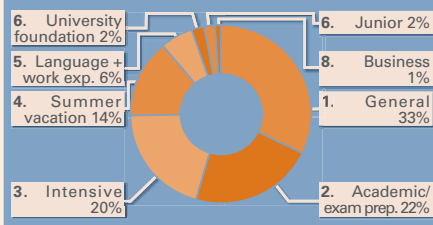


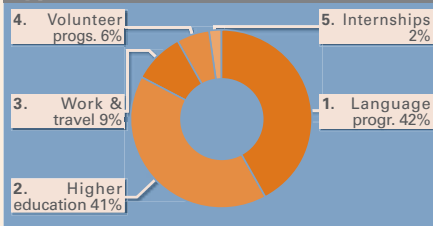
# Thailand plays safe

Further education remains the primary focus for Thai students in this month's agency survey on Thailand, but the country's economy is still giving cause for concern.

## Most popular courses



## Types of courses

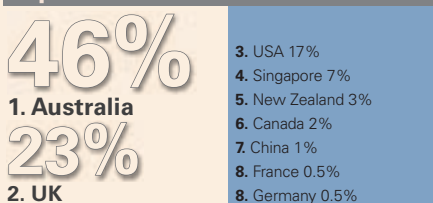


## Economic overview

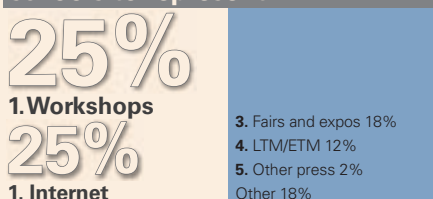
- Thailand's economy is still on track to grow by four per cent this year despite a sudden slowdown in exports. The government remains confident, however, that a decline in exports will not impact the GDP growth.
- Southeast Asia's second-biggest economy expanded by 4.4 per cent in the second quarter of 2007 and consumer prices rose 1.1 per cent on the previous year in August, the slowest pace since September 2002.
- Meanwhile, the Thai baht traded at a 10-year high in July but later weakened following a slump in the stock market and the introduction of new measures aimed at weakening the rapidly growing currency.

Sources: Bloomberg and Forbes

## Top destinations



## How do agencies find new schools to represent?



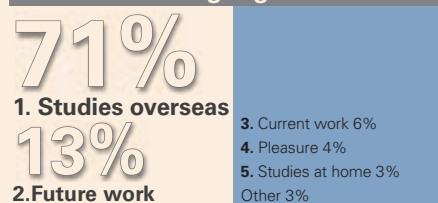
## Market growth

Average business growth among the agencies taking part in this year's Agency Survey on Thailand was just four per cent this year, a decrease on 2006's result when growth reached eight per cent (see *Language Travel Magazine*, September 2006, pages 14-15). Feedback regarding business growth was mixed and of the eight respondents that took part, three reported a 10-to-20 per cent business increase, three agents noted that numbers were unchanged and one agent recorded a 20 per cent slump in business (one agent did not respond to the question). Economic and environmental factors were cited as having a negative affect on the market. One agent noted that increased competition had also contributed to a decline in numbers.

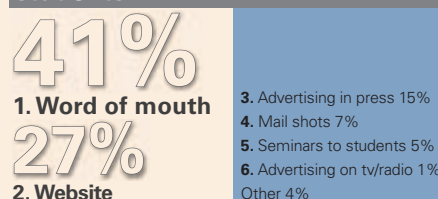
## Language and destination trends

There was a slight drop in the number of Thai students requesting English language courses this year, although English is still the most popular choice among agency clientele, amassing a respectable 95 per cent share of the market. Interestingly, several agencies dealt with clients wanting to study Chinese (three per cent) and a small percentage of students were said to be interested in other European languages including Spanish, French and German. Unsurprisingly, the top three language destinations remain unchanged. Australia increased its lead by 19 percentage points – attracting 46 per cent of students this year, compared to 27 per cent last year – and the UK and the USA, joint second in 2006, achieved 23 per cent and 17 per cent respectively this year. Meanwhile, Singapore accounted for seven per cent of the market and New Zealand, a popular English-speaking destination in 2006, slipped into fifth place, achieving just three per cent of the market.

## Reasons for language travel



## How do agencies recruit students?



## Key points

- The total number of students placed by the **eight** agencies in our survey was **1,021**
- Individual agencies placed between **five and 470 students** on courses per year
- Average business growth was **3.6 per cent** in the last 12 months
- The average length of stay for Thai students was **17 weeks**
- Overall, **72 per cent** of Thai students stayed in host family accommodation when studying overseas
- Australia** was the most popular destination for Thai students, followed by the UK and the USA
- On average, agencies worked with **108 schools** in the last 12 months

## Student and course trends

Over 70 per cent of Thai students took a language course in preparation for their further studies overseas. The importance of English language skills in the work place is still apparent, however, with 19 per cent of students studying for future or current work purposes. General language courses attracted 32 per cent of agency clientele this year, but intensive courses lessened hugely in popularity, achieving just 20 per cent compared with 40 per cent previously. Academic focused courses still appear to be big business for Thai agents though, with 22 per cent of students booking these types of programmes.

