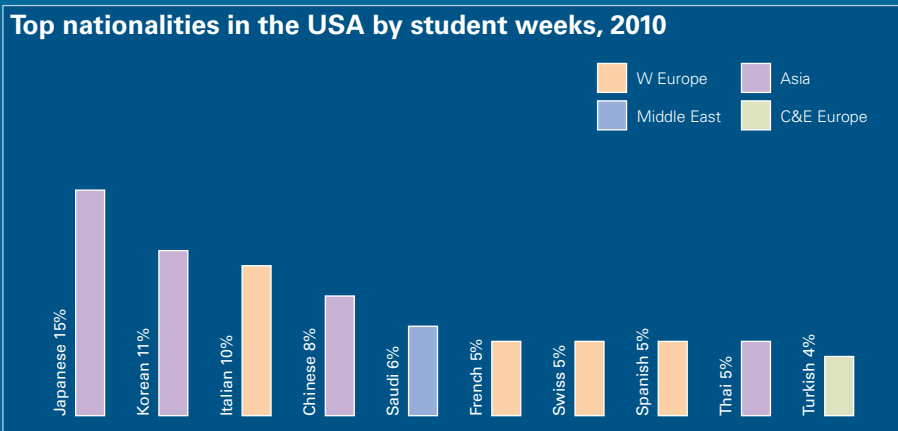
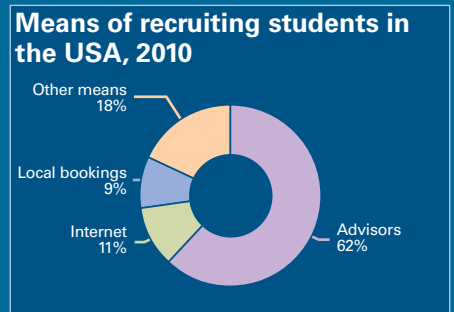
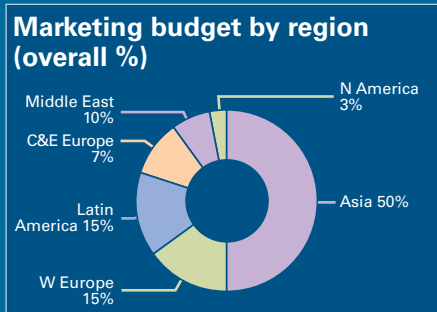
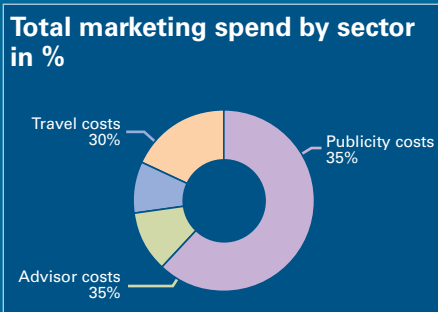


Status: USA 2010

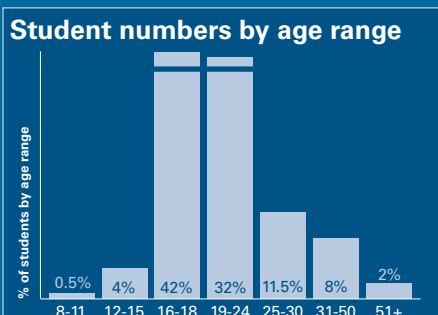
The Status survey is a venture by *Study Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.



Key points

- Number of participating organisations in the USA survey: **11**
- Total number of students at the organisations in 2010: **10,098**
- Total number of student weeks in 2010, estimated: **97,950**
- Overall average length of stay in weeks: **9.7**
- Average cost of a one-month course, excluding accommodation: **US\$1,104**
- Average cost of residential accommodation per week: **US\$248**
- Average cost of host family accommodation per week: **US\$311**
- Average commission paid on a language course: **16**
- **Two** of the institutions profiled paid commission on accommodation

*For currency conversion rate, see page 7.



Observations

- Institutions that took part in our Status survey on the USA reported a greater number of younger-aged students than those who took part previously (see LTM, August 2010, page 60). In 2010, 42 per cent of students were aged between 16 and 18 years, while in 2009 this figure was just nine per cent.
- Top nationalities remained largely the same with the top two nationalities of Japanese and Korean remaining in the top spots. One change in the nationality mix was a decline in the number of Saudi students present – six per cent of the student body compared with nine per cent previously. The number of Chinese students increased slightly from five per cent to eight per cent.
- The percentage of students recruited via study travel advisors increased in 2010 to 62 per cent from 23 per cent. However, this could be attributable to a different profile of schools. Advisor costs were calculated to take up an average of 35 per cent of the marketing budget, making this recruitment method good value.

Thank you to the following institutions for taking part in our Status survey: Selnate International School, Provo, UT; Into Oregon State University, Corvallis, OR; International House New York, New York, NY; California State University San Marcos, San Marcos, CA; Geos North American Language Schools, Boston, Costa Mesa, South Bay, New York and San Francisco; TLA-The Language Academy, Fort Lauderdale, FL; IEC at Diablo Valley College, California, CA; LAL Fort Lauderdale, Fort Lauderdale, FL; Into University of South Florida, Tampa, FL; AHLI American Home Life International, Lancaster, PA; International English Institute, Nashville, TN.

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:
Spain**

