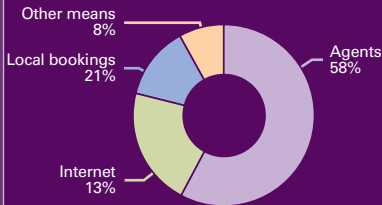
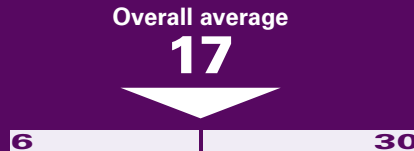


Ireland 2008

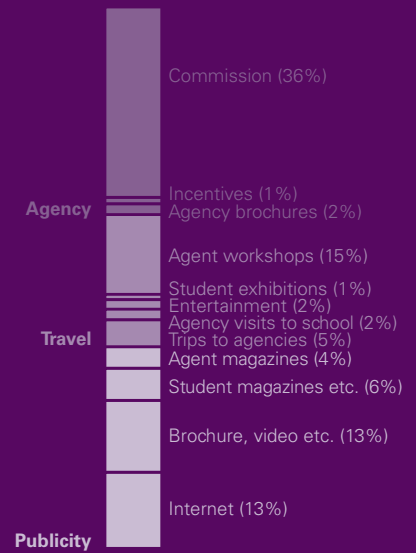
Means of recruiting students in Ireland, 2008



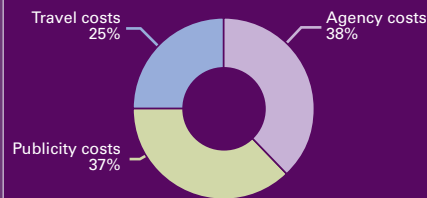
Intensity of study (hours studied per week)



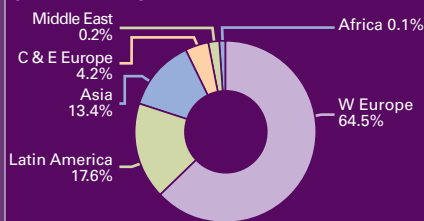
Marketing spend by category (from a selection of schools)



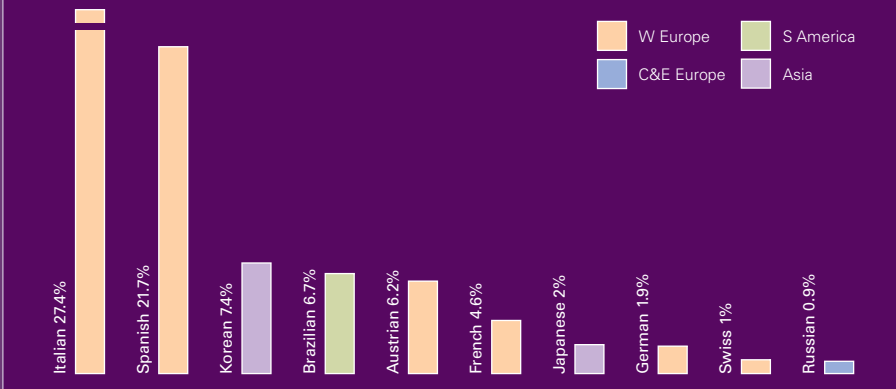
Total marketing spend by sector in %



Marketing budget by region (overall %)



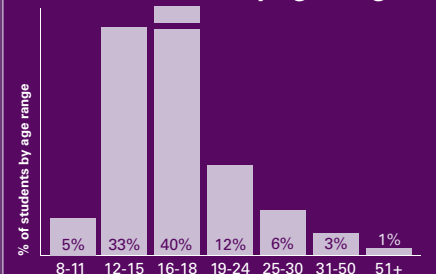
Top nationalities in Ireland by student weeks, 2008



Key points

- Number of participating organisations in the Ireland survey: **nine**
- Total number of students at the organisations in 2008: **17,389**
- Total number of student weeks in 2008, estimated: **105,377**
- Overall average length of stay in weeks: **6.6**
- Average cost of a one-month course, excluding accommodation: **€1,041 (US\$1,407)**
- Average cost of residential accommodation per week: **€205 (US\$277)**
- Average cost of host family accommodation per week: **€204 (US\$276)**
- Average commission paid on a language course: **22 per cent**
- None of the institutions profiled paid commission on accommodation

Student numbers by age range



Observations

- There were fewer schools taking part in our survey this year but in fact there was a slightly higher number of students represented. The different, and slightly smaller, cross-section of respondents might explain the reason for agency usage dropping from 74 per cent to 58 per cent this year (see LTM, April 2008, page 53).
- Korean students have increased in number among the overall student mix in Ireland, now in third position up from sixth position. Italian and Spanish

remain the largest two nationalities in Ireland, and this year there are also more Brazilians: up from seventh position to fourth position.

- There was a much higher proportion of teen-aged students studying in Ireland in this recent survey – 73 per cent of students were aged between 12 and 18, up from just 35 per cent previously.
- The average cost of four weeks' tuition had actually dropped slightly from €1,340 to €1,041.

Thank you to the following institutions for taking part in our Status survey: Aisling Ireland, Dublin; International Study Centre, Dublin; English Language Centre, Galway, ATC Language and Travel, Bray; Active English, Lucan; Centre of English Studies, Dublin; London College, Dublin; The Slaney Language Centre, Ferrycarrig; Yeats Language School, Sligo.

If you would like to see the complete breakdown of data, please visit www.hothousemedia.com/statuszone/ltmstatus/latest.htm where this information is available. Thanks to all the schools that contribute valuable data – confidentially – to help us produce this market information.

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.

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