

Research and Analysis It's impact on Your Marketing Efforts



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Research & Business Development

Market Data and Market Research



- Whether or not a business fails or prospers depends on whether or not the right kind of marketing decisions are made.
- Wrong marketing decision can be a waste and hinders a business's progress.
- Good marketing decision guided by market research leads **to 25% - 50% increase in revenues within 3 years***.

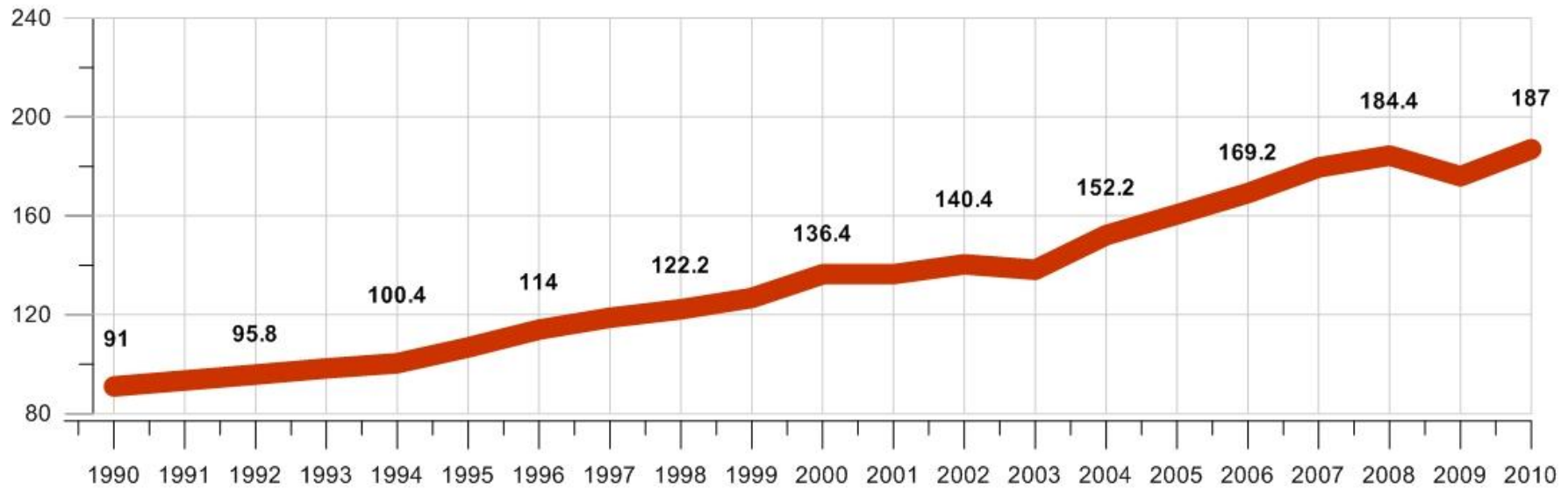
*Source: D. V. L. Smith, J. H. Fletcher: The Art & Science of Interpreting Market Research Evidence

Global Youth Travel Market

Market Size



Number of arrivals in millions

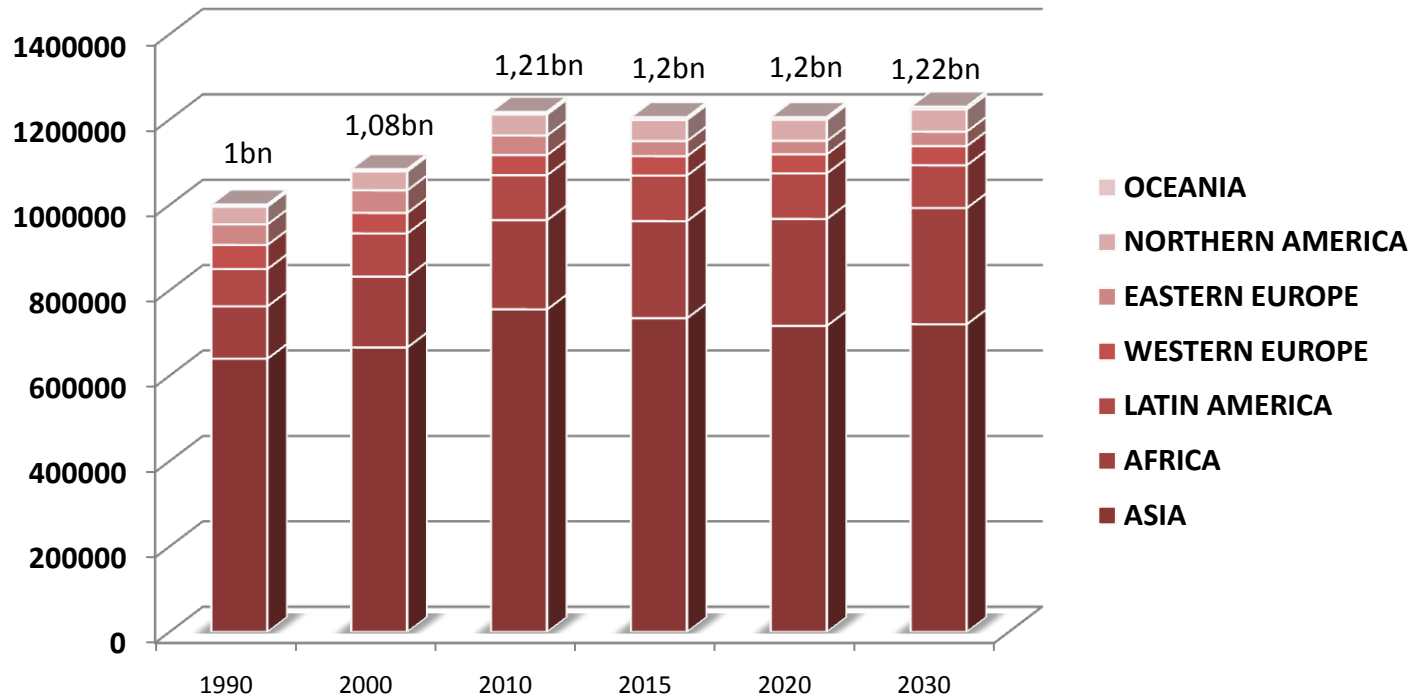


Source: UNWTO Global Tourism Barometer 2010

Youth & Student Travel represents cca 20% of global world Tourism and Travel.

