

# Global comparison

In our global comparison article, we provide a breakdown of results for our Status surveys over the past year. In this article, it is possible to compare the nationality breakdown for international students across the major language teaching markets in the world for 2010.

## Average length of stay by country in weeks

**Australia** 14

**USA** 9.7

**New Zealand** 9.5

**Canada** 6.7

**South Africa** 5.1

**UK** 5.0

**France** 4.9

**Italy** 4.4

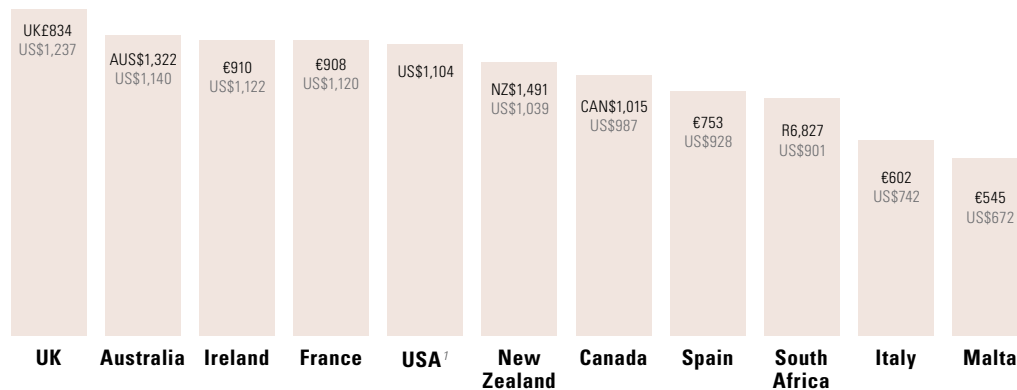
**Ireland** 4.3

**Spain** 3.2

**Malta** 2.8



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



<sup>†</sup> This figure discounts one result from a US institution

\* all prices in US\$ converted using exchange rate of 15/06/2010

### Observations

The most immediately apparent trend in 2010 was a decline in the average student stay compared with 2009 data (see STM, March 2011, page 68). Possibly reflecting the global economic situation in 2010, eight of the 11 destinations we surveyed suffered a decline in the average length of stay. Australia still boasts the longest average stay,

but this dropped from 17.2 weeks to 14 in 2010. However, France achieved an increase from 3.1 to 4.9 weeks and Ireland's average also rose.

The UK continues to be the most expensive place to study, but a general downward trend in the average cost of a one-month language course was clear, with the UK dropping from US\$1,619 in 2009 to US\$1,237 this time. All of the North American and European destinations experienced a decrease in average prices. However, there were price increases in Australia, New Zealand and South Africa

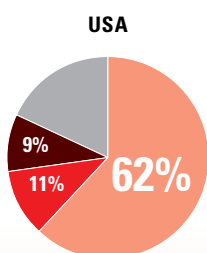
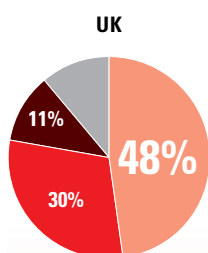
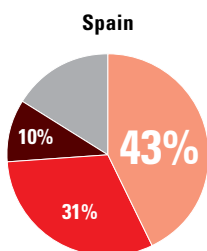
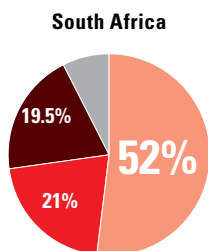
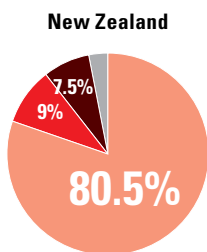
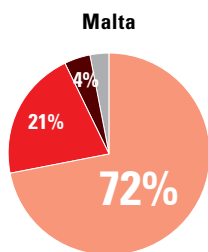
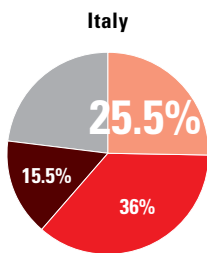
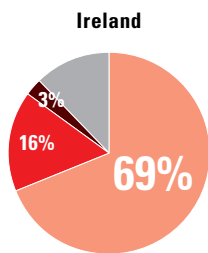
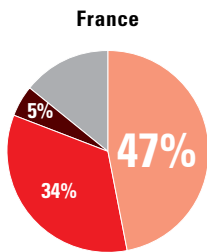
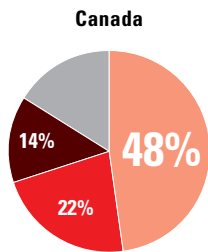
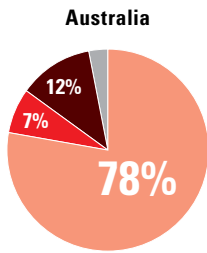
due to strong currency rates during that period.

Asia continues to be a top source of students. Korean students were among the top two nationalities in five different countries, although it was notable that the percentage declined – down to nine per cent from 19 per cent previously in Canada. Japanese and Chinese students were also prominent on many countries' lists. In the non-English speaking destinations, Germany was the top market for Spain (24 per cent) and Italy (20 per cent) – both increases over 2009.

**Student recruitment methods by country, 2010**

**Key**

- Agents
- Internet
- Local bookings
- Other

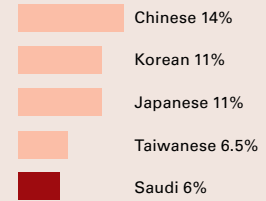


**Top five overseas nationalities per country as a % of total weeks, 2010**

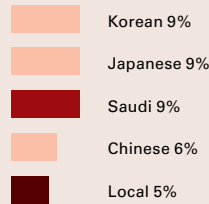
**Key**

- Africa
- Asia
- Eastern Europe
- Latin America
- Middle East
- N America
- W Europe

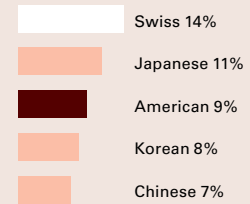
**Australia**



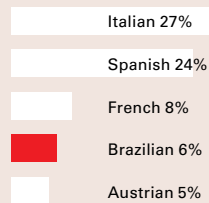
**Canada**



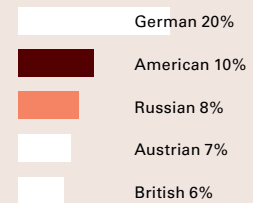
**France**



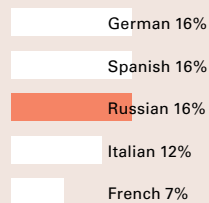
**Ireland**



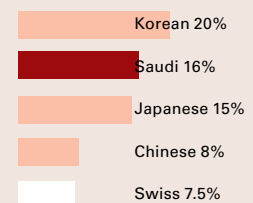
**Italy**



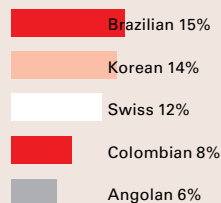
**Malta**



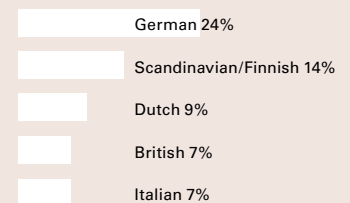
**New Zealand**



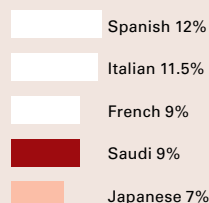
**South Africa**



**Spain**



**UK**



**USA**

