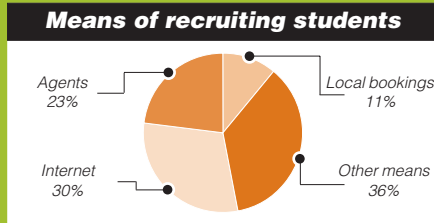


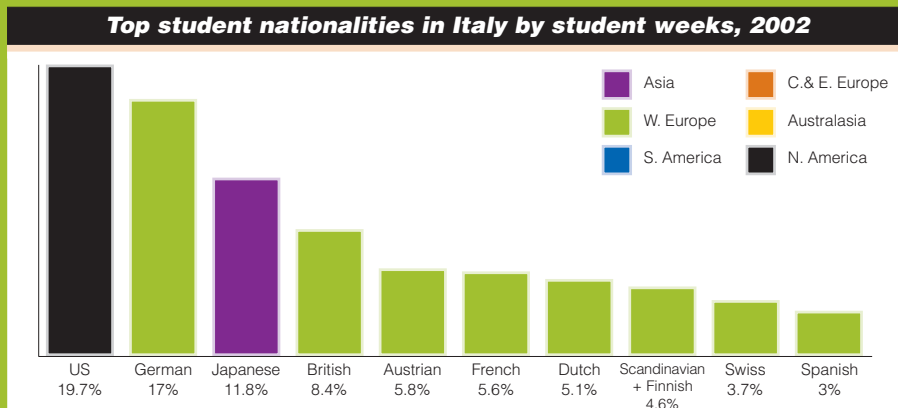
Status: Italy 2002

The Status survey gathers market data from language teaching institutions in a variety of countries and produces comparable world market statistics. It is a joint venture from *Language Travel Magazine* and



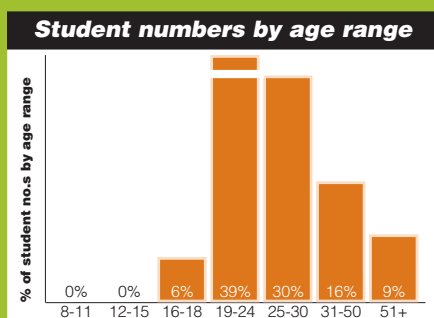
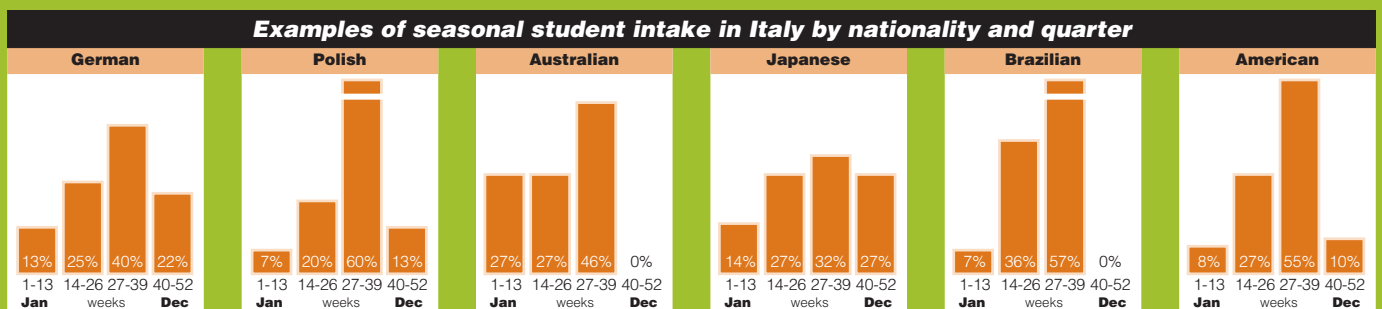
Key points

- No. of participating organisations in the Italian survey: **eight**
- Total no. of students in 2002: **3,381**
- Total no. of student weeks in 2002, estimated: **11,834**
- Overall average length of stay in weeks: **3.5**
- Average cost of a one-month course, excluding accommodation: **€548 (US\$623)**
- Average cost of residential accommodation per week: **€153 (US\$174)**
- Average cost of host family accommodation per week: **€227 (US\$258)**
- Average commission paid on a language course: **20 per cent** (from 10 to 25)
- **One** institution paid commission on accommodation (of five per cent)



Observations

- While there was a wide range of student nationalities represented in our survey, the main nationalities in the top 10 of student provider countries were European.
- Italian schools marketed to countries all around the world nevertheless (see page right for full information re: global marketing trends)
- The USA, Germany and Japan remained in the top three, although the USA is now in number-one position, overtaking Japan.
- Prices remained similar to those averages recorded last year, although the US\$ equivalent is higher than recorded in our previous survey.
- Agent usage remains low overall in Italy, compared with other countries. Agents accounted for just 23% of students this year, down from 27% last year.



Thank you to the following institutions for taking part in our Status survey:
 Accademia del Giglio, Florence; British Institute of Florence, Florence; Istituto Il David, Florence; Omnilingua, Centro Linguistico e Culturale, San Remo; Orbit Lingua, Orbetello; Il Sillabo, San Giovanni Valdarno; Sorrentolingue Centro Linguistico Internazionale, Sorrento; StudiItalia, Rome.

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:
New Zealand**

the Association of Language Travel Organisations (Alto). The information on the first page is available in *Language Travel Magazine*, October 2003, while the results shown on this page provide a fuller breakdown of the data received from participating schools.

This information is available only to agents and schools that plan to participate in our Status surveys and it provides insightful information about a variety of market trends in the Italian language teaching industry. By accessing this web page, you are showing interest in our project to provide comparable market statistics for our industry. Thank you for your support.