## Agency business

Language learning – accounting for 42 per cent of business – and higher education – accruing 41 per cent – provided the bulk of agency dealings, proving again the importance of tertiary education for Thai students. However, a further nine per cent were interested in work and study abroad programmes, revealing a willingness to combine language studies with work experience. When agents were sourcing new school partners to work with, 25 per cent found new business on the Internet and a further 25 per cent through workshops – up 14 and eight percentage points respectively on last year. Elsewhere, 27 per cent of new student clientele stemmed from an agency website, up from 15 per cent last year, and press advertising achieved 15 per cent this year, up from 10 per cent. However, referrals still attract many students, polling at 41 per cent, down 12 percentage points on last year.

## Looking ahead

Thai agents believe competition will intensify over the next year, and with the economy still in recovery, most predict a static 2008.



# Hand picked from the best English language schools

## United Kingdom

- Anglolang Academy of English, Scarborough
- BEET Language Centre, Bournemouth
- Cambridge Academy of English
- Churchill House, Ramsgate
- Eastbourne School of English
- Eckersley Oxford
- English Language Centre, Brighton and Hove
- Excel English, London
- Frances King School of English, London
- ILS English, Nottingham
- Lake School of English, Oxford
- The Language Project, Bristol
- London School of English, London
- Wimbledon School of English, London

## Ireland

- ATC Language and Travel, Bray
- Cork English College
- The Linguaviva Centre, Dublin

## New Zealand

- Auckland English Academy
- Languages International, Auckland and Christchurch
- Rotorua English Language Academy (RELA)

## Canada

- Access International English Language Centre, Toronto
- Vancouver English Centre

## South Africa

- Interlink School of Languages, Cape Town

## Malta

- Clubclass
- Global Village English Centre

## Bosnia

- Soros School, Sarajevo

## Poland

- York School, Krakow

## Turkey

- British Side

## Agents can be sure of

- a fast and flexible response
- a strong partnership with the decision-makers
- a commitment to individual service and attention

## Become a QE agent

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[www.quality-english.com](http://www.quality-english.com)

### Percentage of agents who recognised each of the following organisations

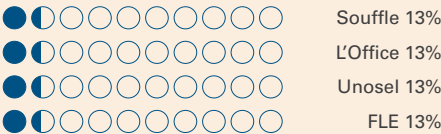
#### Australia



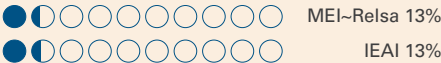
#### Canada



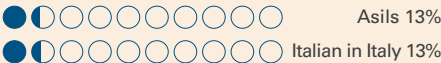
#### France



#### Ireland



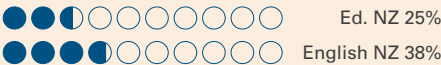
#### Italy



#### Malta



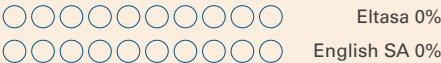
#### New Zealand



#### Portugal



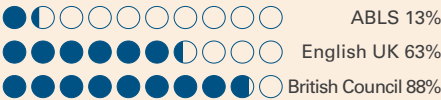
#### South Africa



#### Spain



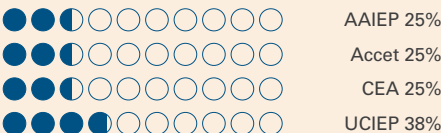
#### UK



#### Europe



#### USA



#### International



Thai agents named a range of language programmes they work with, including, in Australia: International House, Sydney, NSW; Holmes Institute, Melbourne, VIC; Australian College of English, Sydney, NSW; GEOS, various; University of Technology, Sydney, NSW; Step One College, Sydney, NSW; Canterbury Language Academy, Sydney, NSW; Wilmer School of English, Perth, WA; CELUSA, Adelaide, SA. In New Zealand: Auckland University of Technology, Auckland. In Singapore: Brighton School, Singapore. In the UK: Bellerbys College, Hove; The English Studio, London; London Meridian College, London; Twin Group, London. In the USA: Kaplan, Los Angeles, CA; ELS Language Center, various; InterExchange, New York, NY; FLS International, Pasadena, CA; Alliance Abroad Group, Austin, TX.

Thank you to the following agencies for taking part in this survey: Euro Education Services, Asian Institute of Business and Communication, Professional InterEducation Co., Insight Education Consulting Co., Regency Travel & Education, Century Company, International Study & Travel Center, Australia Centre Chiang Mai.