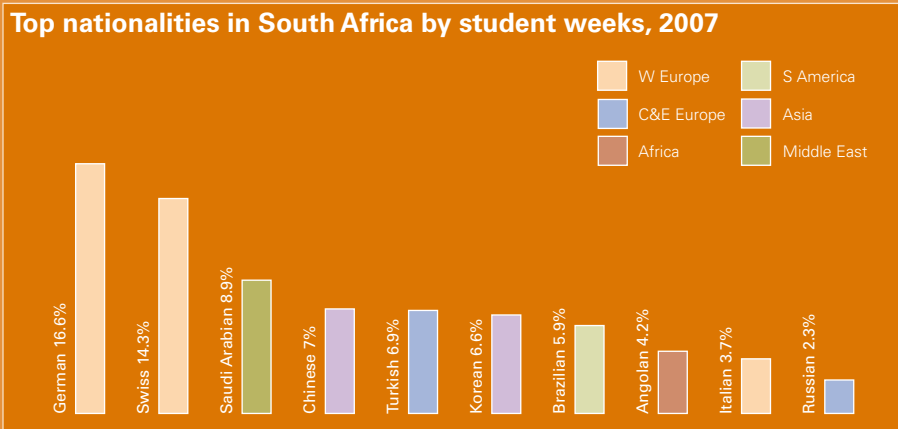
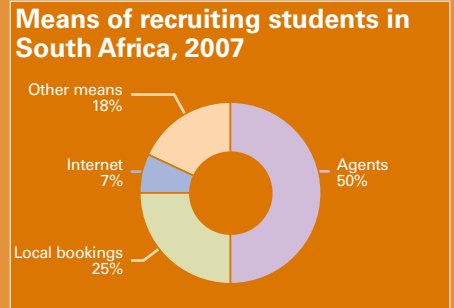
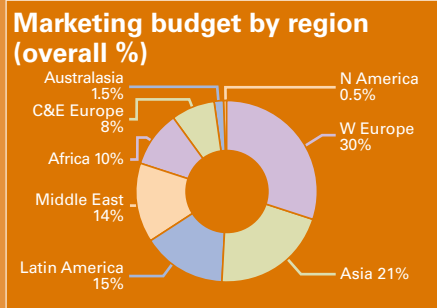
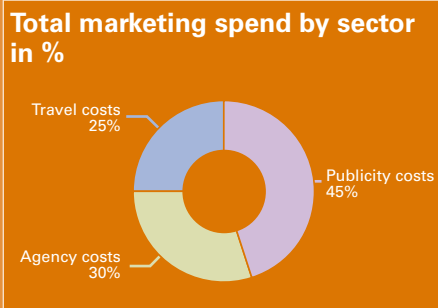


Status: South Africa 2007

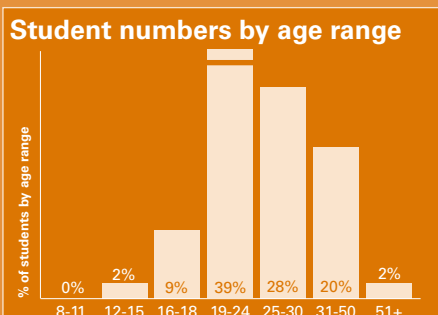
The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.



Key points

- Number of participating organisations in the South Africa survey: **nine**
- Total number of students at the organisations in 2007: **5,615**
- Total number of student weeks in 2007, estimated: **45,481**
- Overall average length of stay in weeks: **8.1**
- Average cost of a one-month course, excluding accommodation: **(US\$934)**
- Average cost of residential accommodation per week: **(US\$178)**
- Average cost of host family accommodation per week: **(US\$206)**
- Average commission paid on a language course: **21 per cent**
- **Four** institution paid commission on accommodation (of **15 per cent**)

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



Observations

- A new entrant into the top nationalities studying English in South Africa in 2007 was Saudi Arabian students, which made up 8.9 per cent of the total student body. Another notable change from last year was the reduction in the number of Angolan students present at the schools, down from 27 to 4.2 per cent.
- Agency usage was up from 37 to 50 per cent.
- Students in South Africa remain in the older age ranges, according to the results of this year's Status

Survey of nine schools in the country, with 50 per cent over the age of 25 years. Last year this figure was 38.5 per cent.

- The average length of stay decreased slightly from last year, with students staying in South Africa for an average of 8.1 weeks in 2007 compared with 10.7 weeks previously. This supports an ongoing trend towards shorter stays by students, as in 2005 this figure was 12.4 weeks. Average costs of tuition and accommodation had increased slightly this year.

Thank you to the following institutions for taking part in our Status survey: EC Cape Town, Cape Town; Good Hope Studies, Cape Town; Interlink School of Languages, Cape Town; LAL South Africa, Cape Town and Durban; LTC Language Teaching Centre, Cape Town; Shane Global Language Centre, Cape Town; South African School of English, Cape Town; Wits Language School, Johannesburg.

If you would like to see the complete breakdown of data, please visit 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:
Global comparison**

