

# Linguistic Stays The statistics, and some questions

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Direction:

# Global Comparison

*This article provides a comparison of the information extracted from our 2017 language school survey of 15 major language teaching destinations worldwide.*

## AVERAGE LENGTH OF STAY BY COUNTRY IN WEEKS



Australia	13.7
Japan	13.4
Canada	11.1
New Zealand	9.0
Germany	5.8
Ireland	5.8
South Africa	5.7
France	5.2
Philippines	5.4
UK	3.4
Spain	3.4
Italy	3.2
Malta	2.9
Cyprus	2.7

Average length of stay..

France in 2017 – 5.2 weeks

France in 2016 – 3.7 weeks

France in 2015 – 4.1 weeks

France in 2014 – 4.1 weeks

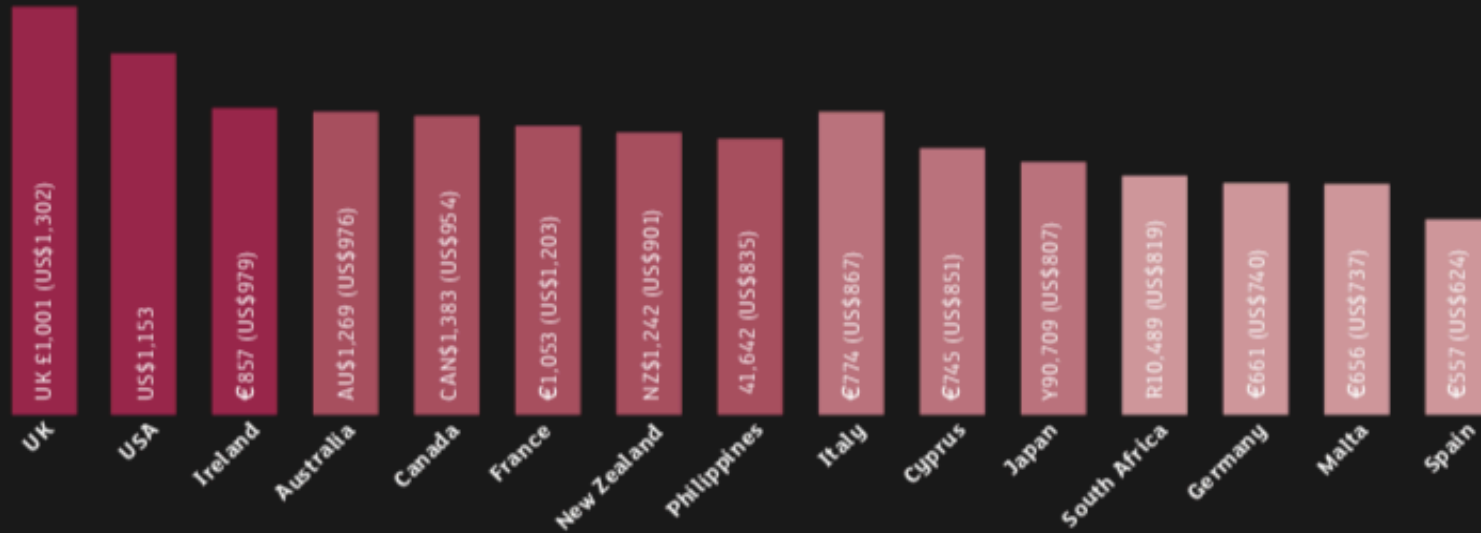
France in 2013 – 4.9 weeks

France in 2010 – 5.5 weeks

Questions:

- it is better to have one student stay longer than recruit another. Therefore, how can you extend student weeks?
- How can you incentivise agents to promote long stays?
- How can you recruit from long haul markets?

