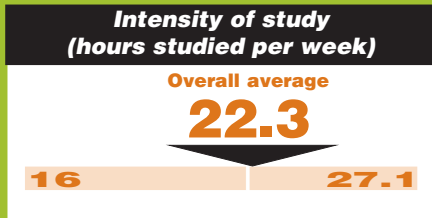
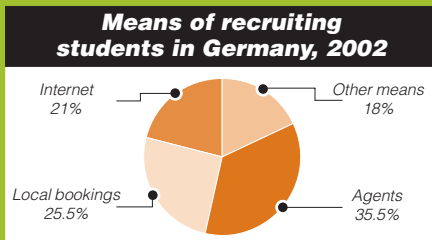


# Status: Germany 2002

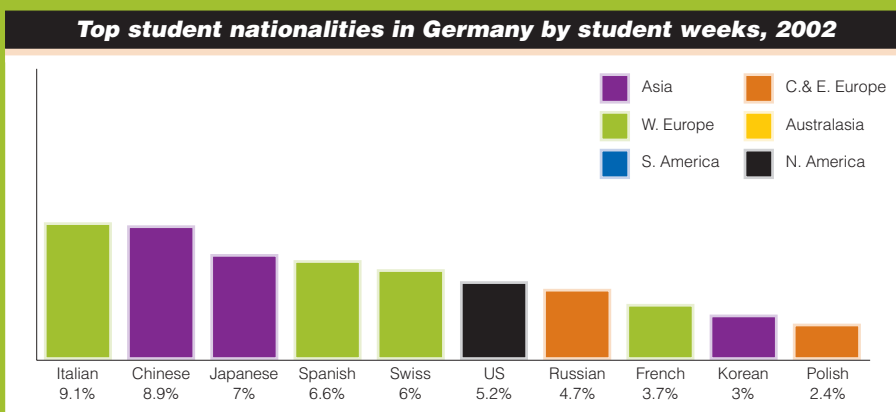
The data provided on the Status pages represents the world's only truly comparable statistics for the language travel industry. This information is only available to agents and education institutions that plan to participate in our Status surveys, which are carried out on a regular basis.



### Key points

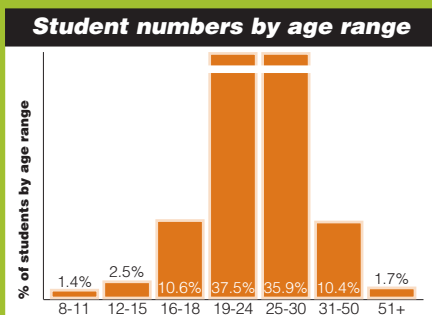
- No. of participating organisations in the Germany survey: **nine**
- Total number of students in 2002: **17,616**
- Total number of student weeks in 2002, estimated: **193,776**
- Overall average length of stay in weeks: **11**
- Average cost of a one-month course, excluding accommodation: **€507 (US\$582)**
- Average cost of residential accommodation per week: **€113 (US\$130)**
- Average cost of host family accommodation per week: **€178 (US\$205)**
- Average commission paid on a language course: **16 per cent** (from 0 to 25)
- **Six** institutions paid commission on accommodation (of five to 15 per cent)

Currency conversion rate, as of 04/11/03. 1 US\$ = €0.869



### Observations

- The percentage of student enrolments accounted for by "local bookings" remains quite high across German language schools, at 25.5%. Although this figure is lower than the 50% figure recorded last year, it remains high compared with many other markets.
- Germany seems to be one of the most generous markets when it comes to paying commission on accommodation. Two-thirds of our survey respondents offered a commission payment, ranging between five and 15 per cent.
- Chinese students figured more prominently this year in the nationality mix, taking second place in the league table. And Italian students occupied the number-one spot, up from position six.
- The average length of stay increased from seven weeks to 11 weeks, possibly due to more long-term Chinese students.



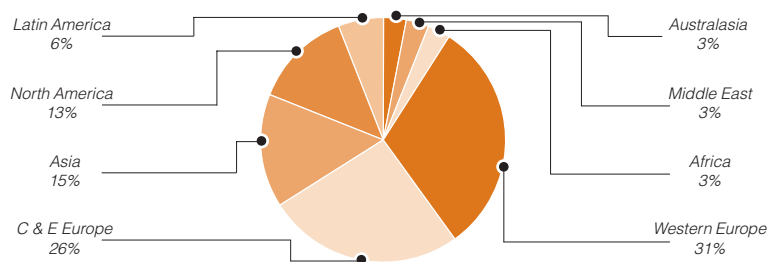
### Thank you to the following institutions for taking part in our Status survey:

BSI Private Sprachenschule, Berlin; BWS Germanlingua, Munich; Carl Duisberg Centren, various; Did deutsch institut, various; Die Neue Schule, Berlin; Fremdsprachenforum, Cologne; GLS Sprachenzentrum, Berlin; Horizonte, Regensburg; Anglo-German Institute, Stuttgart.

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:**  
**Malta**

### Marketing budget by region



### Marketing spend as % of school's gross income

Overall average  
**10.75%**

8% ————— 15%

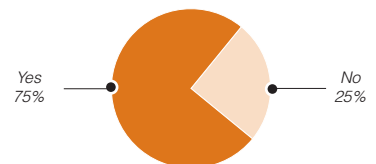
### Average cost of tuition For 80 hours of tuition

Overall average  
**€507**  
**US\$582**

€240 US\$276 ————— €750 US\$863

(Costs for one hour of tuition ranged from US\$3.45 to US\$10.7 per hour, average US\$7.2)

### % of institutions offering/selling travel insurance



### Annual student intake in Germany by world region of origin

