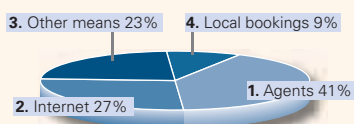


Status: Italy 2004

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, 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 Italy, 2004



Intensity of study (hours studied per week)

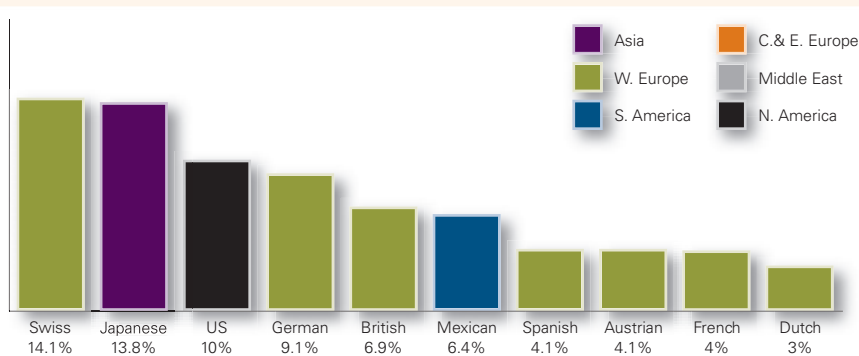


Key points

- Number of participating organisations in the Italy survey: **15**
- Total number of students at the organisations in 2004: **8,494**
- Total number of student weeks in 2004, estimated: **61,157**
- Overall average length of stay in weeks: **7.2**
- Average cost of a one-month course, excluding accommodation: **€578 (US\$720)**
- Average cost of residential accommodation per week: **€173 (US\$215)**
- Average cost of host family accommodation per week: **€178 (US\$222)**
- Average commission paid on a language course: **20 per cent** (from 15 to 25)
- **One** institution paid commission on accommodation (of 5 per cent)

*For currency conversion rate, see page 7.

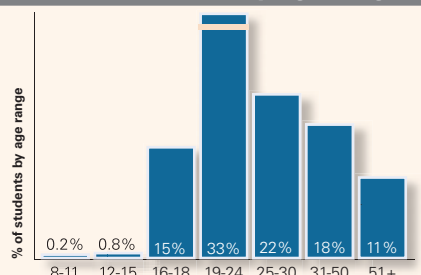
Top student nationalities in Italy by student weeks, 2004



Observations

- There were 15 school participants in our Status survey this year compared with nine last year. Some trends remained unchanged, such as trends in intake according to age. However, those students using an agent dropped from 48% last year to 41% this year. Local bookings also declined and the Internet made up the shortfall, now accounting for 27% of bookings.
- The cost of tuition and accommodation had not altered much year on year although the US\$ value had increased. Residential accommodation had changed the most in price, up from €137 to €173.
- The Swiss were top of the pile this year, while they did not figure last year. Koreans were missing from the mix this year, while Japan and the US remained important.
- The average length of stay was up to 7.2 weeks from 4.2 weeks last year.

Student numbers by age range



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

Accademia del Giglio, Florence; British Institute (Lingua Nova), Livorno; Cultura Italiana, Bologna; Dilit - International House, Rome; Eurocentres, Florence; Istituto Il David, Florence; Istituto Venezia, Venice; Koinè Center, various; Laboratorio Linguistico - Scuola di Lingua e Cultura Italiana, Milazzo (Sicily); Lingua It, Verona; Omnilingua, San Remo; Romanica - Accademia Italiana di Lingua e Cultura, Modena; Il Sillabo, Arezzo; Sorrento Lingue, Sorrento; Studioitalia, Rome.

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:
New Zealand**