Global Youth Travel Market

Worldwide Student Population

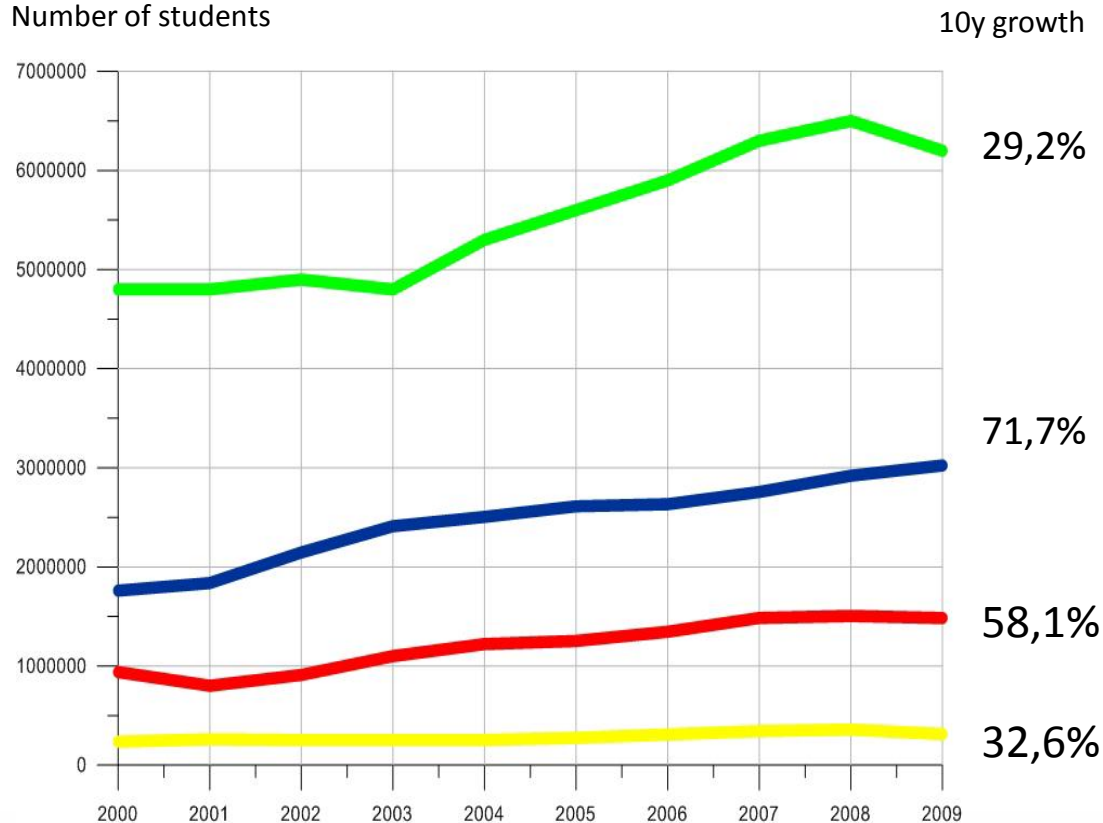


Numbers age group 15-25 years old. Source: UN population division, World Population Prospects 2008.

Trend: Overall youth population will not rise from 5 years onwards, especially in Western Europe and China.

Global Youth Travel Market

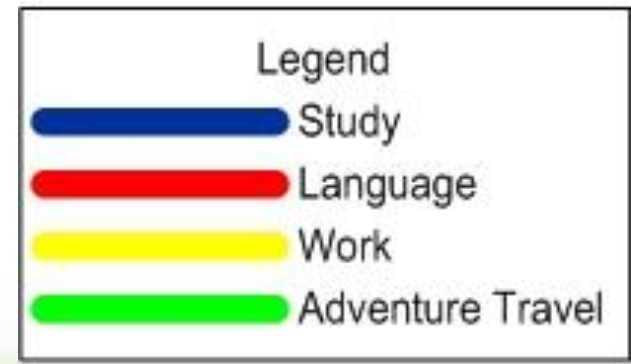
Industry Trends



Sources: Xola Consulting, LTM, UNESCO, OECD, USDS

Language travel is a constantly growing prosperous sector.

It has experienced the second biggest growth in Youth Travel.

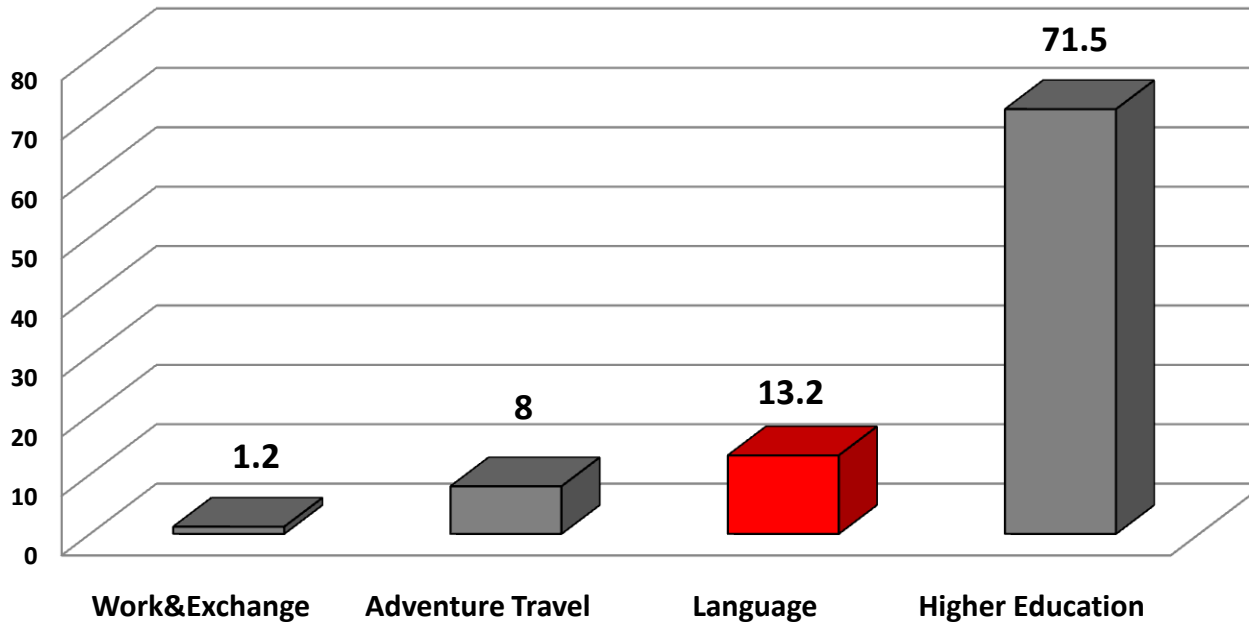


Global Youth Travel Market

Industry Revenues



Revenues in billions USD



Sources: LTM 2010, Xola Consulting, UNESCO, OECD, USDS

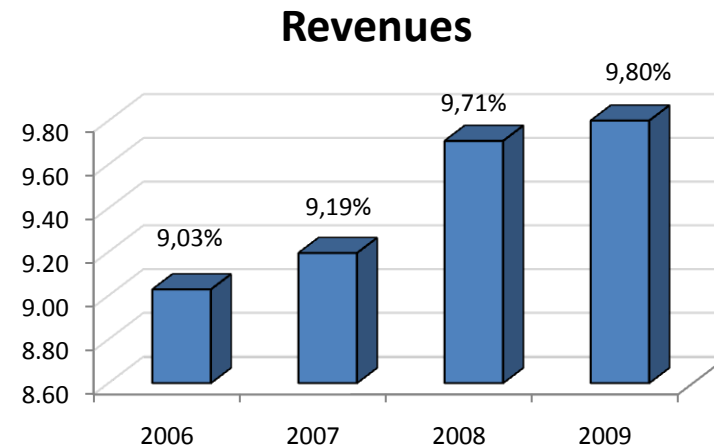
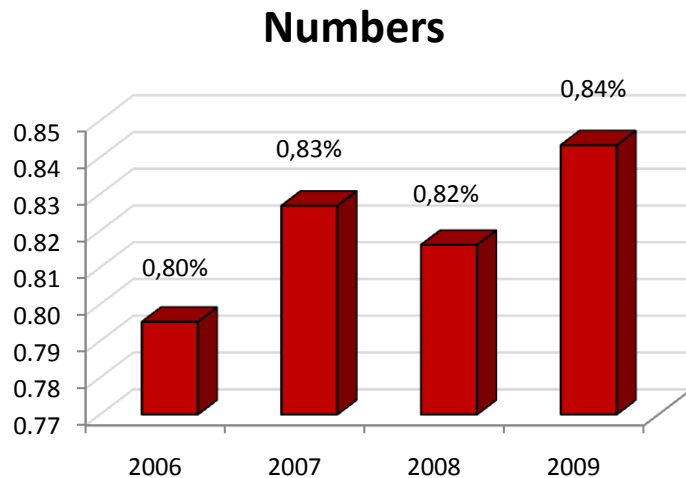
2009 Global revenues in Language travel estimated to be \$13,2bn.
This made Language Travel the 2nd biggest sector in Youth Travel

