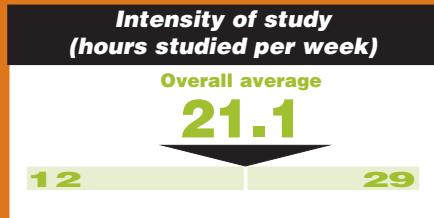
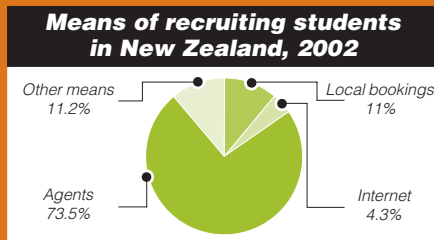


# Status: New Zealand 2002

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. It is now possible to compare world market statistics.

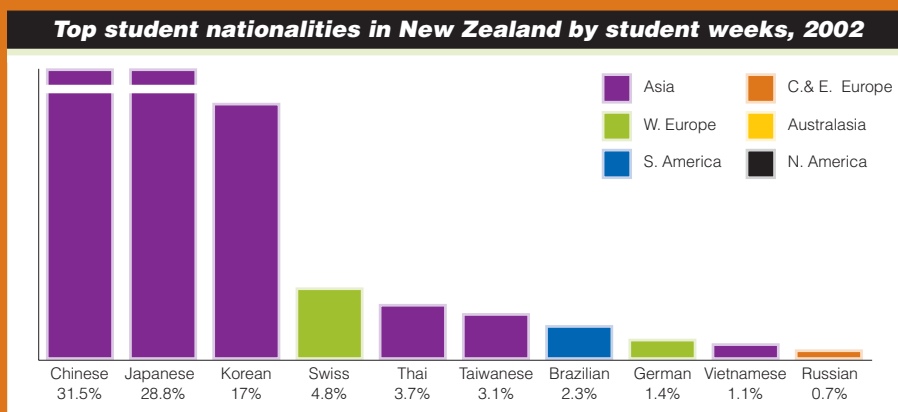
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading.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



### Key points

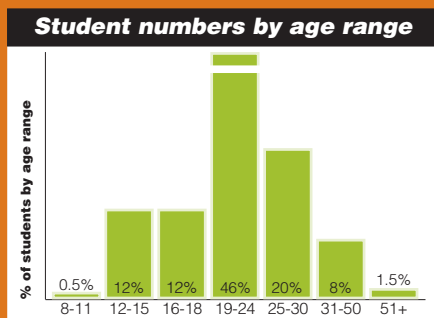
- No. of participating organisations in the NZ survey: **16**
- Total no. of students at in 2002: **15,954**
- Total no. of student weeks in 2002, estimated: **173,899 weeks**
- Overall average length of stay: **10.9 weeks**
- Average cost of a one-month course, excluding accommodation: **NZ\$1216 (US\$694)**
- Average cost of residential accommodation per week: **NZ\$154 (US\$88)**
- Average cost of host family accommodation per week: **NZ\$190 (US\$108)**
- Average commission paid on a language course: **20 per cent** (from 20 to 22.5)
- **One** institution paid commission on accommodation (of 20 per cent)

\*For currency conversion rate, see page 4.



### Observations

- The average length of stay for students in New Zealand decreased in 2002, at 10.9 weeks, compared with the results from our Status survey in 2001, when this figure was 17 weeks.
- A similar no. of institutions took part in the 2001 and 2002 survey and total student numbers taught both years were similar, in the 15,000 to 16,000 range.
- Prices have increased since 2001 for tuition and accommodation, rising by between 20 and 30 per cent in US\$ across the board.
- A different range of schools responded to our survey this year, but agent usage as a recruitment method was more important, accounting for 73.5 per cent of clients, compared with 61 per cent.
- The top student nationalities in New Zealand showed little change on the trends presented in 2001.



**Thank you to the following institutions for taking part in our Status survey:**  
 AUY International House, Auckland; Aspiring Language Institute, Christchurch; Christchurch College of English, Christchurch; Dominion English Schools, Auckland; Dynaspeak English, Auckland; International English Institute, Christchurch; Lakes District Language School, Queenstown; Languages International, Auckland; Language Schools New Zealand, various; New Zealand Institute of International Understanding, Auckland; Rotorua English Language Academy, Rotorua; Seafield School of English, Christchurch; South Canterbury School of English Language, Timaru; University of Waikato Language Institute, Hamilton; Worldwide School of English, Auckland.

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: USA**