

# Global comparison 2006

## Average length of stay by country



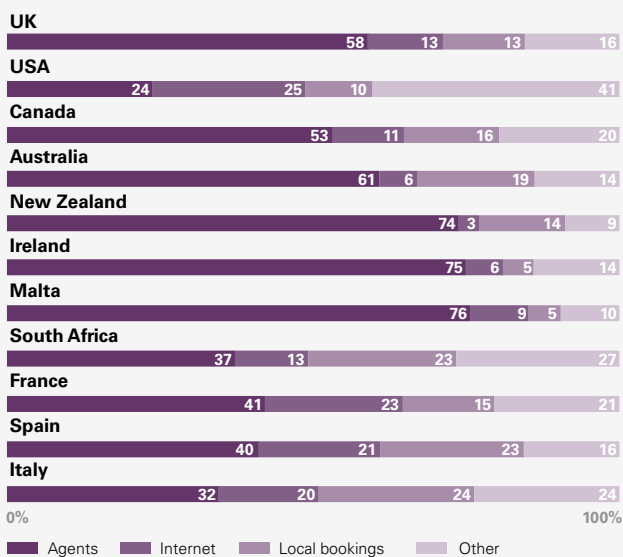
## Observations

The countries that are most reliant on agencies for **student recruitment** are Australia, New Zealand, Ireland and Malta, and then the UK. In our previous global comparison survey of 2005 trends, France also recruited at least half of its students via agencies. This year, the figure was just 41 per cent. In a number of countries, agent recruitment lost market share very slightly, although in Spain and Ireland, the reverse was true, as agency recruitment increased (from 33 to 40 per cent and 44 to 75 per cent respectively).

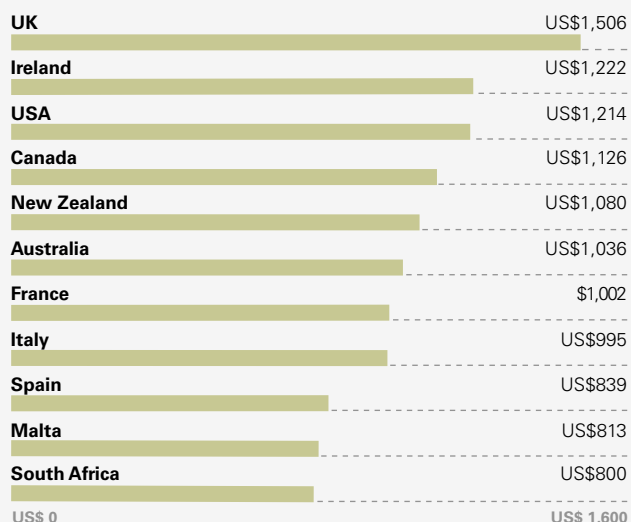
In terms of top **nationalities**, Saudi Arabians were more prominent in the USA this year. In Australia, Chinese had slipped from first position to third, and there were also fewer Chinese in South Africa. Data for France had changed the most markedly although the number of participants had almost doubled. There were more Koreans in Ireland this year and more Germans in Spain, according to our survey results. Meanwhile more Americans and Swiss were noted in Italy at the expense of Scandinavian/Finnish enrolment. Elsewhere, nationality trends remained broadly similar year on year.

Price-wise, the UK remained the most **expensive** destination followed by Ireland, the USA and Canada. South Africa was the **cheapest** destination for language travellers in 2006, followed closely by Malta - this was also the case in 2005. However, there was less disparity between prices and while the average price in the UK remained unchanged, other destinations had risen in price to suggest a more level playing field in terms of cost.

## Student recruitment methods by country, 2006

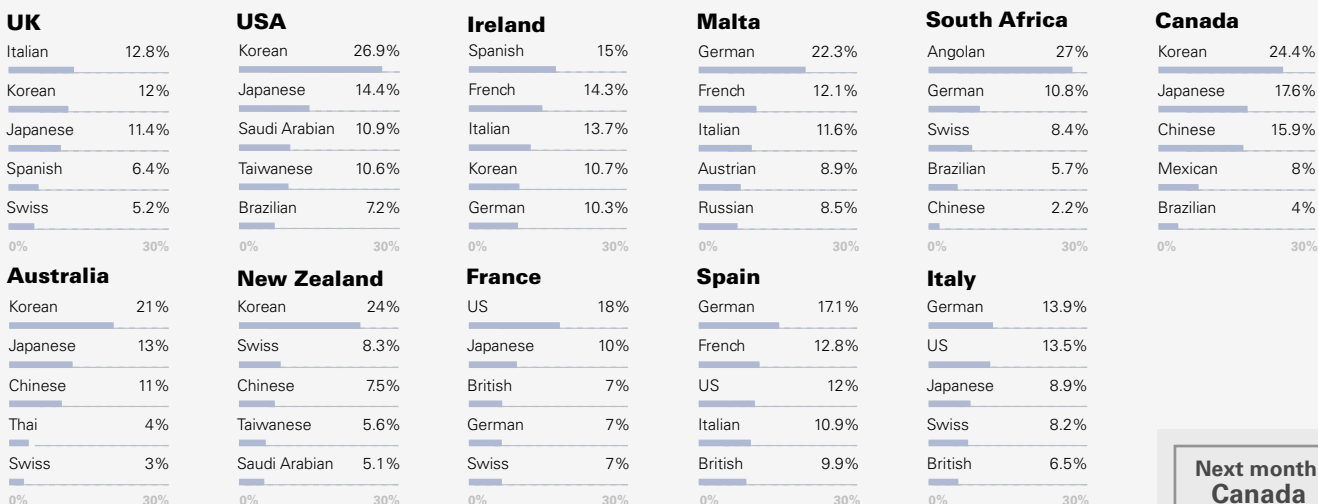


## Average cost of one-month language course by country\*



\*all prices in US\$ converted using exchange rate on page 6.

## Top five overseas nationalities per country as a % of total weeks, 2006



Next month:  
Canada