Language Travel Market

Market Position



Share of Language Travel in Youth Travel by Student Numbers and revenues



Language Travel constitutes about **10% of overall Youth Travel.**

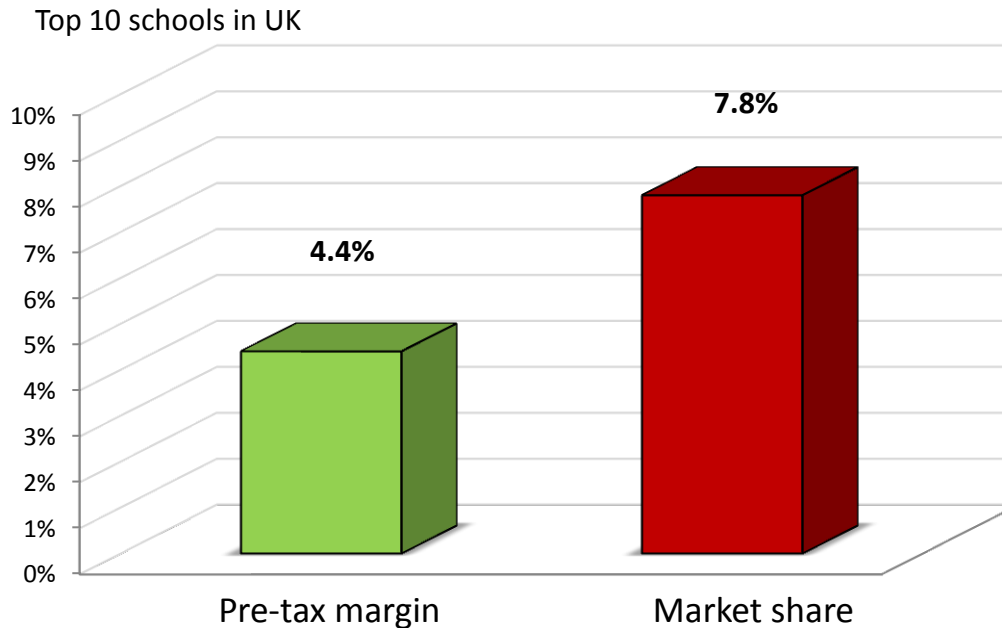
Language Travel is a progressive sector – it is **growing steadily** in both Student Numbers and Revenues.

Source: Language Travel Magazine, 2007, 2008, 2009, UNWTO Global Tourism Digest 2010

Language Travel Market

Mature Market

Language Travel is becoming more and more competitive sector.



Source: Plimsoll, MacAllen, LTM

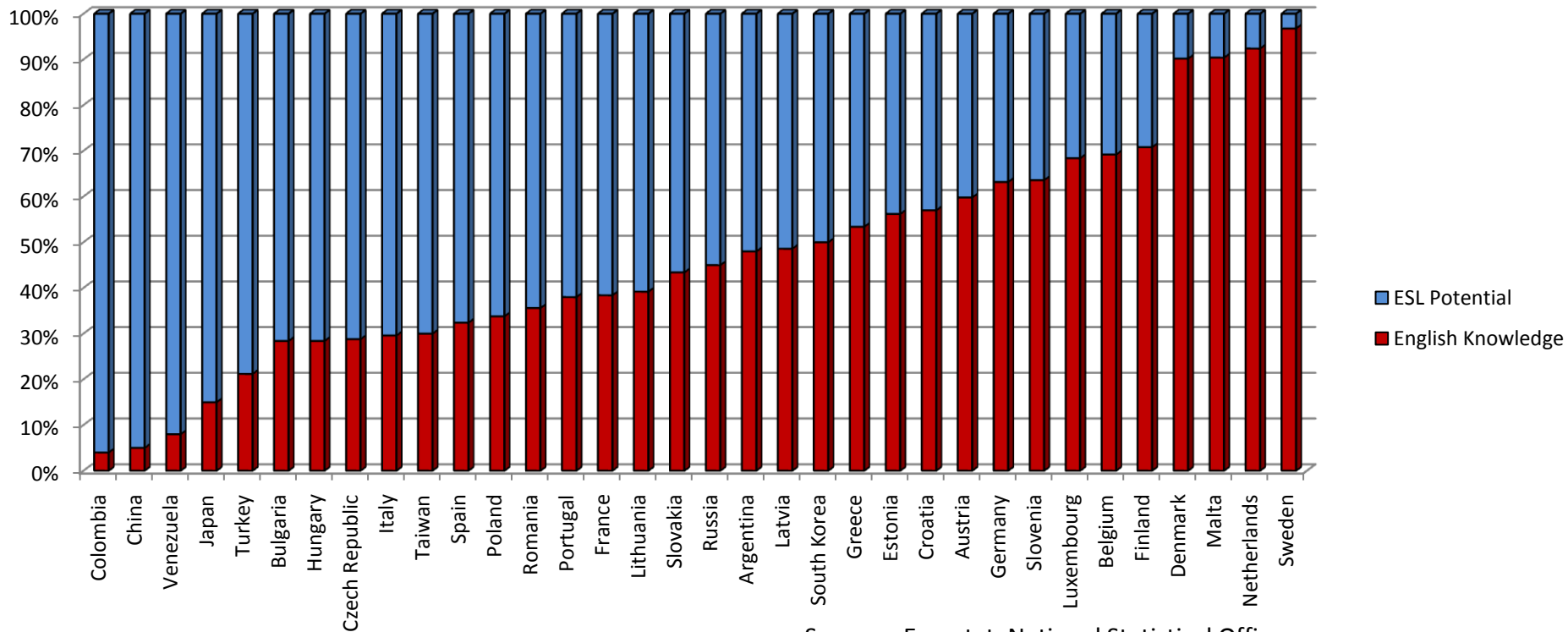
Case study in Language Travel (most competitive sector) and UK market (largest in sector).

