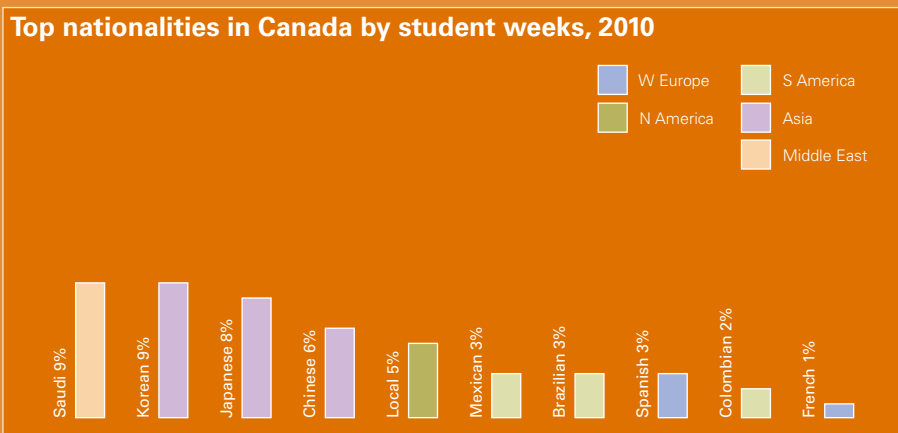
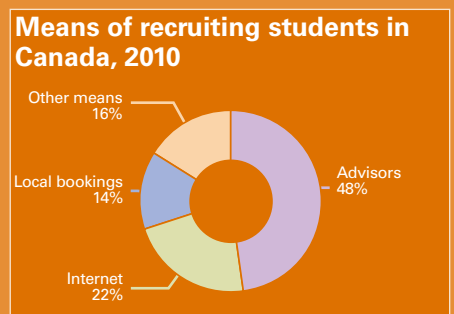
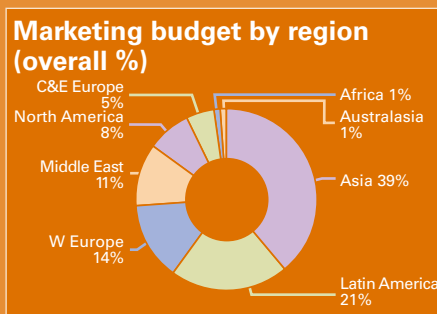
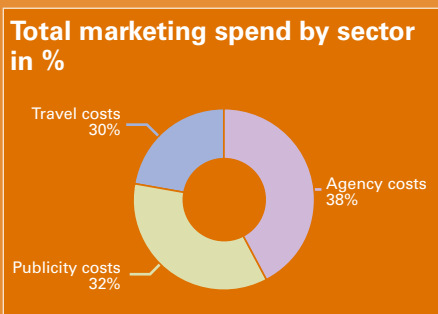
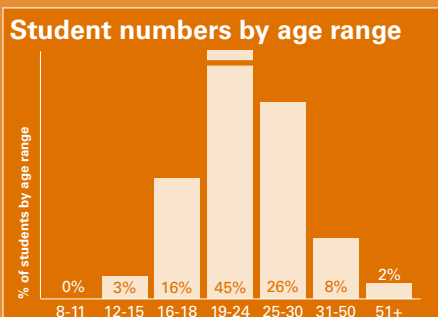


Status: Canada 2010

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.



- ### Key points
- Number of participating organisations in Canada survey: **16**
 - Total number of students at the organisations in 2010: **24,808**
 - Total number of student weeks in 2010, estimated: **166,214**
 - Overall average length of stay in weeks: **6.7**
 - Average cost of a one-month course, excluding accommodation: **CAN\$1,015 (US\$1,026)**
 - Average cost of residential accommodation per week: **CAN\$236 (US\$239)**
 - Average cost of host family accommodation per week: **CAN\$217 (US\$219)**
 - Average commission paid on a language course: **20**
 - **One** of the institutions profiled paid commission on accommodation
- *For currency conversion rate, see page 7.*



- ### Observations
- Only five of this year's respondents took part in our previous survey of student trends, representing a totally different cross-section of institutions.
 - Saudi students were in joint-first place with Korean students this year, whereas last year, Korean students were in a strong first place position with 19% share, followed by Japanese with a 14% share.
 - There was a significant shift in average length of stay in 2010, down 8.1 weeks to 6.7 weeks. Length of stay varied from four weeks to 24 weeks. However, two schools did not respond to this question.
 - If we look at marketing trends, canvassed providers were more proactive in Western Europe and the Middle East in 2010, up seven and five percentage points respectively. Aside from agency commission (31 per cent), 18 per cent of the marketing spend was allotted to materials such as brochures, flyers.
 - Advisor usage dipped from 66.5 to 48 per cent.

Thank you to the following institutions for taking part in our Status survey:
 Trent University – ESL, Peterborough, ON; Ecole Internationale de Français - Université du Québec a Trois-Rivières, Trois-Rivières, QC; University of Ottawa – Official Languages and Bilingualism Institute, Ottawa, ON; Eurocentres Canada, Vancouver and Toronto; Heartland International English School, Winnipeg, MB; Victoria International Academy, Victoria, BC; University of Regina, Regina, SK; St Giles International, Vancouver, BC; University of Alberta, Edmonton, AB; College Platon, Montreal, QC; East Coast School of Languages, Halifax, NS; Four Corners Language Institute, Victoria, BC; Geos, various; ILSC, various; Language Studies International, Vancouver, BC; Red Leaf Student Programs, Thornhill, ON.

If you would like to see the complete breakdown of data, please visit www.hothousemedia.com/statuszone/itmstatus/latest.htm where this information is available. Thanks to all the schools that contribute valuable data – confidentially – to help us produce this market information.

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:
Ireland**

