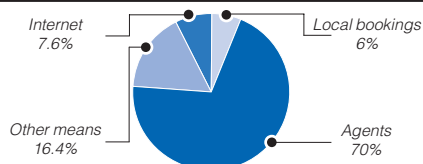


# Status: Ireland 2003

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.

## Means of recruiting students in Ireland, 2003



## Intensity of study (hours studied per week)

Overall average

20

15

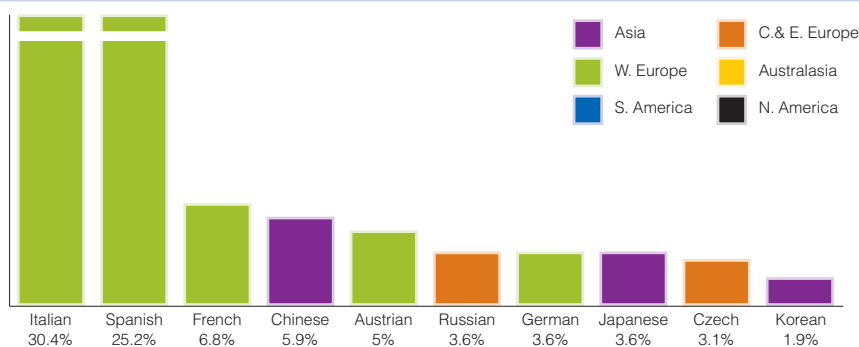
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## Key points

- No. of participating organisations in the Irish survey: **7**
- Total no. of students in 2003: **11,700**
- Total no. of student weeks in 2003, estimated: **58,500**
- Overall average length of stay in weeks: **5**
- Average cost of a one-month course, excluding accommodation: **€788 (US\$970)**
- Average cost of residential accommodation per week: **€147 (US\$181)**
- Average cost of host family accommodation per week: **€155 (US\$191)**
- Average commission paid on a language course: **21 per cent** (from 15 to 25)
- **One** institution paid commission on accommodation (of 15 per cent)

\*For currency conversion rate, see page 4.

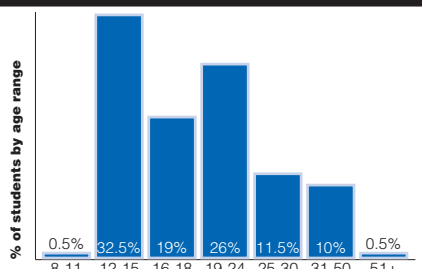
## Top student nationalities in Ireland by student weeks, 2003



## Observations

- Italy and Spain continue to be the most important student providers for Irish language schools, although the percentage of students from Japan slipped from third to joint-sixth position this year, down to 3.6% from 10.4% (see LTM, April 2003, page 48).
- The average cost of a one-month course, at €788, was slightly up on the €708 recorded in our previous survey. The cost in US\$ has increased, testifying to the strength of the euro. This €788 figure excludes the high one-to-one tuition price quoted by one school.
- Chinese students figure in the top 10 nationalities this year, while Korean students have dropped from fifth to tenth position.
- Agent usage has doubled from 34% to 70%, according to our results, although different survey participants might also explain this rise.

## Student numbers by age range



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

Alpha College of English, Dublin; Aspect ILA, Dublin; ATC Language Travel, Bray; Berlitz Language Centre, Dun Laoghaire; International House, Dublin; ISI Ireland, Dublin, The Slaney Language Centre, Wexford.

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:**  
**Australia**