Language Travel Market

Market Potential for English learning



English Language penetration and potential



Sources: Eurostat, National Statistical Offices

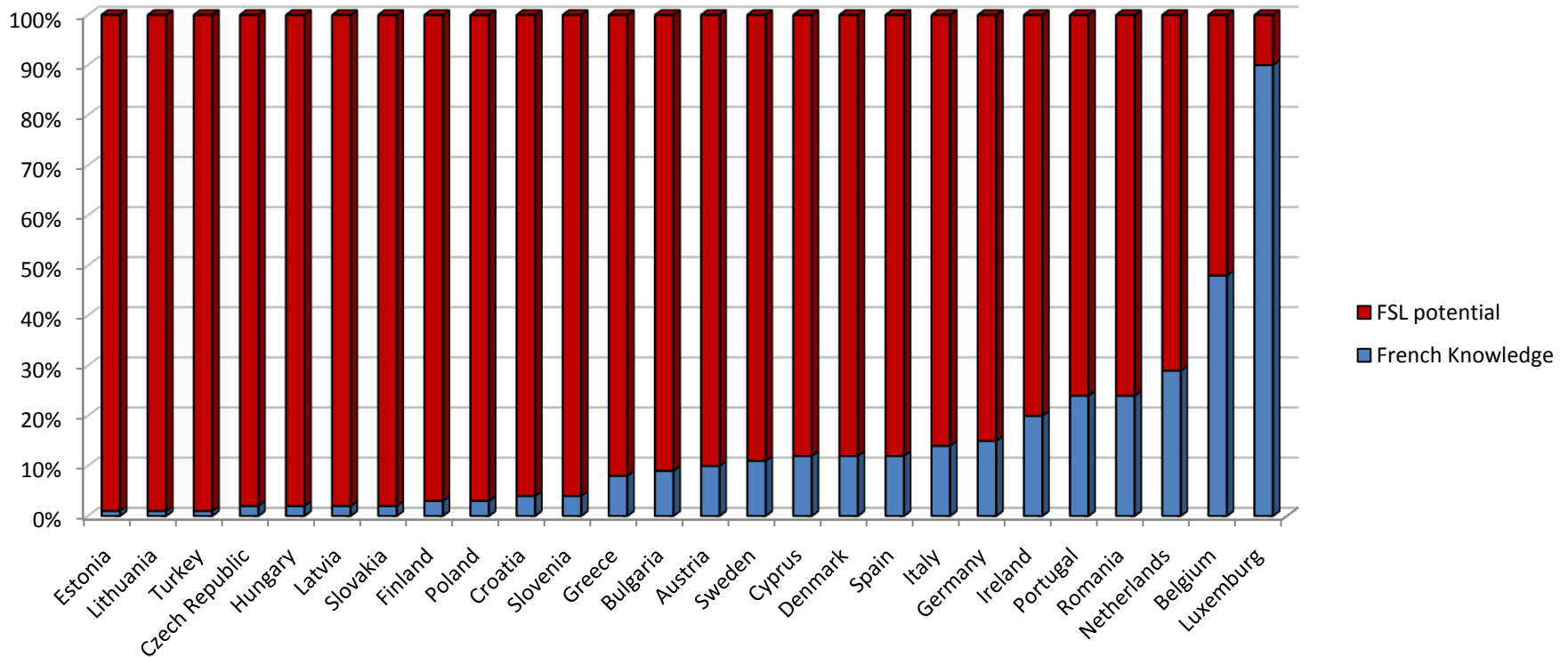
In last 10 years, **English penetration increased 27%** in top monitored countries.

Language Travel Market

Market Potential for French learning



French Language penetration and potential



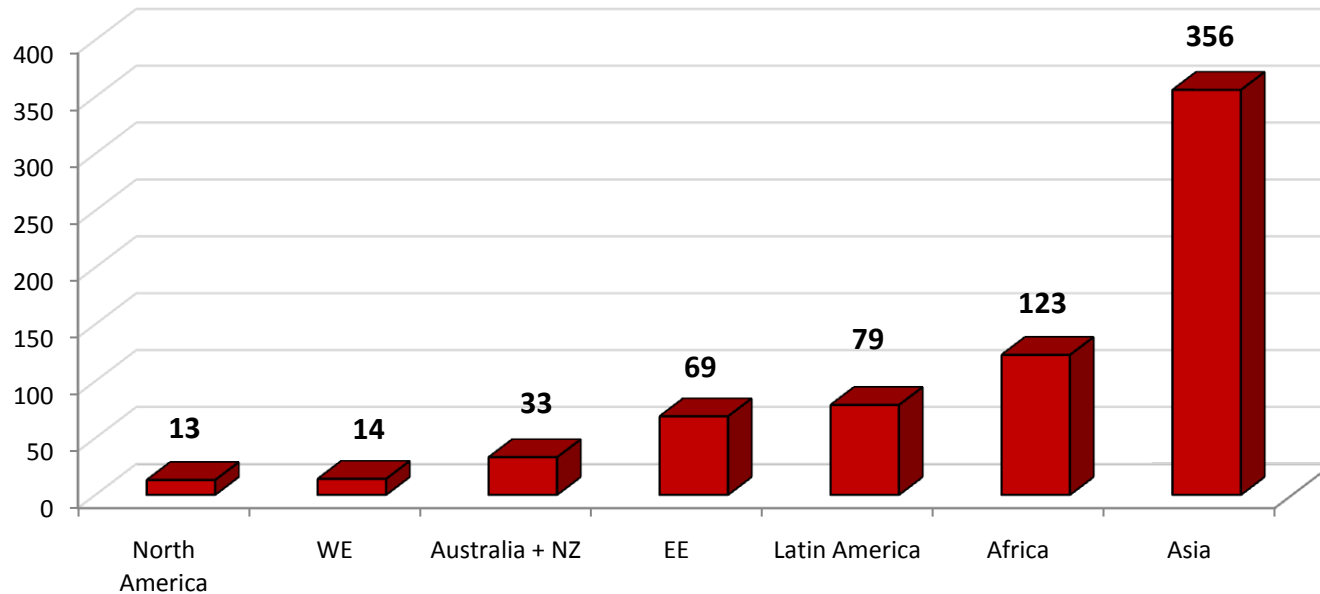
Sources: Eurostat, National Statistical Offices

Language Travel Market

Purchasing/buying power



ESL Index (similar to BigMac Index) how many days should one work at home to purchase 4wGE course in Toronto.



Sources: ILO Statistics, StudentMarketing 2011

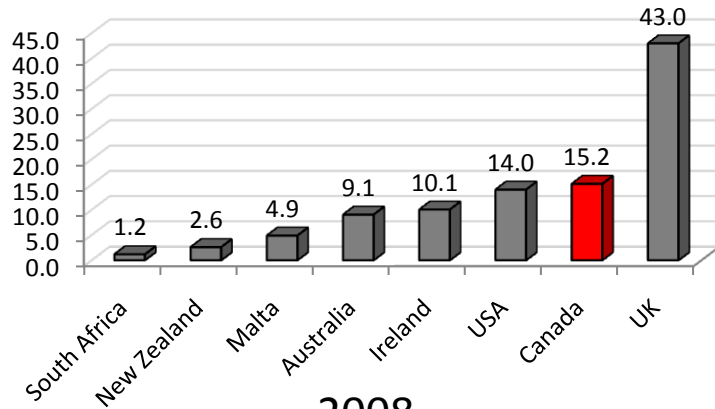
The larger the column is, the weaker the buying power is (more workdays necessary for consumer to be able to purchase).

Language Travel Market & Canada

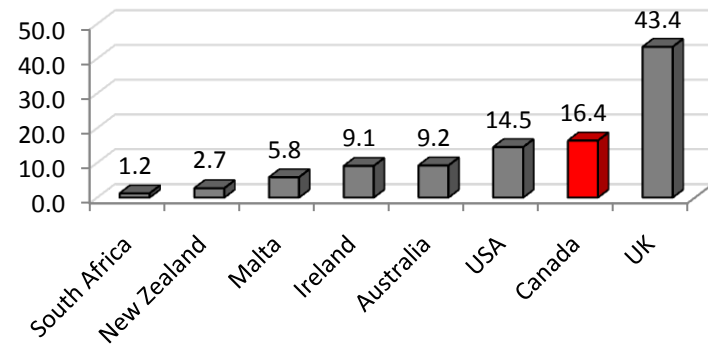
Market Demand – receiving destinations by share of Student numbers



