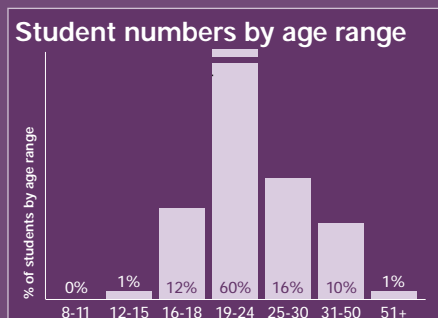
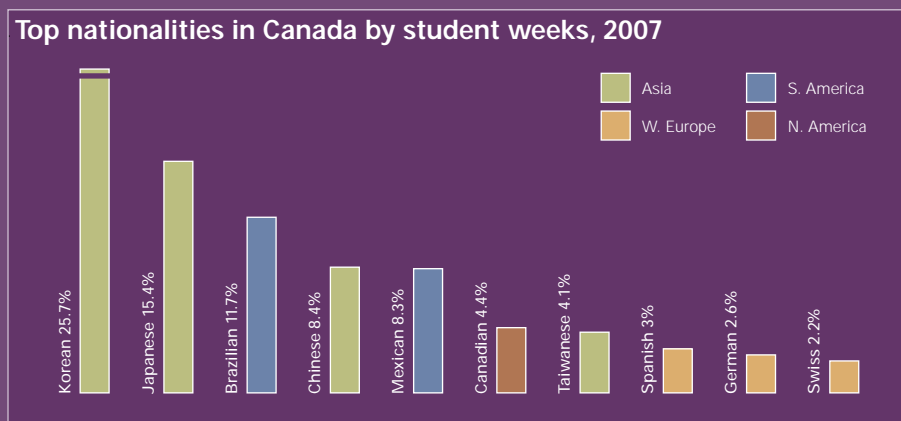
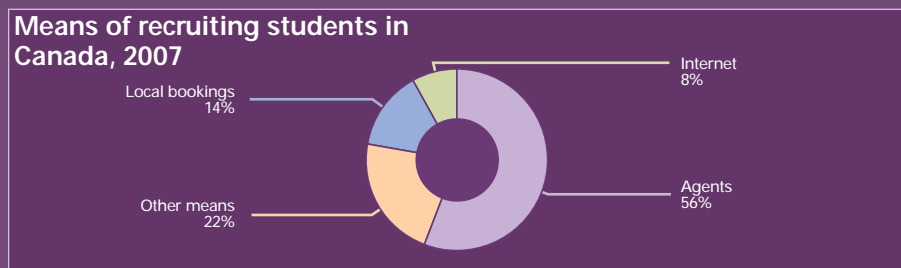
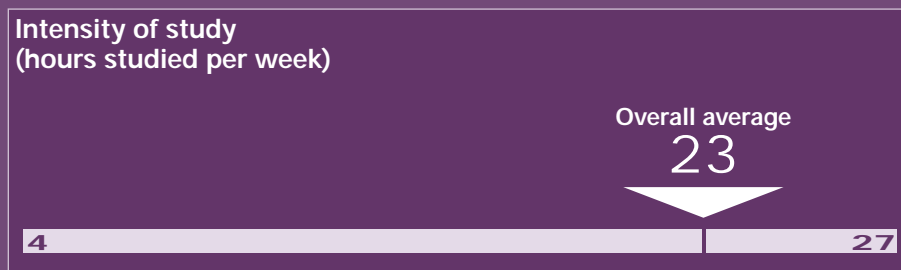


Status: Canada 2007

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, please visit www.hothousemedia.com/statuszone/ltmstatus/latest.htm where this information is available. Thanks to all the schools that contribute valuable data - confidentially - to help us produce this market information.



Thank you to the following institutions for taking part in our Status survey: Access International English Language Centre, Toronto, ONT; Archer Education Group, various; Banff Education Centre, Canmore, AB; Canadian College of English Language, Vancouver, BC; Centre Linguista Canada, Vancouver, BC; Chelsea Language Academy, Toronto, ONT; College of New Caledonia, Prince George, BC; College Platon, Montreal, QC; East Coast School of Languages, Halifax, NS; Global Village English Centres Inc, various; Hansa Language Centre, Toronto, ONT; Heartland International English School, Winnipeg, MB; International Language Academy of Canada (ILAC), Vancouver and Toronto; International Language Schools of Canada (ILSC), Vancouver, BC; LSC Language Studies, Montreal, QC; Langara College, Vancouver, BC; North Island College, Courtenay, BC; St Mary's University TESL Centre, Halifax, NS; Study Abroad Canada, Charlottetown, PEI; University of Victoria ELC, Victoria, BC; VanWest College, Vancouver, BC.

