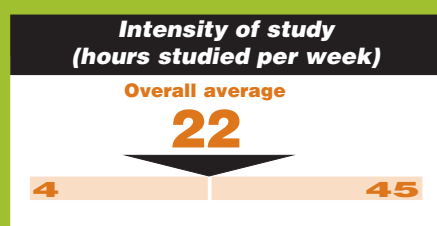
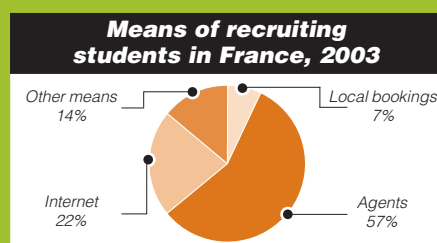


# Status: France 2003

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.

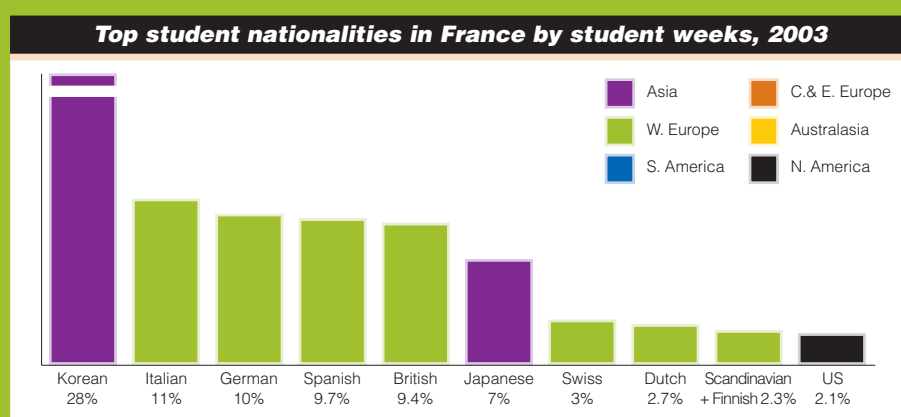
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading.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



### Key points

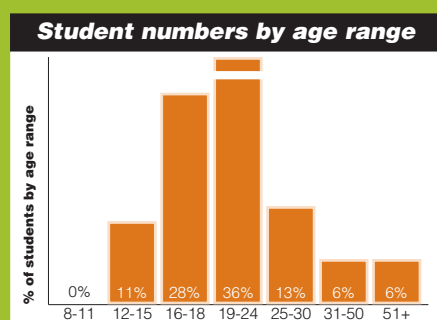
- No. of participating organisations in the French survey: **9**
- Total no. of students at 8 of the 9 organisations in 2003: **6,872**
- Total no. of student weeks in 2003, estimated: **22,000**
- Overall average length of stay in weeks: **3.2 weeks**
- Average cost of a one-month course, excluding accommodation: **€875 (US\$1,075)**
- Average cost of residential accommodation per week: **€193 (US\$237)**
- Average cost of host family accommodation per week: **€189 (US\$232)**
- Average commission paid on a language course: **17.8 per cent** (from 15 to 25)
- **Three** institutions paid commission on accommodation

\*For currency conversion rate, see page 6.



### Observations

- The average length of stay has dropped to 3.2 weeks, from the 7 weeks recorded last year (see LTM, June 2003, page 40). Although one explanation may be that fewer schools took part in our survey, all the schools surveyed reported an average stay of less than 7 weeks.
- Prices were very similar to last year's prices, with the cost of one month of tuition only €5 more. The exchange rate has altered so the euro works out as a slightly higher price in US\$.
- Korean students were at the top of the nationality table this year, although this may be influenced by high numbers of Koreans at one particular school. Other than that, Western Europe remained the strongest recruitment region, with Italians in number-two position this year.
- Agent usage has crept up from 40% to 57% this year.



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

Alliance Française Rouen, Rouen; BLS, Bordeaux; Centre Normandie, Lisieux; ELIT-Groupe St Denis, Loches; French in Normandy, Le Petit Quevilly; Institut Linguistique Adenet, Montpellier; Pluriel Langues, Nice; SILC, various; Tours Langues, Tours.

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**