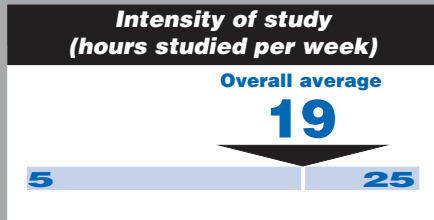


Status: South Africa 2002

The Status survey is a venture by *Language Travel Magazine*, in collaboration with the Association of Language Travel Organisations (Alto), which gathers specific market data about all of the main language teaching markets in the world. It is now possible to compare world market statistics.

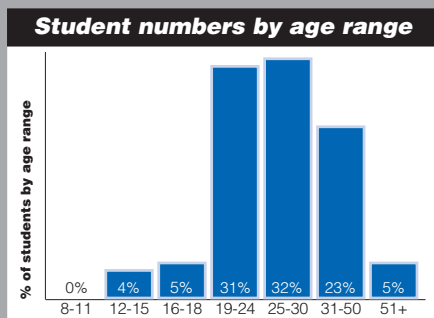
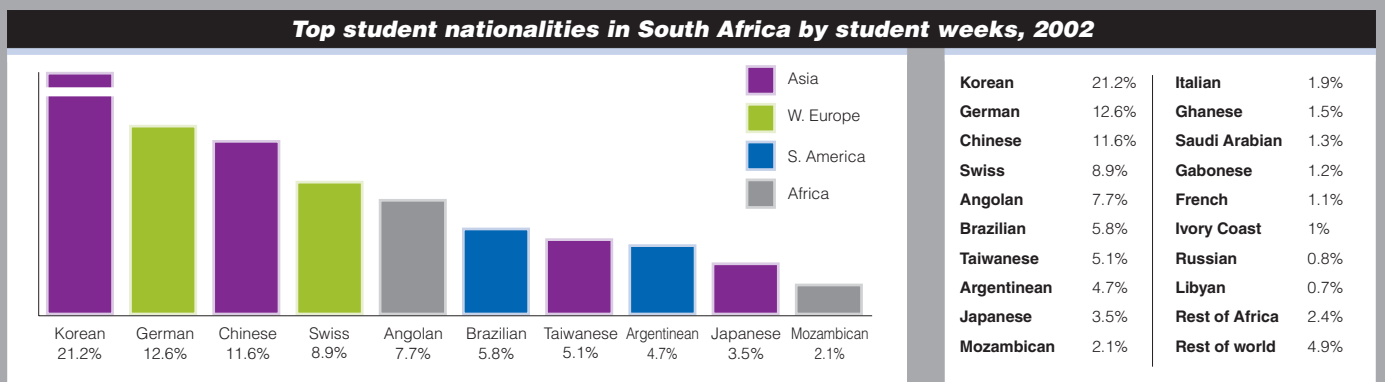
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email to mail@hothousemedia.com containing "Status survey web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



Key points

- No. of participating organisations in the survey: **six**
- Total no. of students in 2002: **1,345**
- Total no. of student weeks in 2002, estimated: **16,140 weeks**
- Overall average length of stay: **12 weeks**
- Average cost of a one-month course, excluding accomm: **Rand 4,700 (US\$585)**
- Average cost of residential accommodation per week: **Rand 570 (US\$71)**
- Average cost of host family accommodation per week: **Rand 852 (US\$106)**
- Average commission paid on a language course: **18 per cent** (from 15 to 20)
- **One** institution paid commission on accommodation (at 5 per cent)

*For currency conversion rate, see page 4.



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

Good Hope Studies, Cape Town; Interlink School of Languages, Cape Town; International English School, Stellenbosch, One World Language School (OWLS), Cape Town; Shane Global Village, Cape Town; Tygerberg Language & Leisure Centre CC, Cape Town.

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.