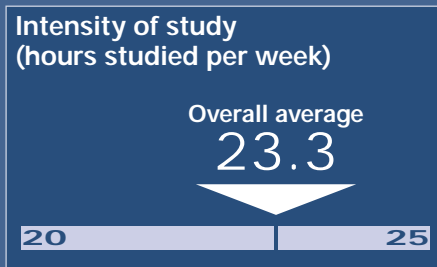
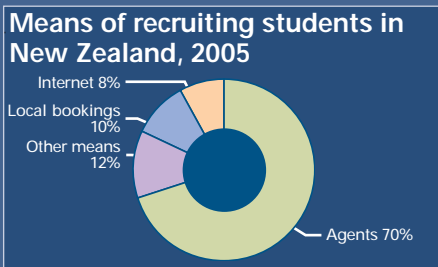


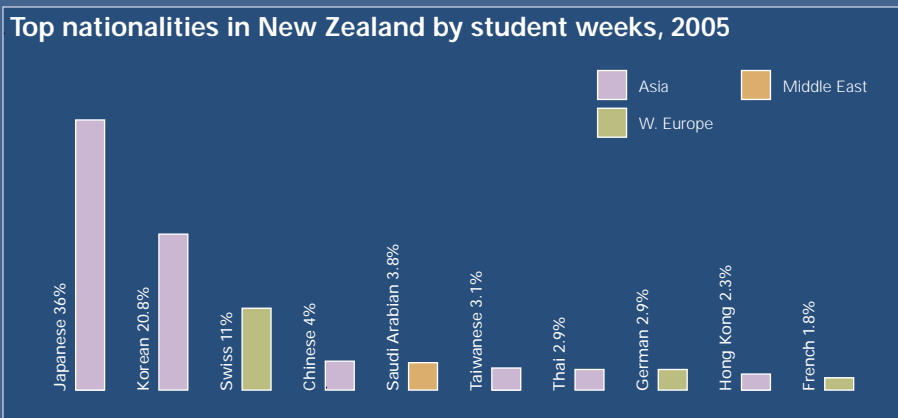
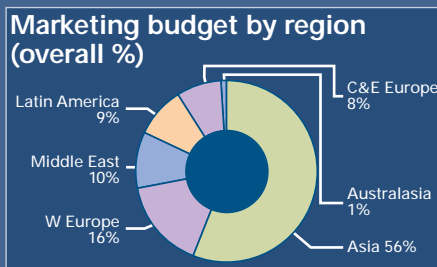
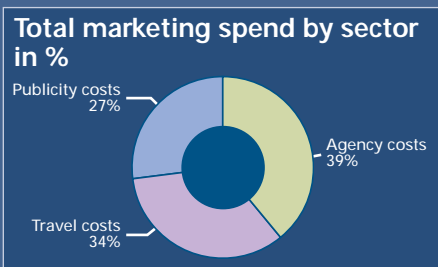
Status: New Zealand 2005

The Status survey is a venture by *Language 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.

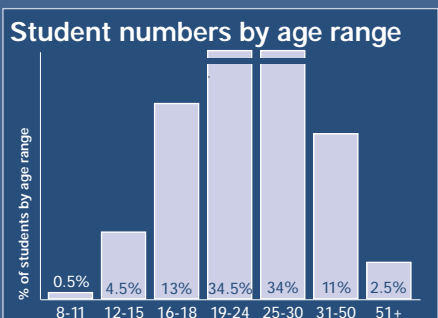
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading.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



- ### Key points
- Number of participating organisations in the NZ survey: **12**
 - Total number of students at 11 of the 12 organisations in 2005: **4,309**
 - Total number of student weeks in 2005, estimated: **44,383**
 - Overall average length of stay in weeks: **10.3**
 - Average cost of a one-month course, excluding accomm.: **NZ\$1,245 (US\$821)**
 - Average cost of residential accommodation per week: **NZ\$162 (US\$107)**
 - Average cost of host family accommodation per week: **NZ\$196 (US\$129)**
 - Average commission paid on a language course: **20 per cent** (from 15 to 30)
 - **One** institution paid commission on accommodation (of 20 per cent)



- ### Observations
- With the same number of schools in our survey this year as last year, the overall number of students was lower in 2005 than in 2004, although one school did not reveal its student intake. Other 2004 trends, notably prices, were identical year on year.
 - The top four nationalities remain the same with Japanese and Korean students accounting for over half of all students. This year, Saudi Arabian students were more numerous, while students from Hong Kong featured for the first time.
 - The average length of stay has increased, which helps offset the lower numbers, with students typically enrolling for 10.3 weeks as opposed to 8.4 weeks in 2004.
 - Agencies remain very important in the NZ marketplace, accounting for 70% of student bookings, up 2% from 68% last year.

