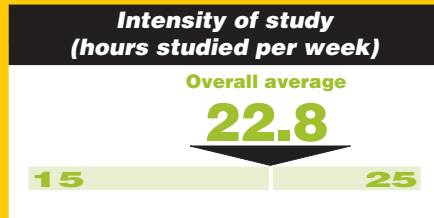
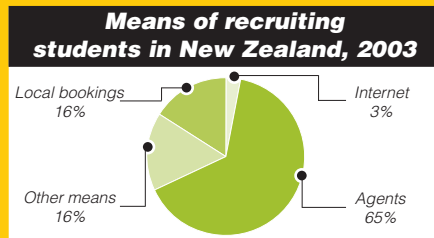


# Status: New Zealand 2003

The Status survey gathers 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.

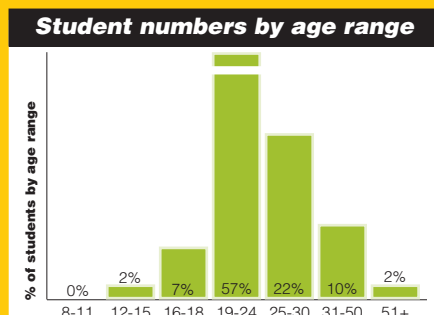
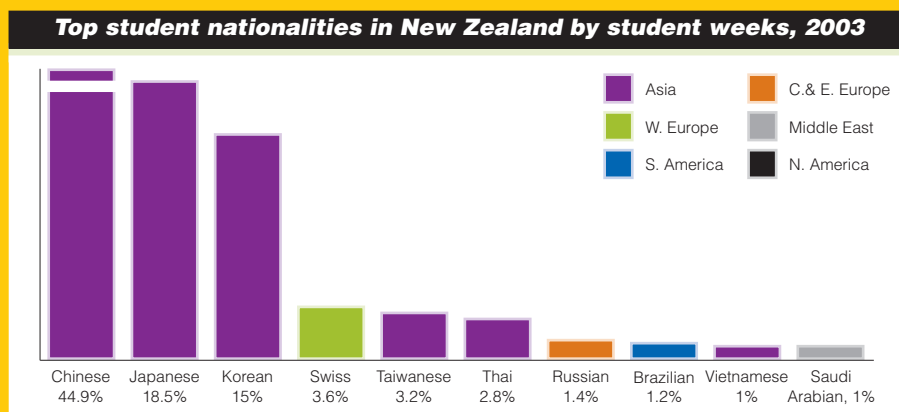
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading. We will then forward the web address to you.



**Key points**

- Number of participating organisations in the NZ survey: **16**
- Total number of students at the 16 organisations in 2003: **12,986**
- Total number of student weeks in 2003, estimated: **161,026**
- Overall average length of stay in weeks: **12.4**
- Average cost of a one-month course, excluding accommodation: **NZ\$1,334 (US\$892)**
- Average cost of residential accommodation per week: **NZ\$154 (US\$103)**
- Average cost of host family accommodation per week: **NZ\$192 (US\$128)**
- Average commission paid on a language course: **20 per cent** (from 15 to 25)
- **One** institution paid commission on accommodation (of 20 per cent)

Currency conversion as of 05/10/04. 1US\$ = NZ\$1.494



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

ACG English School, Auckland; AUT International House, Auckland; Aoraki International College, Timaru; Aspiring Language Institute, Christchurch; Christchurch College of English, Christchurch; Dominion English Schools, Auckland and Christchurch; Dynaspeak English, Auckland; English Language College, Christchurch; Kapiti Education Academy, Wellington; Lakes District Language School, Queenstown; Languages International, Auckland; Massey University, English Language Centre, Palmerston North; Mount Maunganui Language Centre, Tauranga; Rotorua English Language Academy, Rotorua; Southern English Schools, Christchurch; University of Waikato Language Institute, Hamilton, Auckland and Tauranga.

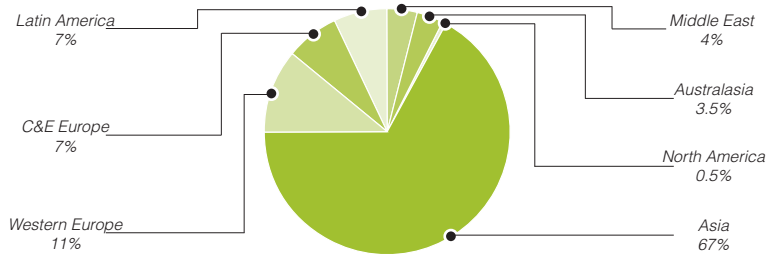
Status Survey statistics are based on figures supplied by a selection of individual schools. Not all survey respondents answered every question in the survey. Figures are, in some cases, rounded up or down to the nearest whole. All information is treated with the strictest confidence.

**Observations**

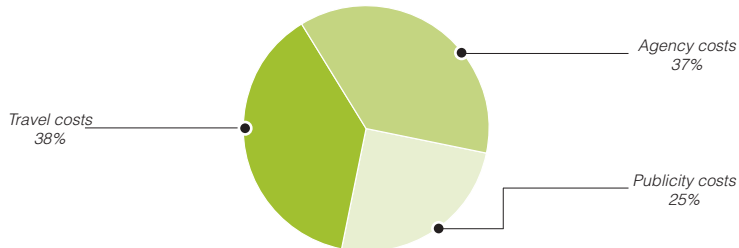
- Many of the trends highlighted in last year's Status survey of NZ remain the same this year. The top six nationalities remain identical, except that Thai market share has dropped below Taiwanese. And China's market share, as number-one nationality, has increased further on 2002, from 31.5% to 44.9%.
- The 19-to-24 year old age group grew in size, accounting for 57% of students, up from 46%.
- The average cost of a one-month course was slightly up on last year, while accommodation prices appeared to be almost identical, although the US\$ rate has increased.
- The average length of stay has increased from 10.9 weeks to 12.4 weeks but the actual number of students studying at 16 institutions, although not the same 16 schools as in our previous survey, did drop year on year.

**Next month:  
Malta**

### Marketing budget by region

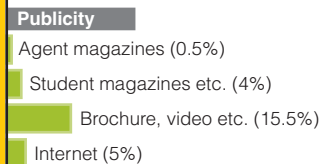
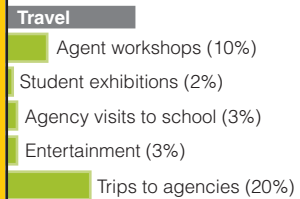
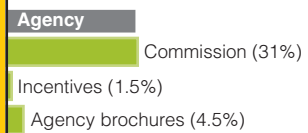


### Marketing budget by sector

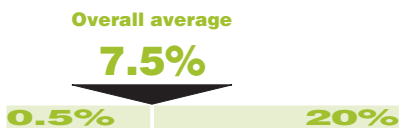


### Marketing spend by category

Total spend by sector in %

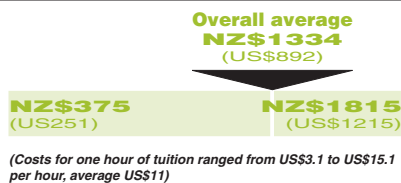


### Marketing spend as % of school's gross income

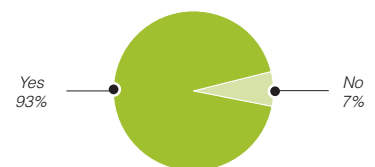


### Average cost of tuition

For 80 hours of tuition



### % of institutions offering/selling travel insurance



### Annual student intake in New Zealand by world region of origin