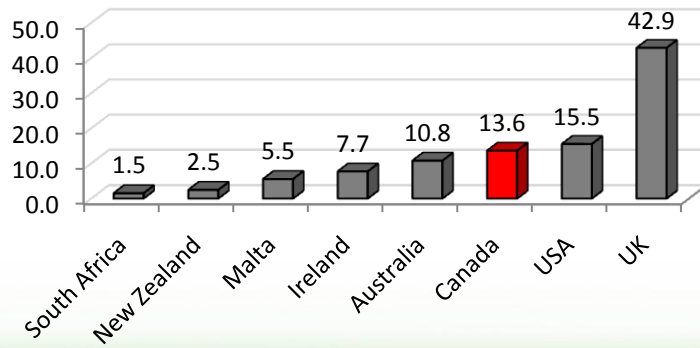
2006



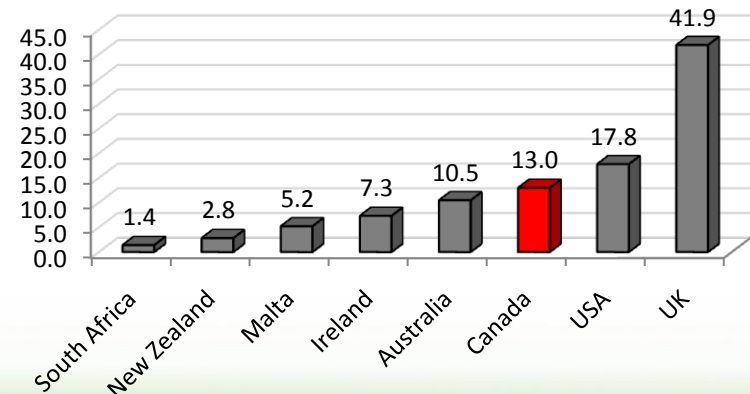
2007



2008



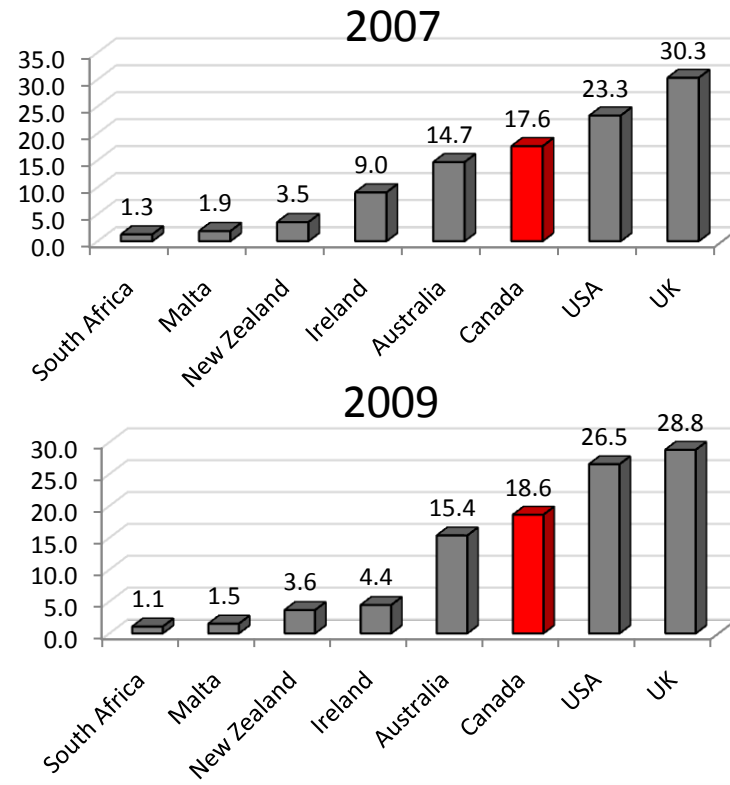
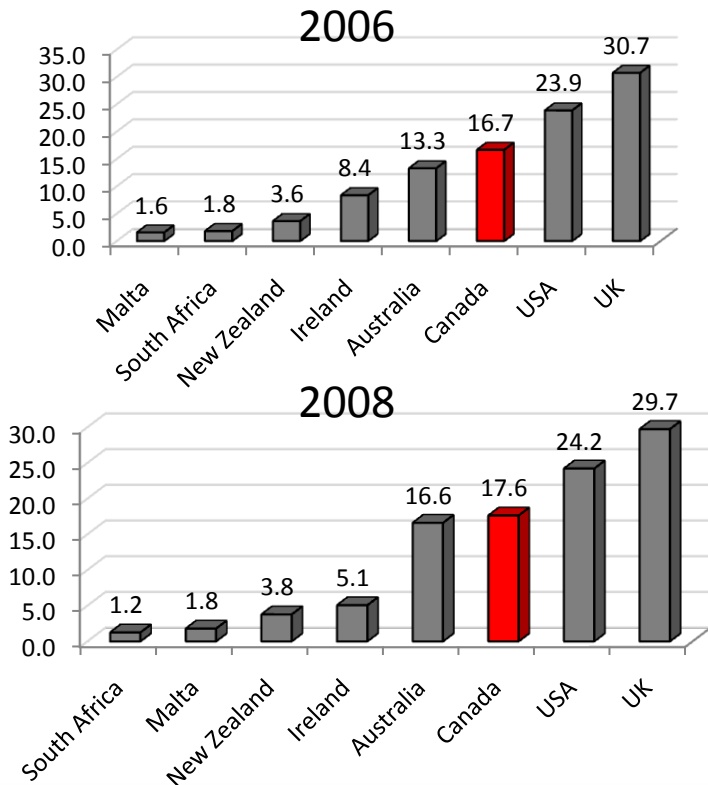
2009



Sources: LTM 2010, 2009, 2008, 2007

Language Travel Market & Canada

Market Demand – receiving destinations by share of Student Weeks



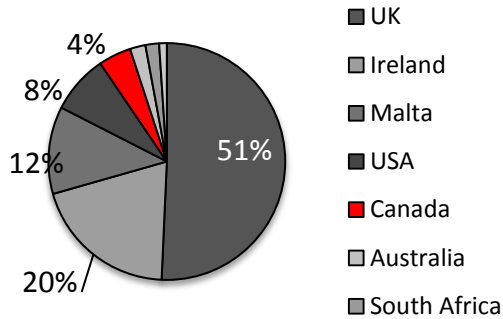
Current Language Travel market experiences challenges in UK and some other destinations in 2010, it may represent an **opportunity for Canada**. Sources: LTM 2010, 2009, 2008, 2007

