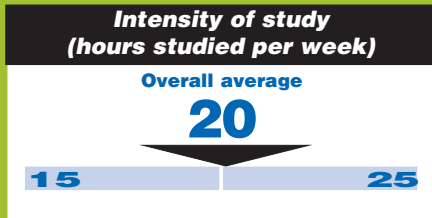
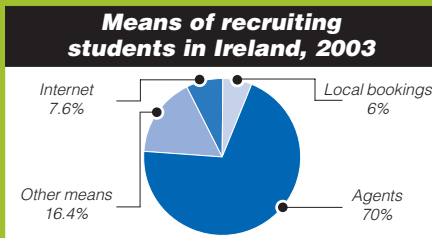


Status: Ireland 2003

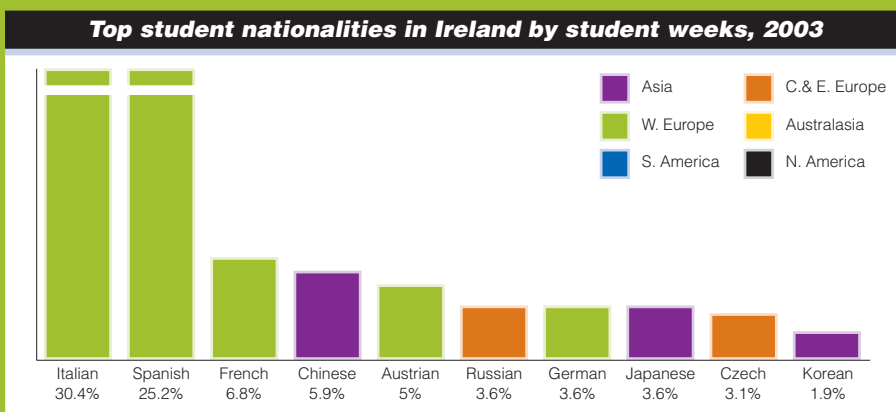
The data provided on the Status pages represents the world's only truly comparable statistics for the language travel industry. This information is only available to agents and education institutions that plan to participate in our Status surveys, which are carried out on a regular basis.



Key points

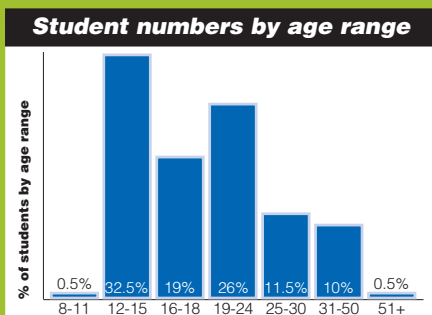
- No. of participating organisations in the Irish survey: **7**
- Total no. of students in 2003: **11,700**
- Total no. of student weeks in 2003, estimated: **58,500**
- Overall average length of stay in weeks: **5**
- Average cost of a one-month course, excluding accommodation: **€788 (US\$970)**
- Average cost of residential accommodation per week: **€147 (US\$181)**
- Average cost of host family accommodation per week: **€155 (US\$191)**
- Average commission paid on a language course: **21 per cent** (from 15 to 25)
- **One** institution paid commission on accommodation (of 15 per cent)

*For currency conversion rate, see page 4.



Observations

- Italy and Spain continue to be the most important student providers for Irish language schools, although the percentage of students from Japan slipped from third to joint-sixth position this year, down to 3.6% from 10.4% (see LTM, April 2003, page 48).
- The average cost of a one-month course, at €788, was slightly up on the €708 recorded in our previous survey. The cost in US\$ has increased, testifying to the strength of the euro. This €788 figure excludes the high one-to-one tuition price quoted by one school.
- Chinese students figure in the top 10 nationalities this year, while Korean students have dropped from fifth to tenth position.
- Agent usage has doubled from 34% to 70%, according to our results, although different survey participants might also explain this rise.



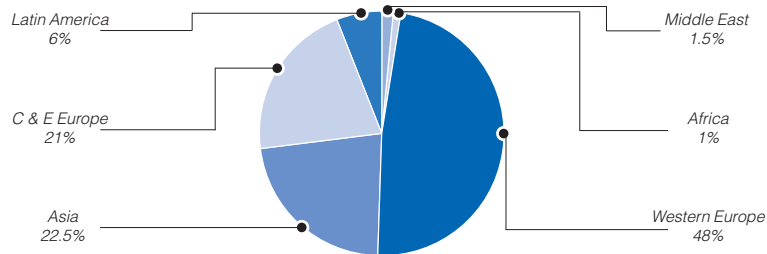
Thank you to the following institutions for taking part in our Status survey:

Alpha College of English, Dublin; Aspect ILA, Dublin; ATC Language Travel, Bray; Berlitz Language Centre, Dun Laoghaire; International House, Dublin; ISI Ireland, Dublin, The Slaney Language Centre, Wexford.

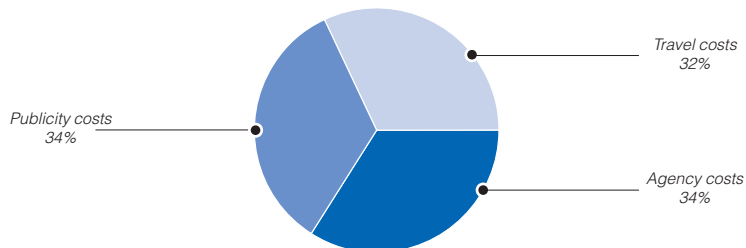
Status Survey statistics are based on figures supplied by a selection of individual schools. Not all survey respondents answered every question in the survey. Figures are, in some cases, rounded up or down to the nearest whole. All information is treated with the strictest confidence.

Next month: Australia

Marketing budget by region



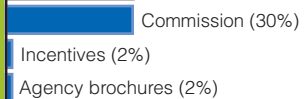
Marketing budget by sector



Marketing spend by category

Total spend by sector in %

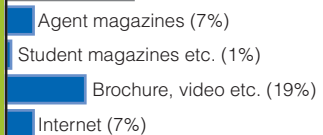
Agency



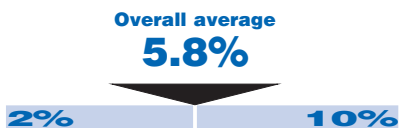
Travel



Publicity

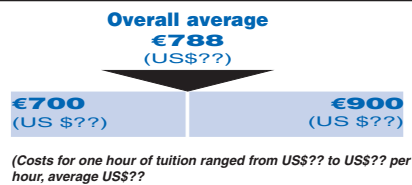


Marketing spend as % of school's gross income

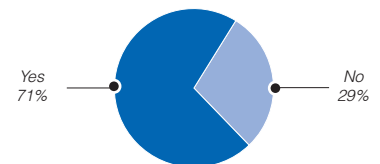


Average cost of tuition

For 80 hours of tuition



% of institutions offering/selling travel insurance



Annual student intake in Ireland by world region of origin