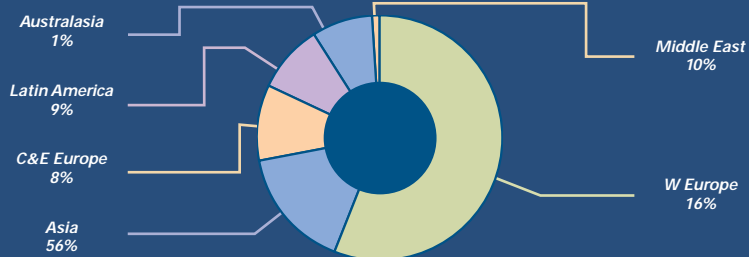


Thank you to the following institutions for taking part in our Status survey:
 Dominion English Schools, Auckland; Eastern Institute of Technology, Napier; English Voyage Academy, Whitianga; Garden City English School, Christchurch; Language Schools New Zealand, Christchurch; Language Studies International, Auckland and Christchurch; Languages International, Auckland and Christchurch; Lakes District Language School/Queenstown Resort College, Queenstown; Mount Maunganui Language Centre, Mount Maunganui; Rotorua English Language Academy, Rotorua; Taupo Language and Outdoor Education Centre, Taupo; University of Otago Language Centre, Dunedin.

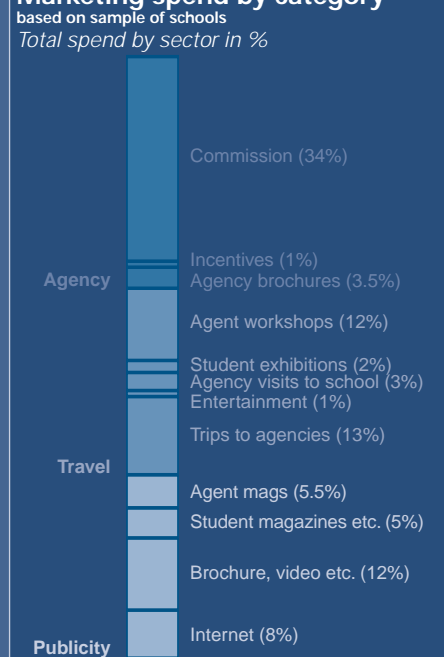
Status Survey statistics are based on figures supplied by a selection of individual schools. Not all survey respondents answered every question in the survey. Figures are, in some cases, rounded up or down to the nearest whole. All information is treated with the strictest confidence.

Currency conversion
 04/10/06: 1US\$ =
NZ\$1.516

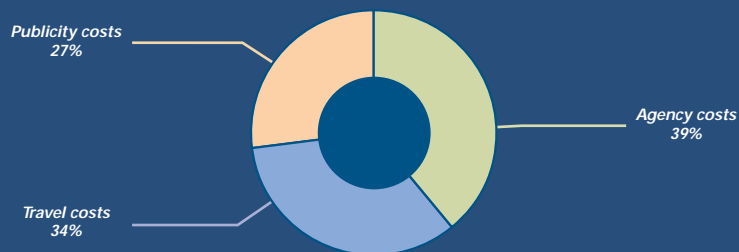
Marketing budget by region



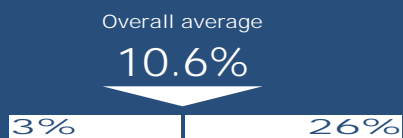
Marketing spend by category



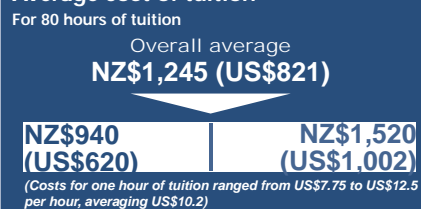
Marketing budget by sector



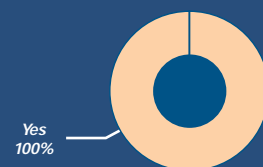
Marketing spend as % of school's gross income



Average cost of tuition



% of institutions offering/selling travel insurance



Annual student intake in New Zealand by world region of origin