Language Travel Market & Canada

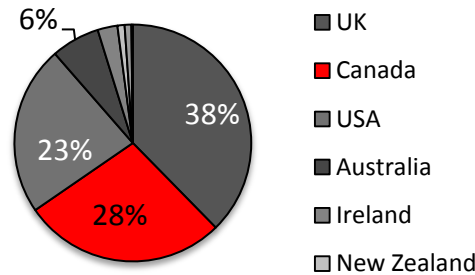
Market Share in sending regions



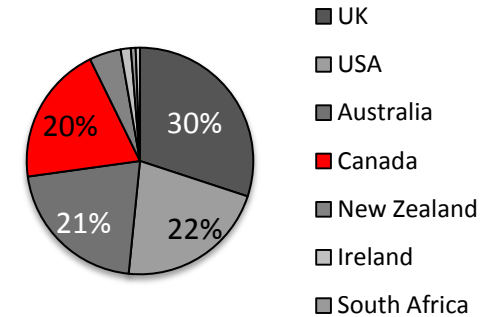
Western Europe



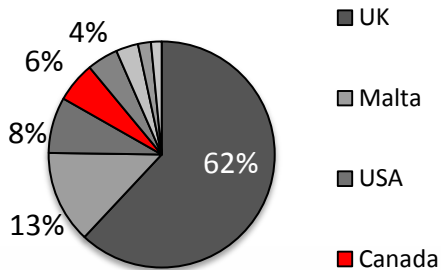
Latin America



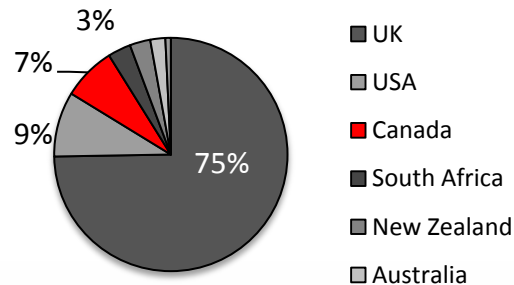
Asia



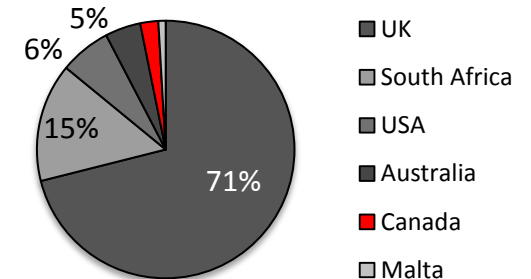
Eastern Europe



Middle East



Africa



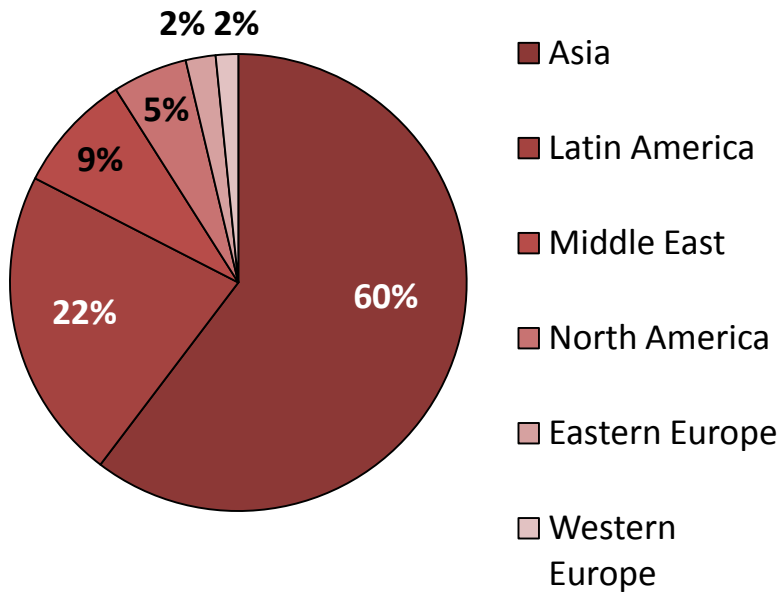
Sources: LTM 2010, 2009, 2008, 2007

Language Travel Market & Canada

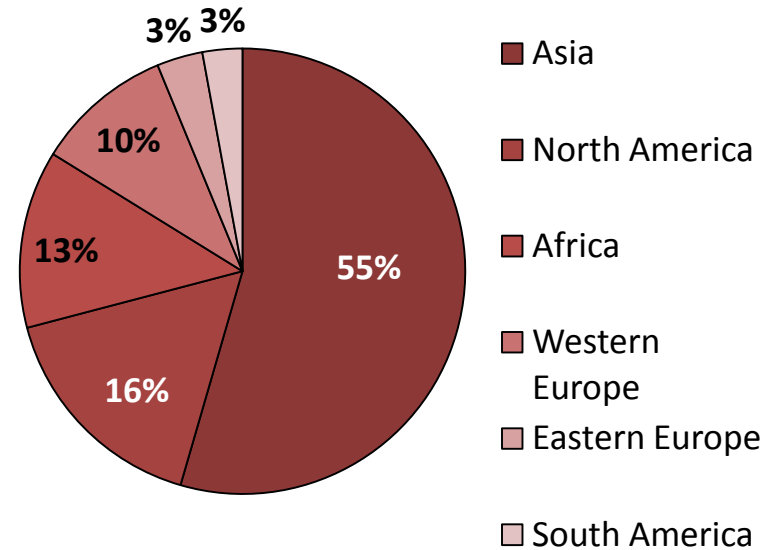


Market Share – source markets

Language



Higher Education

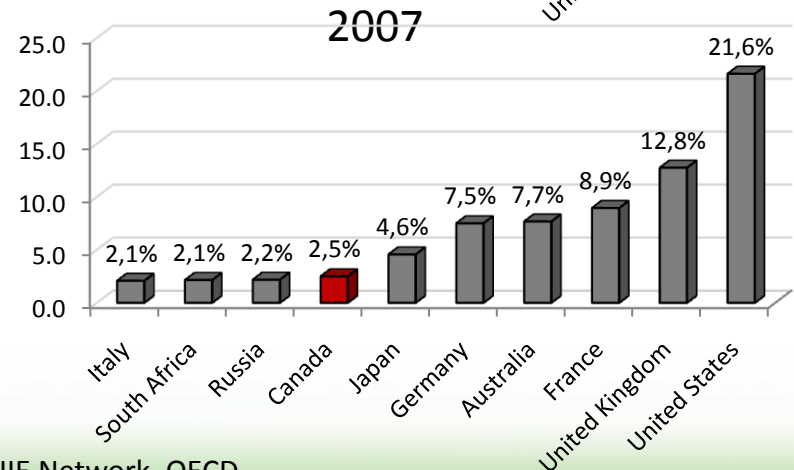
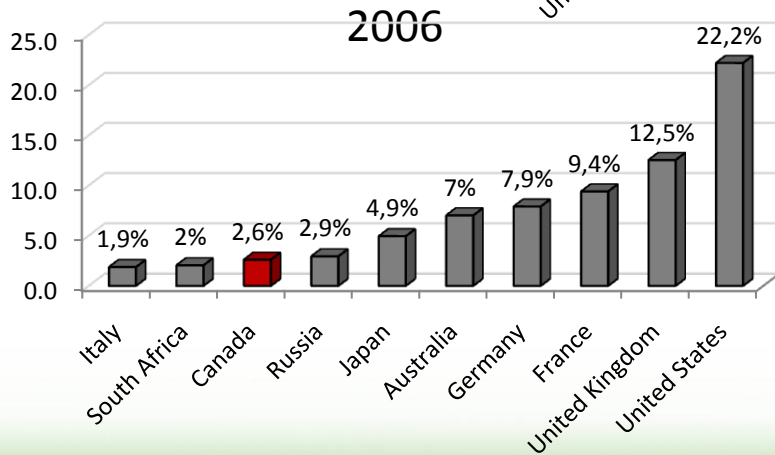
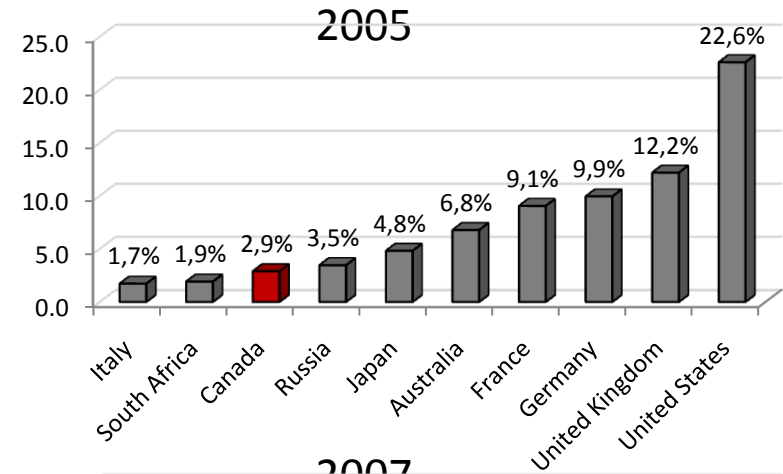
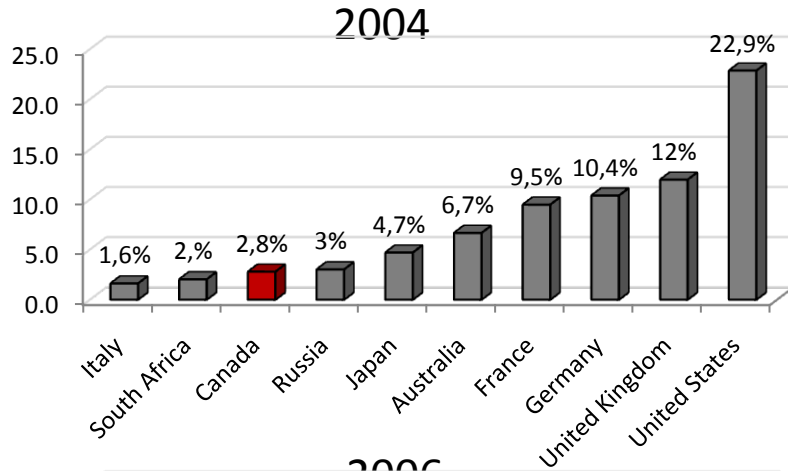