## AVERAGE COST OF A ONE-MONTH COURSE BY COUNTRY\*



\*all prices in US\$ converted using exchange rate of 17/06/2017

France

2017 \$1203 (6th most expensive)

2016 \$1193 (most expensive)

2015 \$1083 (3rd most expensive)

2014 \$1280 (3rd most expensive)

2013 \$1188 (3rd most expensive)

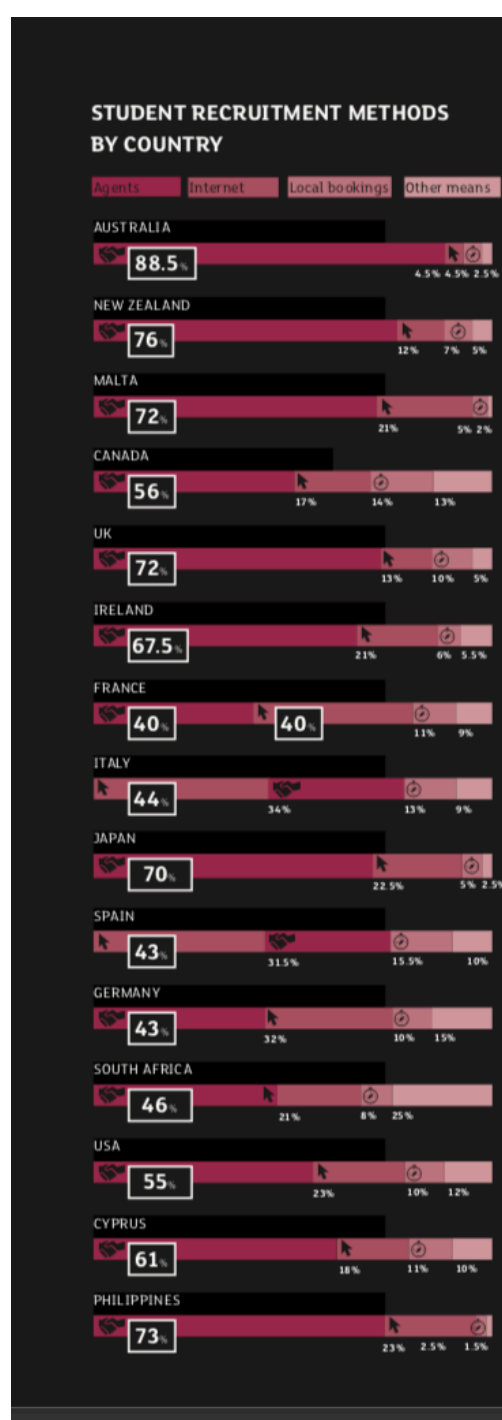
2010 \$1284 (3rd most expensive)

France 2017 40% agents 40% directs

France 2016 51% agents 37% directs

France 2015 43% agents 33% directs

France 2010 54% agents 28% directs

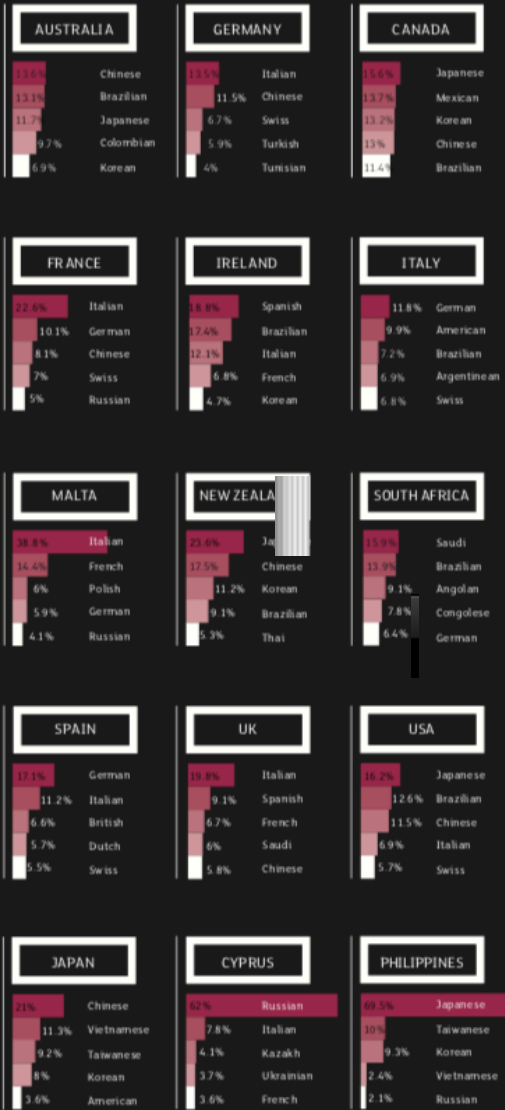


Questions to ask:

