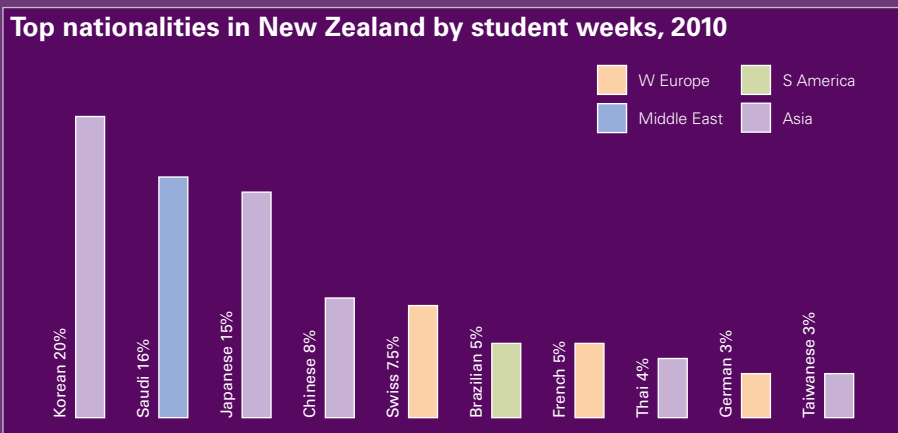
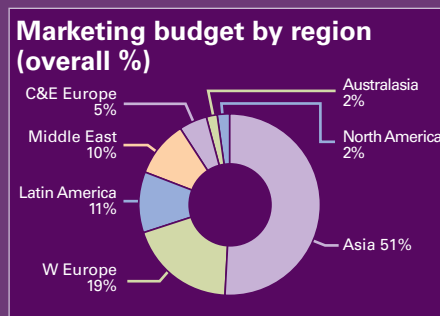
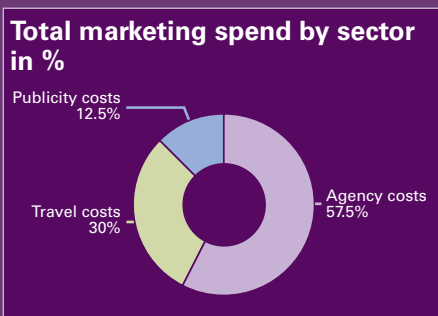


Status: New Zealand 2010

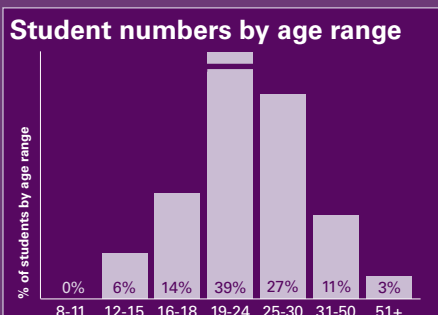
The Status survey is a venture by *Study Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.



Key points

- Number of participating organisations in New Zealand survey: **9**
- Total number of students at the organisations in 2010: **4,698**
- Total number of student weeks in 2010, estimated: **44,631**
- Overall average length of stay in weeks: **9.5**
- Average cost of a one-month course, excluding accommodation: **NZ\$1,491 (US\$1,240)**
- Average cost of residential accommodation per week: **NZ\$203 (US\$169)**
- Average cost of host family accommodation per week: **NZ\$222 (US\$185)**
- Average commission paid on a course: **18**
- **None** of the institutions profiled paid commission on accommodation

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



Observations

- Korean students remained the top nationality for New Zealand education providers in 2010, but their market share was down five percentage points to 20 per cent. The Brazilian market also declined from 10 per cent to five per cent last year. However, Saudi Arabians, Japanese and Chinese all recorded student increases.
- The number of hours study per week increased to an average of 24 hours in 2010, compared with 22.3 in our previous survey.
- Advisors remained by far the most common method of recruiting students, responsible for 80.5 per cent of all new students sourced. In 2010, there were increases in local bookings and the use of the internet.
- The estimated number of student weeks in 2010 was significantly down on 2009 figures of 62,281. The total number of students in 2010 was also lower, 4,698, compared with 6,291 in 2009, however this could be attributable to a different spread of schools.

Thank you to the following institutions for taking part in our Status survey: Queen's High School, Dunedin; CPIT School of English, Christchurch; Rotorua English Language Academy, Rotorua; Worldwide School of English, Auckland; Mount Maunganui Language Centre, Mount Maunganui; Avonside Girls' High School, Christchurch; Languages International, various; Mount Maunganui College, Mount Maunganui; Diocesan School for Girls, Epsom.

If you would like to see the complete breakdown of data, please visit www.hothousemedia.com/statuszone/lmstatus/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:
UK**

