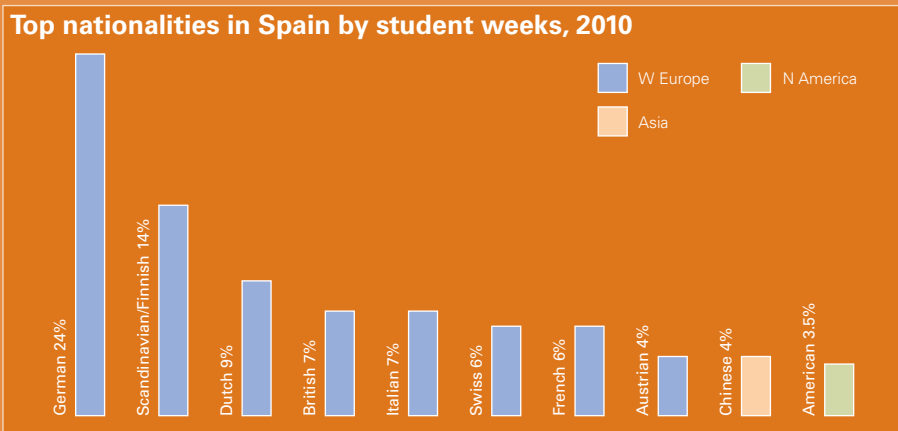
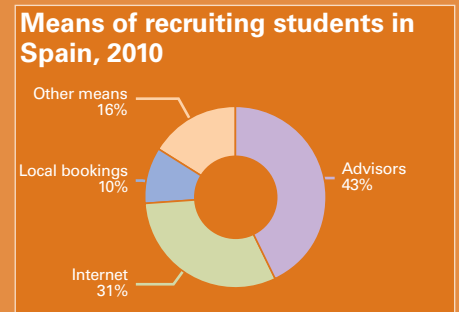
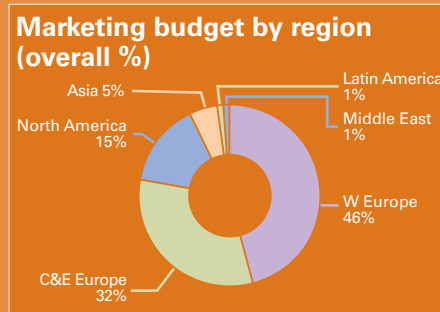
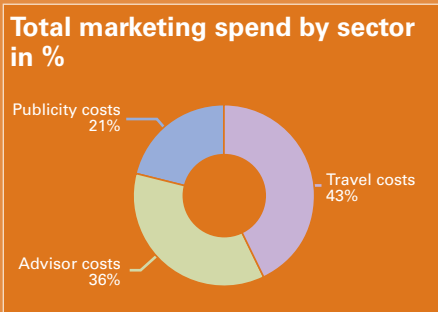


Status: Spain 2010

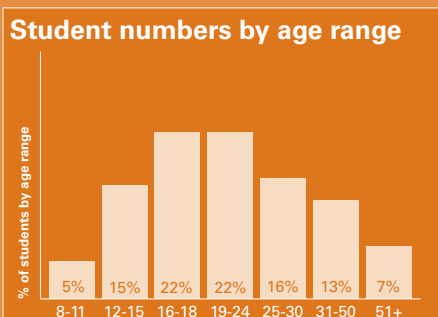
The Status survey is a venture by *Study Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.



Key points

- Number of participating organisations in Spain survey: **11**
- Total number of students at the organisations in 2010: **8,411**
- Total number of student weeks in 2010, estimated: **26,915**
- Overall average length of stay in weeks: **3.2**
- Average cost of a one-month course, excluding accommodation: **€753 (US\$1,050)**
- Average cost of residential accommodation per week: **€287 (US\$400)**
- Average cost of host family accommodation per week: **€267 (US\$372)**
- Average commission paid on a language course: **26**
- **Four** of the institutions profiled paid commission on accommodation

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



Observations

- Just four of the 11 institutions that took part in this year's Status survey on Spain did so last year, which could explain differences in advisor usage. Forty-three per cent of all student bookings came via a study abroad advisor in 2010, compared with 51 per cent in 2009.
- Marketing spend by sector was also slightly different, with more of the budget allotted to travel costs in 2010 (43 per cent) than in 2009 when this sector accounted for 36 per cent.
- German students remained top of the nationality league table, up five percentage points to 24 per cent. Interestingly, American students were less prevalent in 2010, down 6.5 percentage points, overpowered by the strong Western European contingent. Chinese was the only Asian nationality present in 2010, accounting for a four per cent share of the student body.
- Average length of stay remained consistent at 3.2 weeks, compared with 3.5 weeks previously.

Thank you to the following institutions for taking part in our Status survey:
 Escuela de Idiomas Nerja, Nerja; Malaca Instituto, Malaga; Colegio de Espana, Salamanca; ABCHumboldt, Barcelona; Instituto Internacional de Idiomas Ibiza, Ibiza; K2 Internacional, Cádiz; Caxton College, Valencia; Escuela La Ola, Madrid; Instituto Andalusi de Espanol, Malaga; Letra Hispanica, Salamanca; Cervantes Escuela Internacional, Malaga.

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