Sources: LTM 2010, UNESCO, IIE Network, OECD

South Korea and **Japan** are the biggest senders to Canada for ESL
China and **France** are the biggest senders to Canada for Higher Education.

HiEd Market & Canada

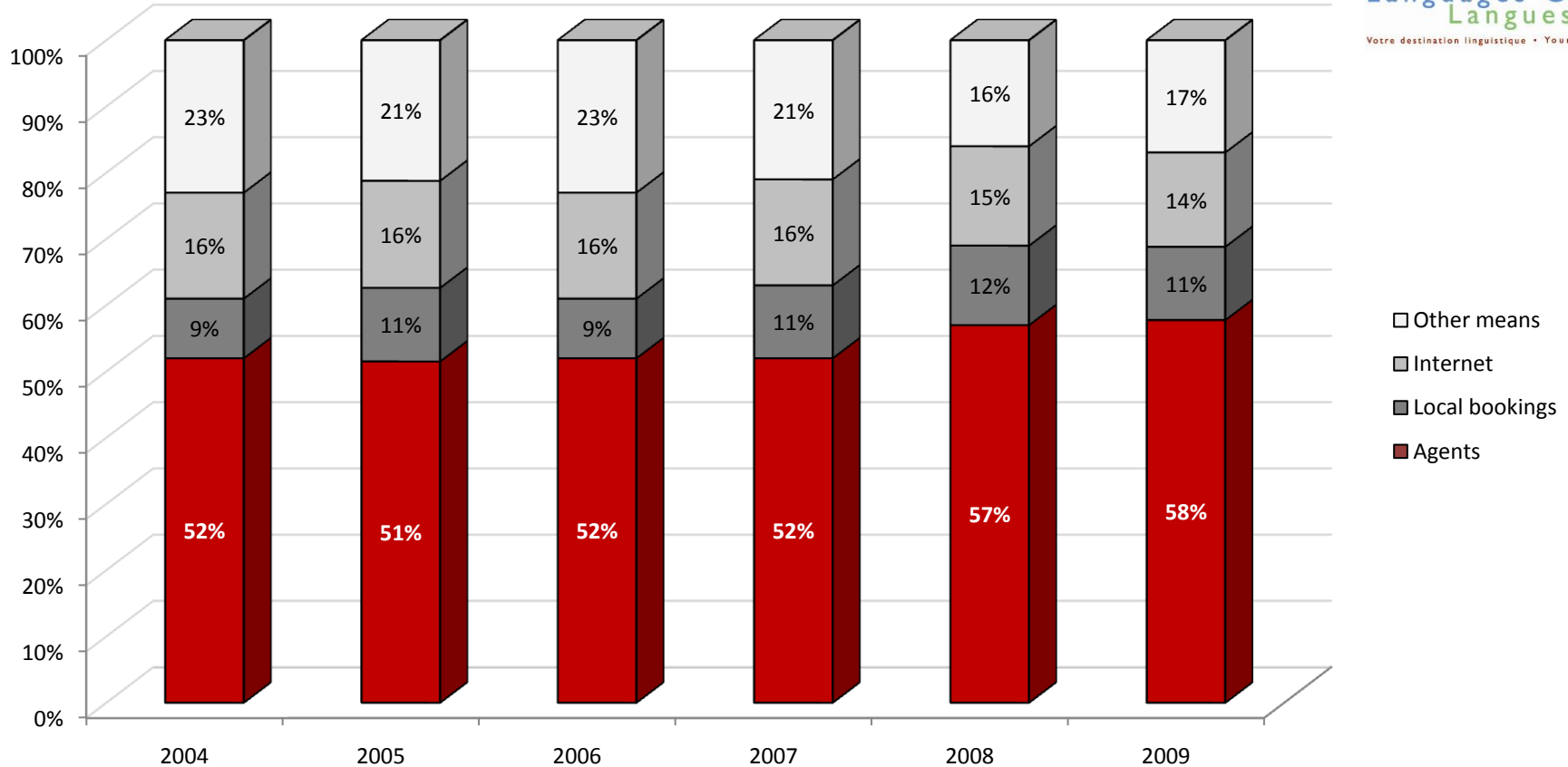
Market Demand – receiving destinations by share of Student numbers



Sources: UNESCO, IIE Network, OECD

Usage of agents in Language Travel

Source of enrollments for English learning (global)



Source: Language travel magazine, 2000 - 2010

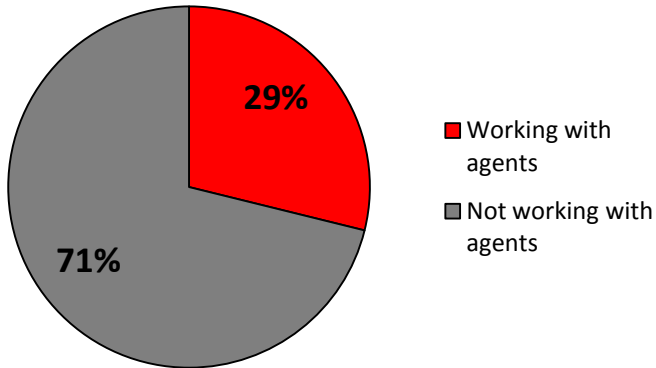


Student recruitment agents are the most effective way to access international students – up to 89% of students in some markets use agents to book their courses.

