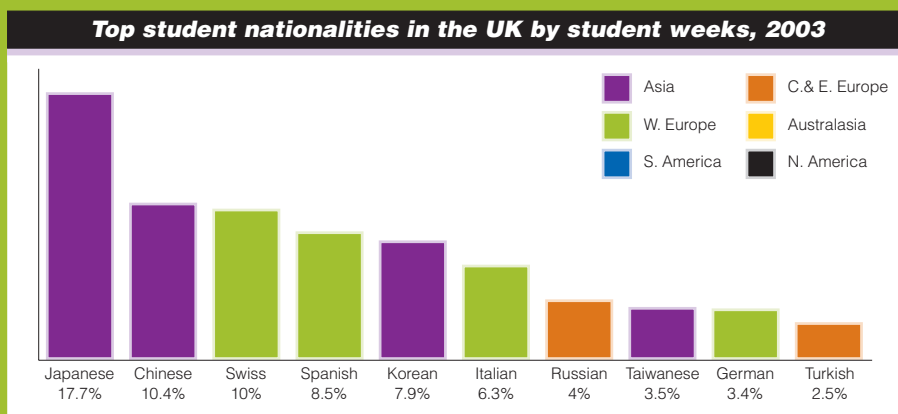
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading.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



### Key points

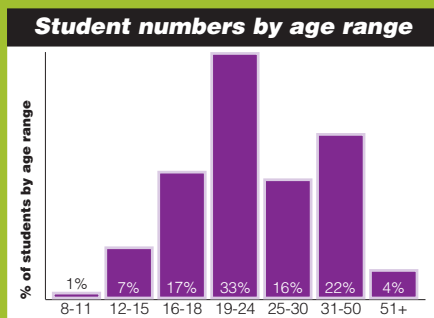
- No. of participating organisations in the UK survey: **16**
- Total no. of students in 2003 at 15 organisations: **12,619**
- Total no. of student weeks in 2003, estimated: **128,714**
- Overall average length of stay in weeks: **10.2**
- Average cost of a one-month course, excluding accommodation: **UK£809 (US\$1,434)**
- Average cost of residential accommodation per week: **UK£151 (US\$268)**
- Average cost of host family accommodation per week: **UK£130 (US\$230)**
- Average commission paid on a language course: **20 per cent** (from 10 to 20 per cent)
- **No** institution paid commission on accommodation

\*For currency conversion rate, see page 6.



### Observations

- The breakdown of student nationalities making up the largest student majorities remains similar to last year, with Japanese, Chinese, Korean, Italian, Spanish and Swiss students all in the top six. However, Chinese students gained one position to be in no.2 place this year after Japanese, which remains the biggest single nationality.
- Agent usage remains steady at 48%, but Internet bookings appear to have risen at the expense of local bookings, which made up 23% of bookings last year and just 11% this year.
- The average length of stay, at 10.2 weeks, is similar to the 9.2 weeks reported last year (see LTM, July 2003, page 40). Meanwhile, the cost of accommodation and tuition programmes have increased slightly on last year, from UK£729 to UK£809 for a one-month course, for example.



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

Accent Multilingual Services, St Peter Port, Guernsey; Angloscene Languages Ltd, Rye; Bournemouth Teaching Service, Bournemouth; Capital School of English, Bournemouth; Chichester College, Chichester; Crawley College, Crawley; ELT Banbury, Banbury; Internexus, London; LETS, Ipswich; The London School of English, London; Lydbury English Centre, Lydbury; Norwich Institute for Language Education, Norwich; Park Lane College, Leeds; Our World English Schools, various; Regent Language Training, various; St Clare's, Oxford.

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: Spain**