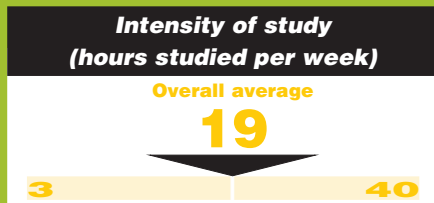
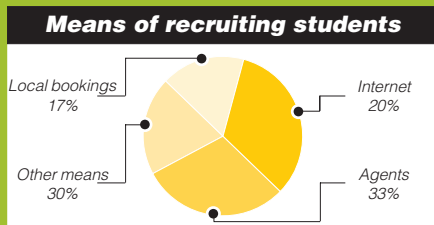


Status: Spain 2002

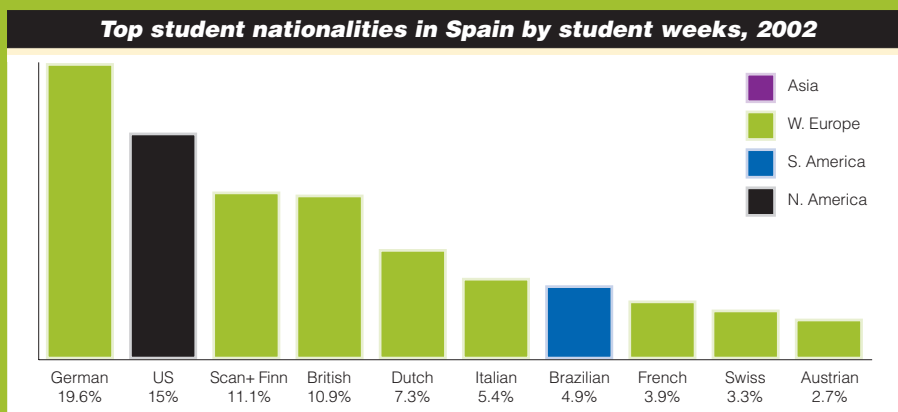
The Status survey is a venture by *Language Travel Magazine*, in collaboration with the Association of Language Travel Organisations (Alto), which gathers specific market data about all of the main language teaching markets in the world. It is now possible to compare world market statistics.

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.



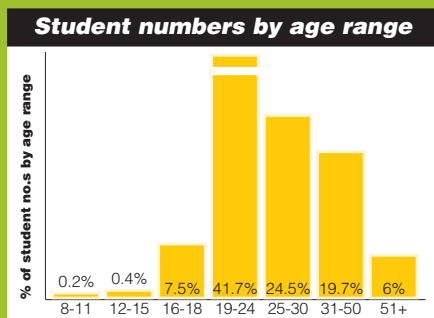
Key points

- No. of participating organisations in the Spanish survey: **18**
- Total no. of students in 2002: **25,044**
- Total no. of student weeks in 2002, estimated: **162,786**
- Overall average length of stay in weeks: **6.5**
- Average cost of a one-month course, excluding accommodation: **€574 (US\$650)**
- Average cost of residential accommodation per week: **€134 (US\$152)**
- Average cost of host family accommodation per week: **€153 (US\$173)**
- Average commission paid on a language course: **20.7 per cent** (from 15 to 25)
- **Seven** institutions paid commission on accommodation (from 5 to 25 per cent)



Observations

- Germany, Scandinavia + Finland and the USA remained the three top student provider countries/regions in Spain for the second year in a row.
- Compared with the results of our 2001 Status survey, the average length of stay has increased from 4.3 weeks to 6.5 weeks.
- Prices remain comparable, excepting residential accommodation – at €134 per week - which is noticeably higher than the €85 rate recorded in 2001. Given the strength of the euro, the US\$ conversion rate for prices makes Spain more expensive this year. Tuition costs of €514 in 2001 represented US\$452, while €574 in 2002 was, at the time of going to press, equivalent to US\$650.
- The percentage of business that came from agents, at 33 per cent, was just one per cent lower than in 2001.



Thank you to the following institutions for taking part in our Status survey:
 Alcalíngua -Universidad de Alcalá, Alcalá de Henares; Barna House Centros de Estudio de Español, Barcelona; Centro de Idiomas Quorum, Nerja; Don Quijote, various; Escuela Quercus, Madrid; Estudio Sampere, various; Hola Denia, Denia; Instituto Andalusi de Espanol, Malaga; Instituto de Idiomas Geos, Marbella; Linguae Mundi, Jerez de la Frontera; Malaca Instituto, Malaga; Malaga Si, Malaga; OISE, Madrid; Programa Internacional de Estudios de Espanol (PIEE), Ronda; Ucoidiomas Universidad de Cordoba, Cordoba; Universidad Carlos III, Madrid; Universitat Autonoma de Barcelona (UAB), Barcelona; University Studies Abroad Consortium (USAC), Bilbao.

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: Italy

For currency conversion rate, see page 4.