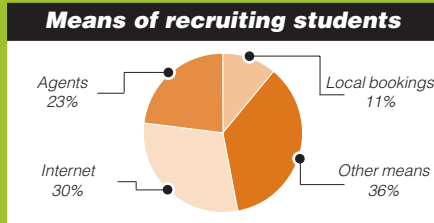


Status: Italy 2002

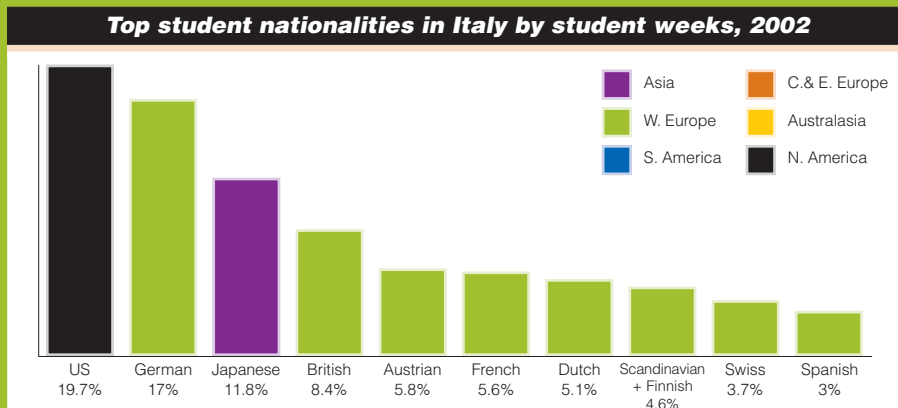
The Status survey is a venture by *Language Travel Magazine*, in association with the Association of Language Travel Organisations (Alto), which gathers specific market data about all of the main language teaching markets in the world. It is now possible to compare world market statistics.

The complete breakdown of all the data received from the schools that take part in our surveys – such as marketing spend per region and marketing budget analysis – is available at our website for agents and all schools that complete, or intend to complete, our Status questionnaire when they receive it. Please send an email to mail@hothousemedia.com quoting "Status survey address" in the subject head.



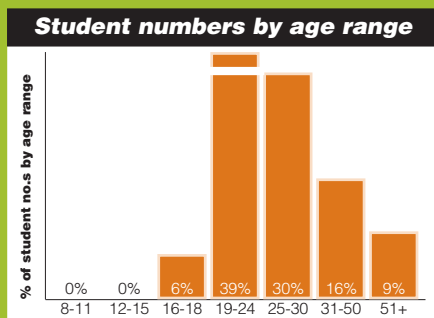
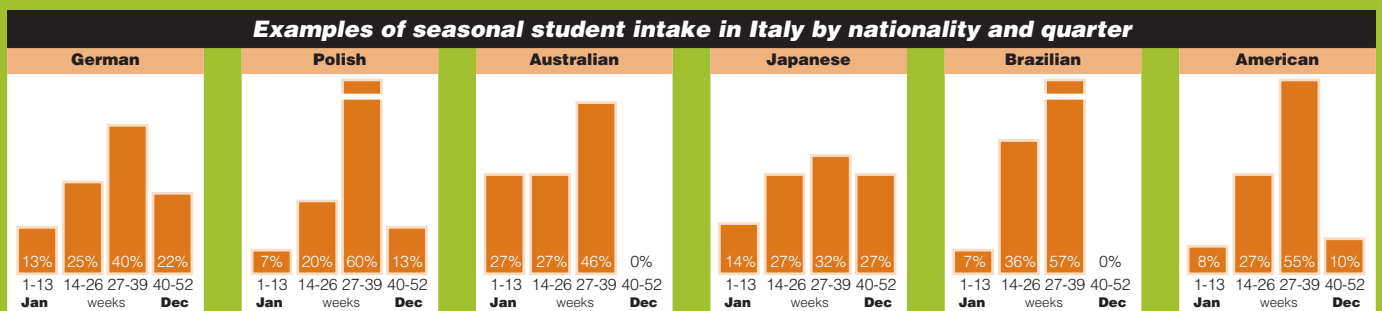
Key points

- No. of participating organisations in the Italian survey: **8**
- Total no. of students in 2002: **3,381 students**
- Total no. of student weeks in 2002, estimated: **11,834 weeks**
- Overall average length of stay: **3.5 weeks**
- Average cost of a one-month course, excluding accommodation: **€548 (US\$623)**
- Average cost of residential accommodation per week: **€153 (US\$174)**
- Average cost of host family accommodation per week: **€227 (US\$258)**
- Average commission paid on a language course: **20 per cent** (from 10 to 25)
- **One** institution paid commission on accommodation (of five per cent)



Observations

- While there was a wide range of student nationalities represented in our survey, the main nationalities in the top 10 of student provider countries were European.
- Italian schools marketed to countries all around the world nevertheless (see our Status website for full information re: marketing trends)
- The USA, Germany and Japan remained in the top three, although the USA is now in number-one position, overtaking Japan.
- Prices remained similar to those averages recorded last year, although the US\$ equivalent is higher than recorded in our previous survey.
- Agent usage remains low overall in Italy, compared with other countries. Agents accounted for just 23% of students this year, down from 27% last year.



Thank you to the following institutions for taking part in our Status survey:
 Accademia del Giglio, Florence; British Institute of Florence, Florence; Istituto Il David, Florence; Omnilingua, Centro Linguistico e Culturale, San Remo; Orbit Lingua, Orbetello; Il Sillabo, San Giovanni Valdarno; Sorrentolingue Centro Linguistico Internazionale, Sorrento; StudiItalia, 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

*For currency conversion rate, see page 4.