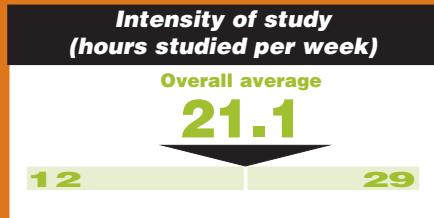


Status: New Zealand 2002

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 the Association of Language Travel Organisations (Alto).

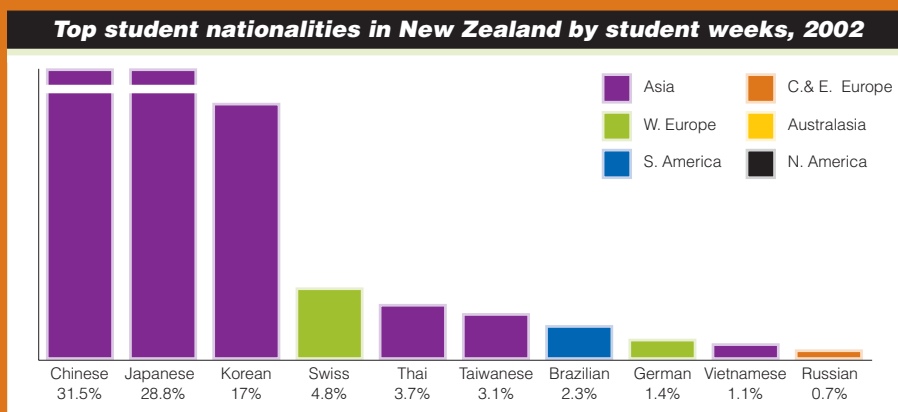
The information on this page is available in *Language Travel Magazine*, August 2002, while the results shown on the next page provide a fuller breakdown of the data received from participating schools. This



Key points

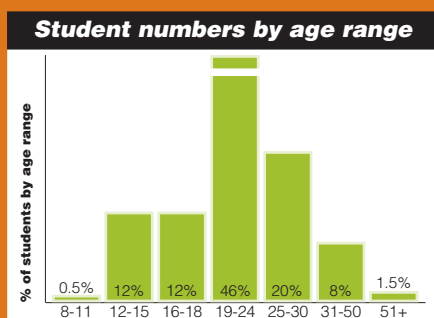
- No. of participating organisations in the NZ survey: **16**
- Total no. of students at in 2002: **15,954**
- Total no. of student weeks in 2002, estimated: **173,899 weeks**
- Overall average length of stay: **10.9 weeks**
- Average cost of a one-month course, excluding accommodation: **NZ\$1216 (US\$694)**
- Average cost of residential accommodation per week: **NZ\$154 (US\$88)**
- Average cost of host family accommodation per week: **NZ\$190 (US\$108)**
- Average commission paid on a language course: **20 per cent** (from 20 to 22.5)
- **One** institution paid commission on accommodation (of 20 per cent)

*For currency conversion rate, see page 4.



Observations

- The average length of stay for students in New Zealand decreased in 2002, at 10.9 weeks, compared with the results from our Status survey in 2001, when this figure was 17 weeks.
- A similar no. of institutions took part in the 2001 and 2002 survey and total student numbers taught both years were similar, in the 15,000 to 16,000 range.
- Prices have increased since 2001 for tuition and accommodation, rising by between 20 and 30 per cent in US\$ across the board.
- A different range of schools responded to our survey this year, but agent usage as a recruitment method was more important, accounting for 73.5 per cent of clients, compared with 61 per cent.
- The top student nationalities in New Zealand showed little change on the trends presented in 2001.



Thank you to the following institutions for taking part in our Status survey:
 AUT International House, Auckland; Aspiring Language Institute, Christchurch; Christchurch College of English, Christchurch; Dominion English Schools, Auckland; Dynaspeak English, Auckland; International English Institute, Christchurch; Lakes District Language School, Queenstown; Languages International, Auckland; Language Schools New Zealand, various; New Zealand Institute of International Understanding, Auckland; Rotorua English Language Academy, Rotorua; Seafield School of English, Christchurch; South Canterbury School of English Language, Timaru; University of Waikato Language Institute, Hamilton; Worldwide School of English, Auckland.

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: USA

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 French 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.

