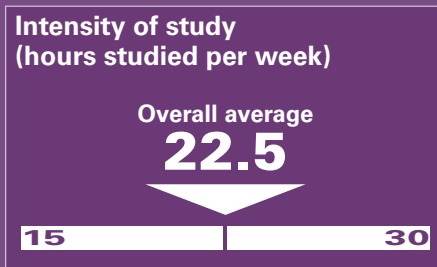
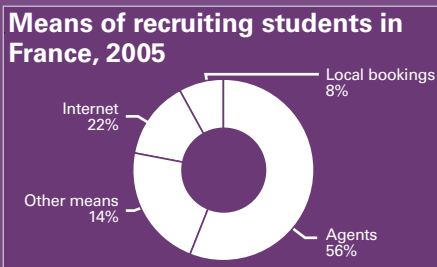


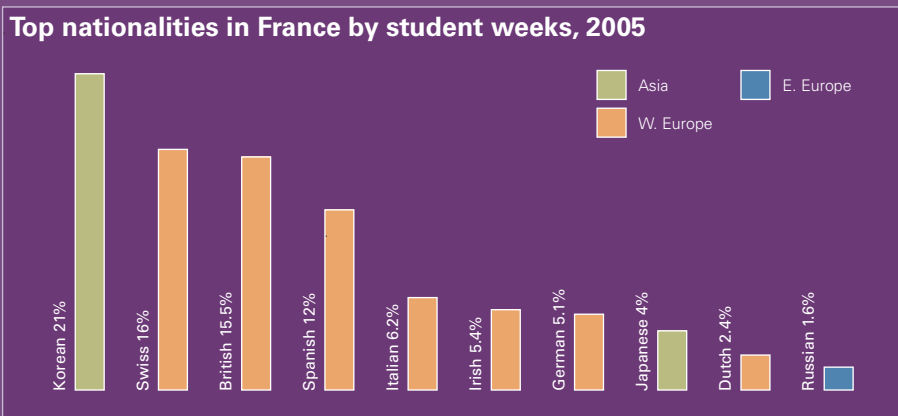
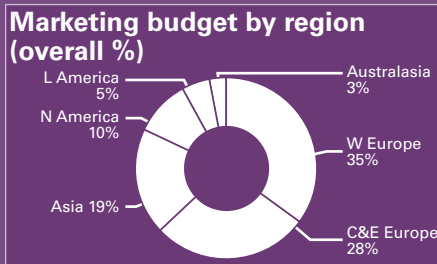
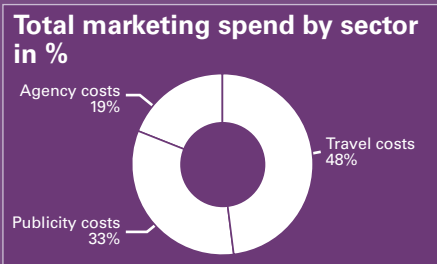
Status: France 2005

The Status survey gathers specific market data about all of the main language teaching markets in the world. Through this initiative, it is now possible to compare world market statistics, a summary of which will be published in the March 2007 issue.

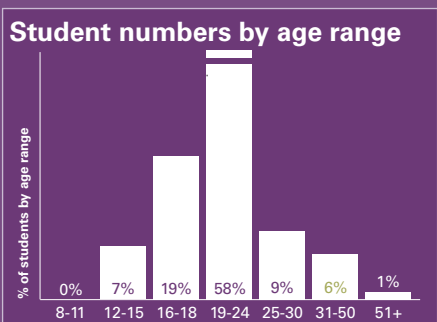
If you would like to see the complete breakdown of data, please visit www.hothousemedia.com/statuszone/lmstatus/lm05.htm where this information is available. Thanks to all the schools that contribute valuable data - confidentially - to help us produce this market information.



- ### Key points
- Number of participating organisations: **eight**
 - Total number of students at the organisations in 2005: **9,268**
 - Total number of student weeks in 2005, estimated: **51,900**
 - Average length of stay in weeks: **5.6**
 - Average cost of a one-month course, excluding accommodation: **€772** (US\$986)
 - Average cost of residential accommodation per week: **€173** (US\$221)
 - Average cost of host family accommodation per week: **€209** (US\$267)
 - Average commission paid on a language course: **19 per cent** (from 5 to 25)
 - **One** institution paid commission on accommodation (of 25 per cent)
- *For currency conversion rate, see page 7.*



- ### Observations
- The US, which contributed the largest number of students to our Status survey of France last year (see LTM, Sep 2005, page 39) did not quite make it into the top 10 this year. Instead, Korean students rose up the ranks to number-one position and Swiss climbed to second place from tenth place, while British students dropped one place to third.
 - Prices remained very similar year on year, with the average price for a one-month course actually declining slightly from €808 (US\$1,032) to €772 (US\$986).
 - The average length of stay was down from nine weeks to just 5.6 weeks and average hours studied per week was up from 20 to 22.5.
 - The importance of agencies was unchanged, with 56% of business via agencies, up from 51% in our last survey.



Thank you to the following institutions for taking part in our Status survey: Accord, Paris; Ecole Perl, Paris; Ecole Suisse Internationale, Paris; Elit-Group St Denis, Loches; French in Normandy, Rouen; Institut Linguistique Adenet, Montpellier; Institut Savoisin d'Etudes Françaises pour Etrangers, Université de Savoie, Chambéry; Langues Sans Frontières, Montpellier.

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:
Italy**

Marketing budget by region



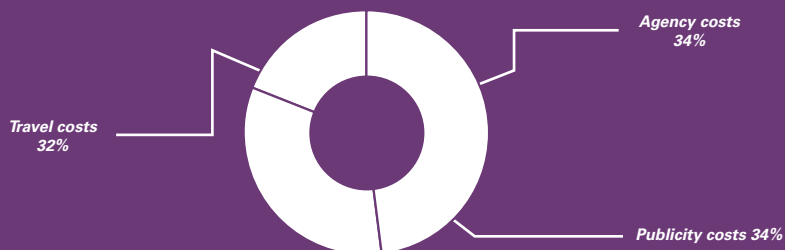
Marketing spend by category

based on sample of schools

Total spend by sector in %



Marketing budget by sector



Marketing spend as % of school's gross income

Overall average

8.4%

2% ————— 20%

Average cost of tuition

For 80 hours of tuition

Overall average
€772 (US\$986)

€300 (US\$370) ————— €960 (US\$1,185)

(Costs for one hour of tuition ranged from US\$3.75 to US\$14.8 per hour, averaging US\$12.3)

% of institutions offering/selling travel insurance



Annual student intake in France by world region of origin

