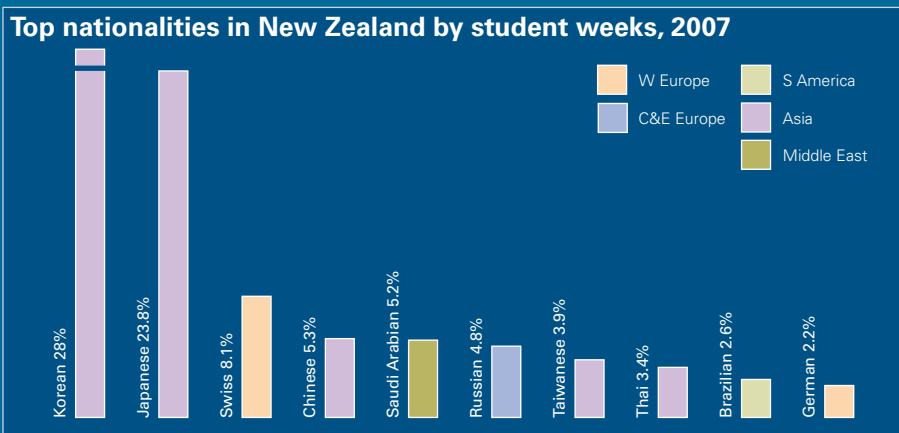
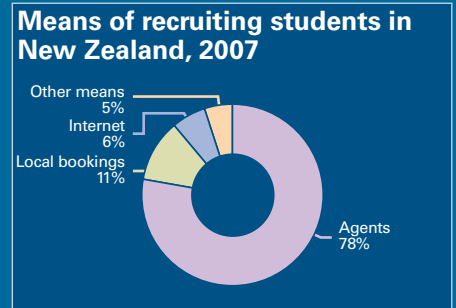
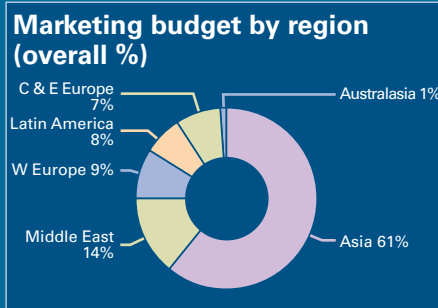
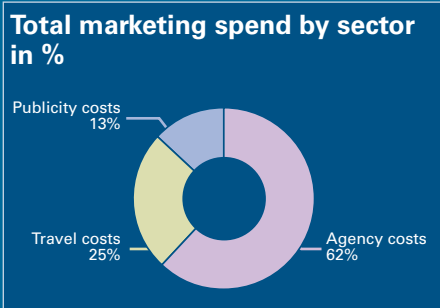


# Status: New Zealand 2007

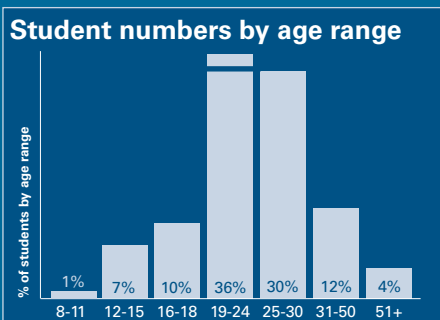
The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.



### Key points

- Number of participating organisations in the New Zealand survey: **12**
- Total number of students at the organisations in 2007: **7,114**
- Total number of student weeks in 2007, estimated: **73,274**
- Overall average length of stay in weeks: **10.3**
- Average cost of a one-month course, excluding accommodation: **NZ\$1,451 (US\$1,060)**
- Average cost of residential accommodation per week: **NZ\$161 (US\$118)**
- Average cost of host family accommodation per week: **NZ\$207 (US\$151)**
- Average commission paid on a language course: **20.1 per cent**
- **No** institutions paid commission on accommodation

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



### Observations

- Twelve schools took part in this year's Status Survey on New Zealand, one less than in 2006. Meanwhile, the number of students represented by participating schools decreased from 8,220 in 2006 to 7,114 in 2007.
- Agencies appear to be growing in importance among New Zealand language providers with 78 per cent of all student bookings stemming from this source, up four percentage points on last year. Internet bookings were also on the up with six per cent of students directly applying for a language course via a school's website.
- The Japanese have fought their way back from eighth position last year (with 2.8 per cent) to secure second place in the top nationalities this year (with 23.8 per cent). However, the Koreans remain in pole position with 28 per cent, four percentage points up on last year's result. The surprise entrant – absent in last year's nationality breakdown – was Russia with a 4.8 per cent share of the overall market.

**Thank you to the following institutions for taking part in our Status survey:** Christchurch College of English, Christchurch; Christchurch Polytechnic Institute of Technology, Christchurch; Cathedral City Academy, Christchurch; Coromandel Outdoor Language Centre, Whitianga; Dynaspeak English, Auckland; ETC Learning Centre, Palmerston North; Languages International, Auckland and Christchurch; Garden City English School, Christchurch; Maverick School of Languages, Dunedin; Rotorua English Language Academy, Rotorua; Seafield School of English, Christchurch; Worldwide School of English, Auckland.

If you would like to see the complete breakdown of data, please visit [www.hothousemedia.com/statuszone/ltmstatus/latest.htm](http://www.hothousemedia.com/statuszone/ltmstatus/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:  
Spain**

