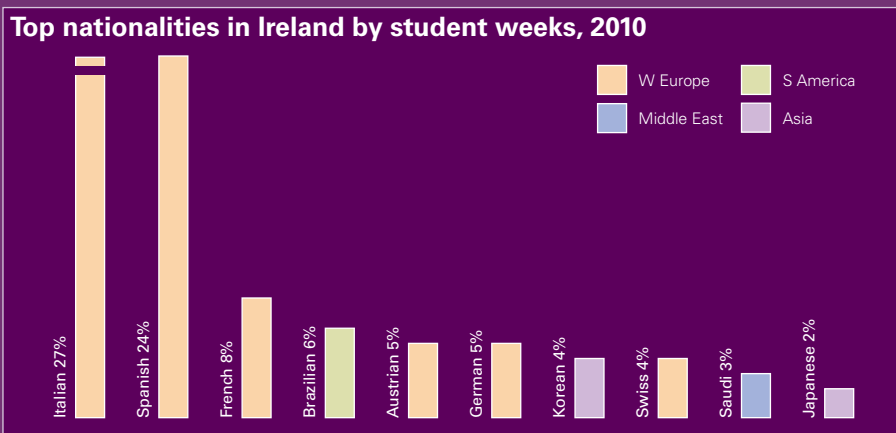
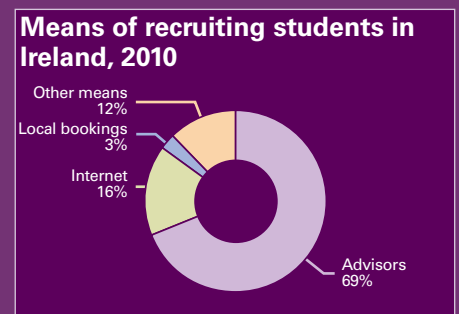
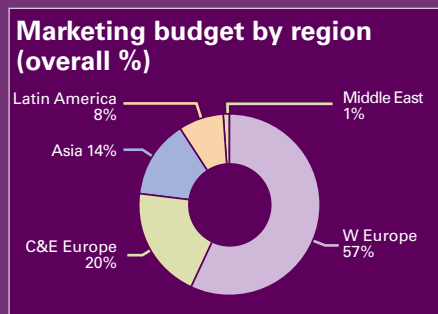
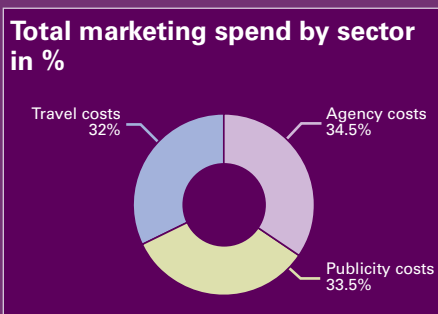


Status: Ireland 2010

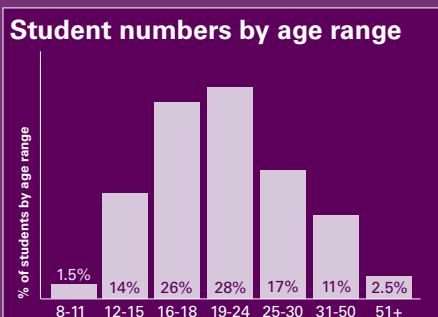
The Status survey is a venture by *Study Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.



Key points

- Number of participating organisations in Ireland survey: **12**
- Total number of students at the organisations in 2010: **16,693**
- Total number of student weeks in 2010, estimated: **71,780**
- Overall average length of stay in weeks: **4.3**
- Average cost of a one-month course, excluding accommodation: **€910 (US\$1,276)**
- Average cost of residential accommodation per week: **€191 (US\$268)**
- Average cost of host family accommodation per week: **€169 (US\$237)**
- Average commission paid on a language course: **23**
- **Three** of the institutions profiled paid commission on accommodation

**For currency conversion rate, see page 7.*



Observations

- We had three more schools taking part in our survey this year, but the top two nationalities remained the same, with Italians in top position, followed by Spaniards. However, this year, French students were next in the league table, and Koreans – fourth last year – are now in seventh position.
- There appeared to be more spread across the student age range this year, with 13.5 per cent of students aged over 30, as opposed to just 8.5 per cent in this age range last year.
- The use of education agents actually increased year-on-year, with 69 per cent of bookings coming via study travel advisors this year, up from 55 per cent.
- Average length of stay remained low, compared with other countries, at 4.3 weeks, but this was up slightly on last year's 3.8-week average.
- Average costs for host family accommodation had dropped from €220 to €169, while tuition costs were also slightly lower at €910 instead of €1,082.

Thank you to the following institutions for taking part in our Status survey:
 London College Dublin, Dublin; Galway School of English, Galway; Delfin English School, Dublin; The Slaney Language Centre, Ferrycarrig; Language in Dublin, Dublin; Killarney School of English, Kerry; Galway Cultural Institute, Galway; Atlantic Language Galway, Galway; English Language Centre - NUI Galway, Galway; Kaplan International Colleges, Dublin; EFL Ireland English Summercamps, Waterford; Centre of English Studies, Dublin.

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

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:
France**

