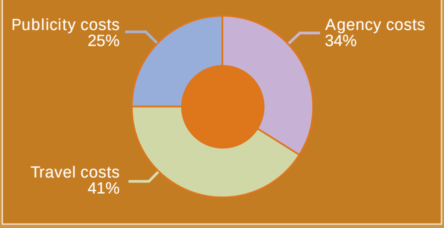
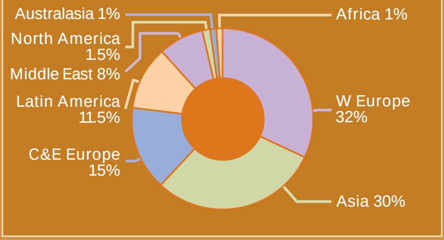
Status: UK 2007

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.

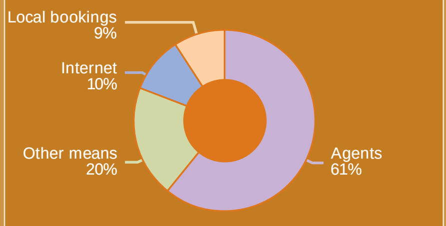
Total marketing spend by sector in %



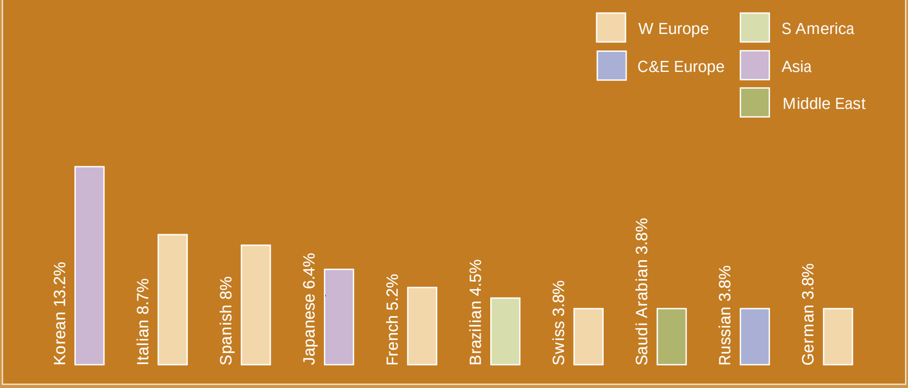
Marketing budget by region (overall %)



Means of recruiting students in the UK, 2007



Top nationalities in the UK by student weeks, 2007

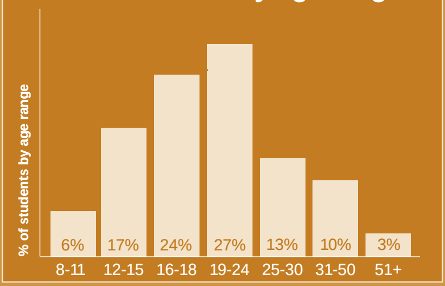


Key points

- Number of participating organisations in the UK survey: **24**
- Total number of students at the organisations in 2007: **66,056**
- Total number of student weeks in 2007, estimated: **770,213**
- Overall average length of stay in weeks: **11.7**
- Average cost of a one-month course, excluding accommodation: **UK£746 (US$1,492)**
- Average cost of residential accommodation per week: **UK£182 (US$364)**
- Average cost of host family accommodation per week: **UK£131 (US$262)**
- Average commission paid on a language course: **18.9%**
- **Three** institutions paid commission on accommodation (of between **five** and **20** per cent)

*For currency conversion rate, see page 7.

Student numbers by age range



Observations

• Korean students triumphed over the Italians this year, accounting for 13.2 per cent of the nationality mix. The Italians, who polled second, dipped 4.1 percentage points to 8.7 per cent from last year while the Spanish stormed into third place with an eight per cent share of the student market. Meanwhile, Saudi Arabian students made their table debut, with a 3.8 per cent share.

• The average length of stay for language students in the UK remains the same as last year, coming in at 11.7 weeks. Meanwhile, the overall volume of students in our survey was higher than last year, up from 59,272 to 66,056.

• Agent usage, which increased by three percentage points this year to 61 per cent, is by far the most lucrative means of recruiting students. Both local bookings and Internet usage dipped a little, down four and three percentage points respectively. Meanwhile, in terms of schools' marketing spend, travel costs jumped up five points to 41 per cent.

Thank you to the following institutions for taking part in our Status survey: Anglophiles Academic, London; The Ardmore Group, Berkshire; Bell International (Bedgebury, Cambridge, London and Young Learners), various; Bloomsbury International, London; Colchester Institute, Colchester; Concorde International, Canterbury; EC, various; Embassy CES, Brighton, Hastings, Cambridge, London, Oxford; The English Language Centre, York; Exeter Academy, Exeter; Exsportise, Minster, Petworth and Oundle; Frances King School of English, London; Giovanni Timarco Centre of Education, London; Hampstead School of English, London; Harrogate Tutorial College, Harrogate; International House, London; International House WELS Group, Torquay, Bath, Salisbury, Ardingly, Newland Park; Language Studies International, London; Liverpool International Language Academy, Liverpool; Oxford House School of English, Oxford; St Giles International, London; SKOLA (English in London), London; Students International, Melton Mowbray; Waterloo School of English, London.

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: New Zealand

Intensity of study (hours studied per week)

Overall average

19.4

12.5 — 23

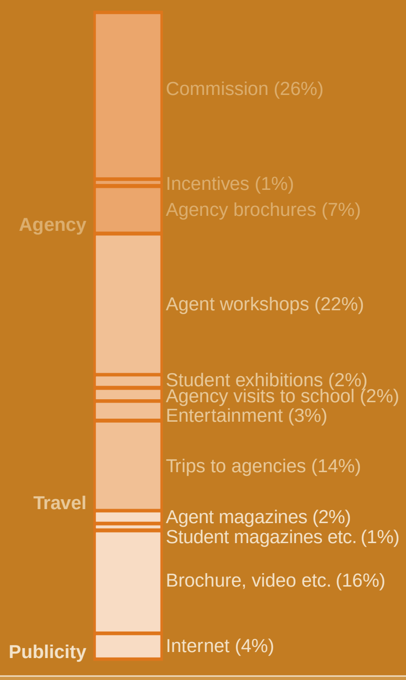
Marketing spend as % of school's gross income

Overall average

8%

2% — 20%

Marketing spend by category (from a selection of schools)



Average cost of tuition For 80 hours of tuition

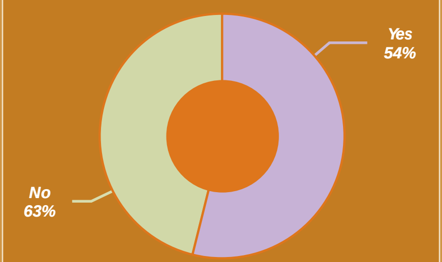
Average

UK£746
(US$??)

UK£240 (US$??)	**UK£1,270 (US$??)**

(Costs for one hour of tuition ranged from UK£3 (US$?) to UK£16 (US$?) per hour, averaging UK£8(US$?))

% of institutions offering/selling travel insurance



Annual student intake in the USA by world region of origin