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.

Key points

- Number of participating organisations in the Canada survey: **22**
- Total number of students at the organisations in 2007: **48,700**
- Total number of student weeks in 2007, estimated: **672,060**
- Overall average length of stay in weeks: **13.8**
- Average cost of a one-month course, excluding accommodation: **CAN\$968 (US\$981)**
- Average cost of residential accommodation per week: **CAN\$187 (US\$189)**
- Average cost of host family accommodation per week: **CAN\$208 (US\$211)**
- Average commission paid on a language course: **22 per cent**
- **One** institution paid commission on accommodation (of 10 per cent)

*For currency conversion rate, see page 7.

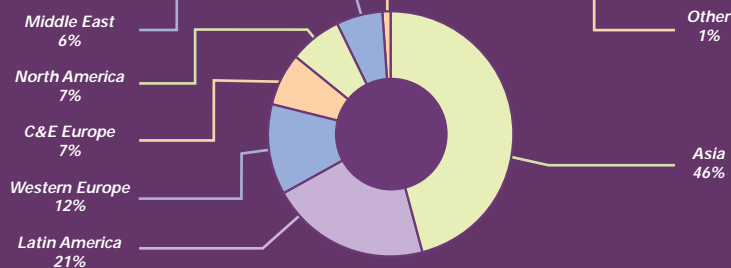
Observations

- Top nationalities at Canadian language schools remained largely unchanged on last year's results (see LTM, April 2007, page 47). However, Korean students increased their lead over nearest rival Japan, up 6.8 percentage points to 25.7 per cent of market share. Meanwhile, Brazilian students were extremely numerous in 2007, up 7.7 percentage points on 2006.
- In terms of student recruitment, Internet usage increased by three percentage points this year but the most important method of recruitment remains agency usage, which climbed from 53 per cent to 56 per cent this year.
- Average length of stay for students at Canadian schools dropped to 13.8 weeks from 14.8 weeks.
- Price-wise, there was little change year-on-year, although residential stays were slightly more costly.

Next month:
France

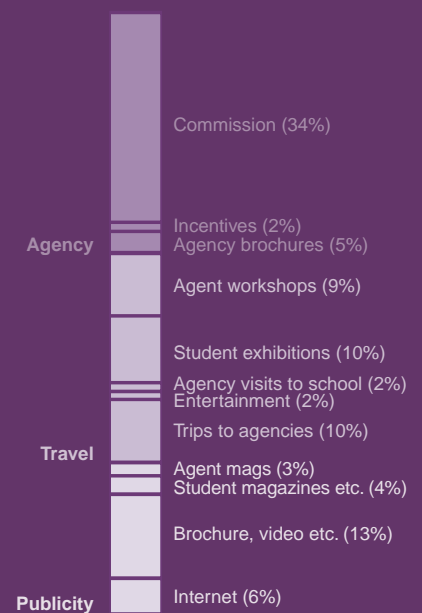
Marketing budget by region

overall %

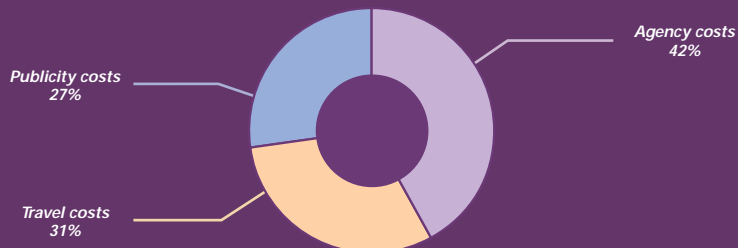


Marketing spend by category

based on sample of schools



Marketing budget by sector



Marketing spend as % of school's gross income

Overall average

16%

4% | 47%

Average cost of tuition

For 80 hours of tuition

Average
CAN\$969

CAN\$580

CAN\$1,200

(Costs for one hour of tuition ranged from CAN\$7 to CAN\$15per hour, averaging CAN\$12)

% of institutions offering/selling travel insurance



Annual student intake in Canada by world region of origin

