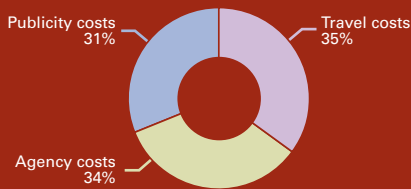


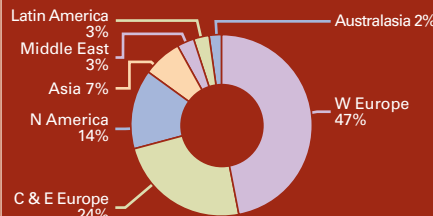
Status: Spain 2007

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.

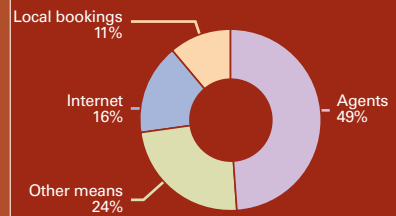
Total marketing spend by sector in %



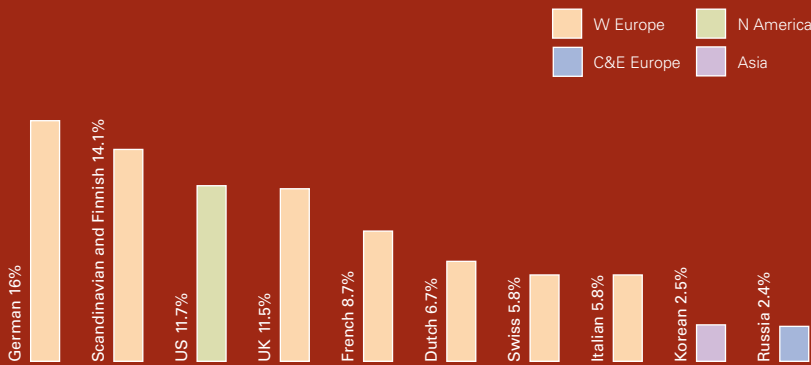
Marketing budget by region (overall %)



Means of recruiting students in Spain, 2007



Top nationalities in Spain by student weeks, 2007

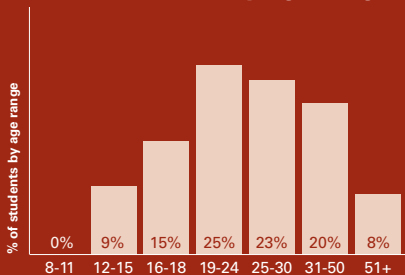


Key points

- Number of participating organisations in the Spain survey: **18**
- Total number of students at the organisations in 2007: **25,009**
- Total number of student weeks in 2007, estimated: **75,027**
- Overall average length of stay in weeks: **three**
- Average cost of a one-month course, excluding accommodation: **€605 (US\$875)**
- Average cost of residential accommodation per week: **€194 (US\$281)**
- Average cost of host family accommodation per week: **€188 (US\$272)**
- Average commission paid on a language course: **24 per cent**
- **Three** institutions paid commission on accommodation (average of eight per cent)

*For currency conversion rate, see page 7.

Student numbers by age range



Observations

- The total number of students taught by schools taking part in our survey this year was 25,009 and with an average length of stay per student of three weeks, the total number of student weeks was 75,027. The average length of stay was considerably less than last year when this figure was 9.2 weeks (See LTM, June 06, page 40)
- German students are still the most populous nationality, accruing 16 per cent of the student base, compared with 17.1 per cent in 2006. However,

other Western European nationalities including Scandinavians and Finnish achieved a 14.1 per cent share, up 5.5 per cent on last year. Elsewhere, Koreans broke into the Spanish market (Asian students were noticeably absent in our 2006 survey) clocking up 2.5 per cent of total student numbers.

- The number of students falling into either the 25-30 or 31-50 age brackets were far greater this year, achieving 23 per cent and 20 per cent, compared with 13 per cent and 15 per cent previously.

Thank you to the following institutions for taking part in our Status survey: Cervantes Escuela Internacional, Malaga; Enforex (12 different locations); Instituto de Idiomas, Ibiza; Instituto Hispánico de Murcia, Murcia; International House San Sebastian – Lacunza, San Sebastian, Malaca Instituto, Malaga, Unilang, Santander.

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:
Italy**