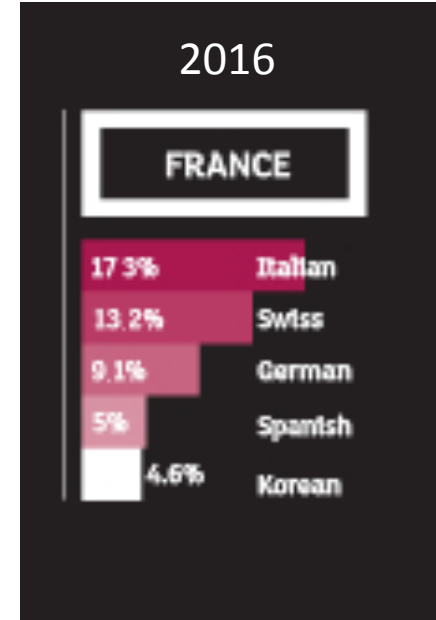
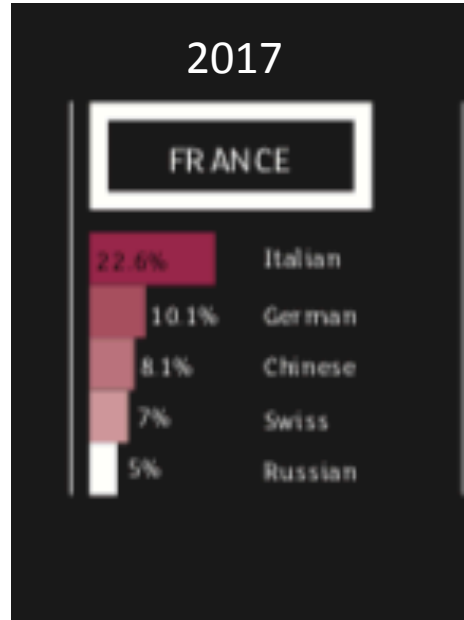
- whilst maintaining agent business, can you grow more direct bookings?

- As more Europeans are studying FLE, and are likely the reason for the increase in direct bookings, do you need to expand your agent network in longer haul markets to increase your long term students?

TOP FIVE OVERSEAS NATIONALITIES PER COUNTRY AS A % OF TOTAL WEEKS, 2017



Please visit [www.studytravel.network/magazine/statistics](http://www.studytravel.network/magazine/statistics) for individual fact sheets on each country.



Questions to ask:

- How can you regain the markets that are down? As these are the long-stay markets.

- The US market was strong in 2017 for Italy, can you win them back?

More questions:

- with currency fluctuations likely in 2019, how will you encourage non-Euro countries to book?

- Niklaus, Thürlingua, Agency in Switzerland "30PLUS, 50PLUS and young learners' programmes continue to increase. We also notice a heightened demand for French."

Swiss numbers are down to France, so is now the time to boost enrolments from this market? Are you offering junior, 30+ and 50+ programmes?

- Blended learning is said to be increasing in popularity, continuing education upon return to their country our students don't want to 'lose' their skills. Are you embracing blended learning? How are you maintaining your students' skills after they have left your school?

- Gamification will not replace studying in a country where a language is spoken natively. However, it is not to be ignored – can you include gamification on your website, in lessons..?

- "Gen Z are a different breed" - how are you adapting your marketing and teaching methods to react to the needs of Gen Z? If they require more feedback, how do you deliver that? If they want to know they are having a positive impact on the world, how are you showing them that?

