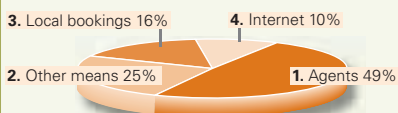


Status: Ireland 2004

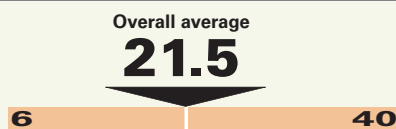
The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.

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

Means of recruiting students in Ireland, 2004



Intensity of study (hours studied per week)

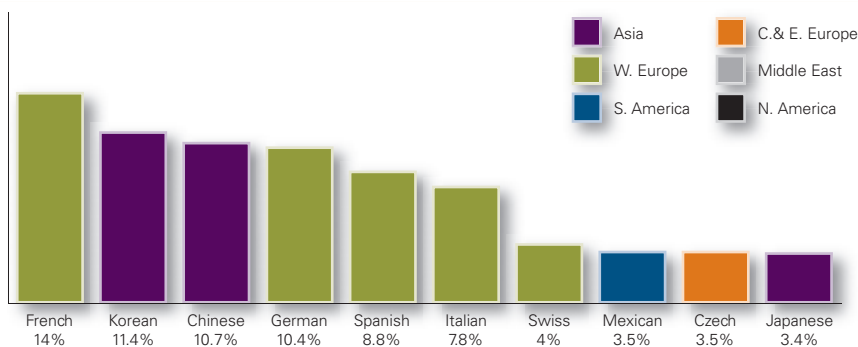


Key points

- No. of participating organisations in the Irish survey: **10**
- Total no. of students at the organisations in 2004: **7,885**
- Total no. of student weeks in 2004, estimated: **24,444**
- Overall average length of stay in weeks: **3.1**
- Average cost of a one-month course, excluding accommodation: **€845 (US\$1,130)**
- Average cost of residential accommodation per week: **€161 (US\$215)**
- Average cost of host family accommodation per week: **€188 (US\$251)**
- Average commission paid on a language course: **20 per cent** (from 13 to 25)
- Two** institutions paid commission on accommodation (one at 15 per cent, other unspecified)

*For currency conversion rate, see page 7.

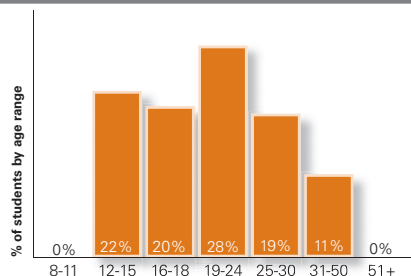
Top student nationalities in Ireland by student weeks, 2004



Observations

- The proportion of bookings that came via agencies was down from the 70 per cent recorded last year to 49 per cent.
- The average length of stay has dropped to 3.1 weeks from 5 weeks, with many schools indicating a two-week average stay.
- There were some changes in the top nationalities, with French overtaking Italian as the number-one nationality, while Italians were much farther down the table this year. Mexicans made their first appearance in the top 10 and Koreans have risen in prominence, to be the second largest nationality.
- Age ranges of students were more evenly spread this year, although there were no students at either end of the age spectrum.
- The typical cost of tuition is up by US\$150 – some schools offered individual tuition only and so their prices were not included in the final average.

Student numbers by age range



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

Active English, Lucan; Aspect College, Dublin; Berlitz Language Centre, Dun Laoghaire; Bluefeather School, Dublin; Centre of English Studies, Dublin; Corporate English Ireland, Naas, Co Kildare; Dromore Summer School, Limerick; English in Tipperary, Rosecrea; Killarney School of English, Killarney; 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:
UK**