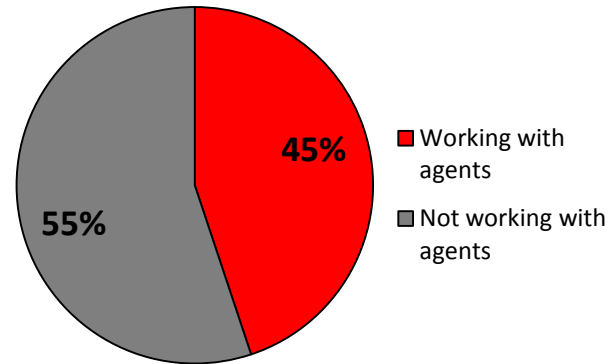
Usage of agents in HiEd



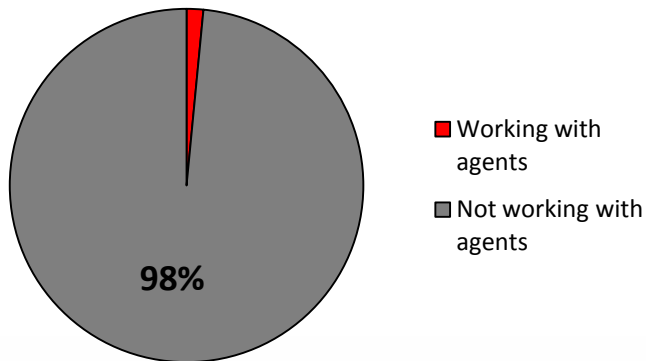
Australia



UK



USA 2%



Research done on pool of:

- 200 HiEd Institutions from Australia
- 303 HiEd Institutions from UK
- 6023 HiEd Institutions from USA

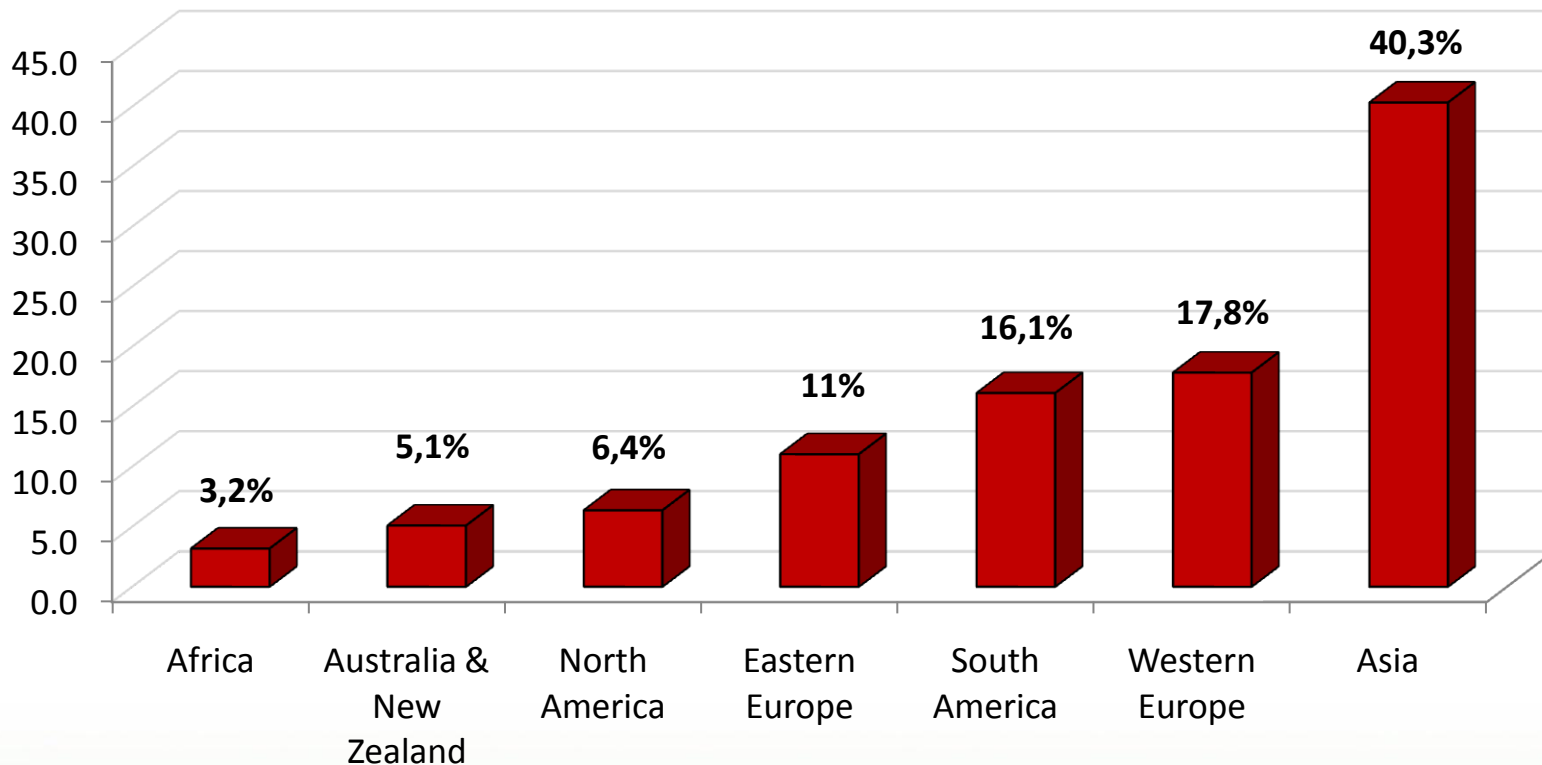
Source: StudentMarketing 2011

Educational Agencies

Number of agencies – total & by regions



There are approximately 20,000 youth and student travel agencies in the world (operating).



Source: Studentmarketing 2011

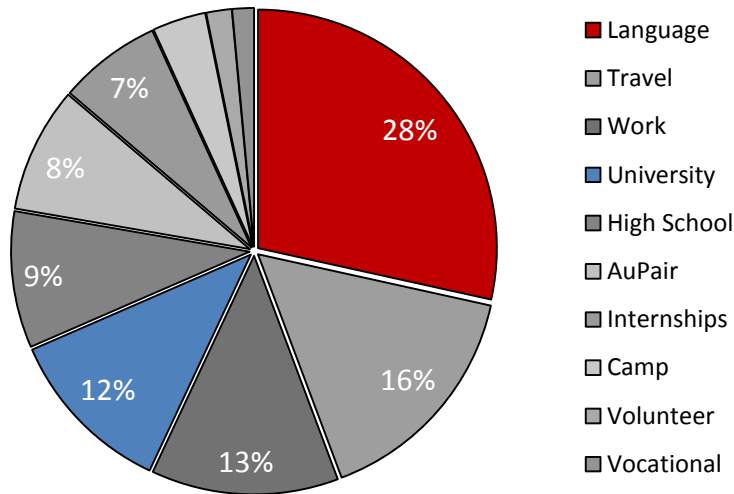
Educational Agencies

Number of agencies by sectors

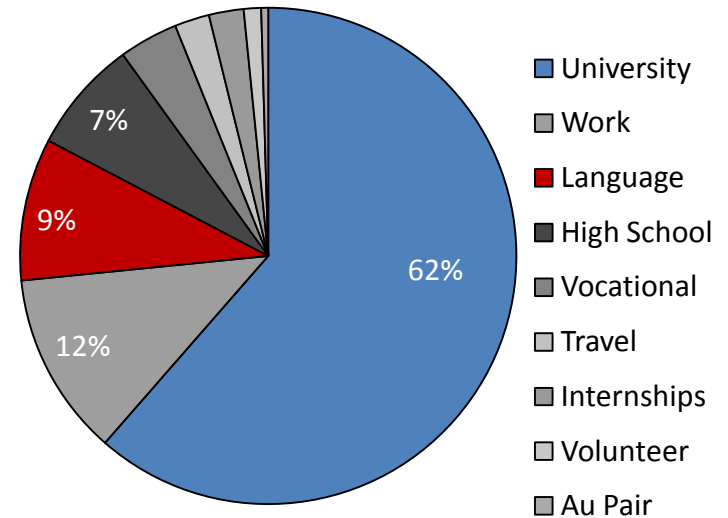


There are approximately 20,000 youth and student travel agencies in the world (operating)

Europe



China + India



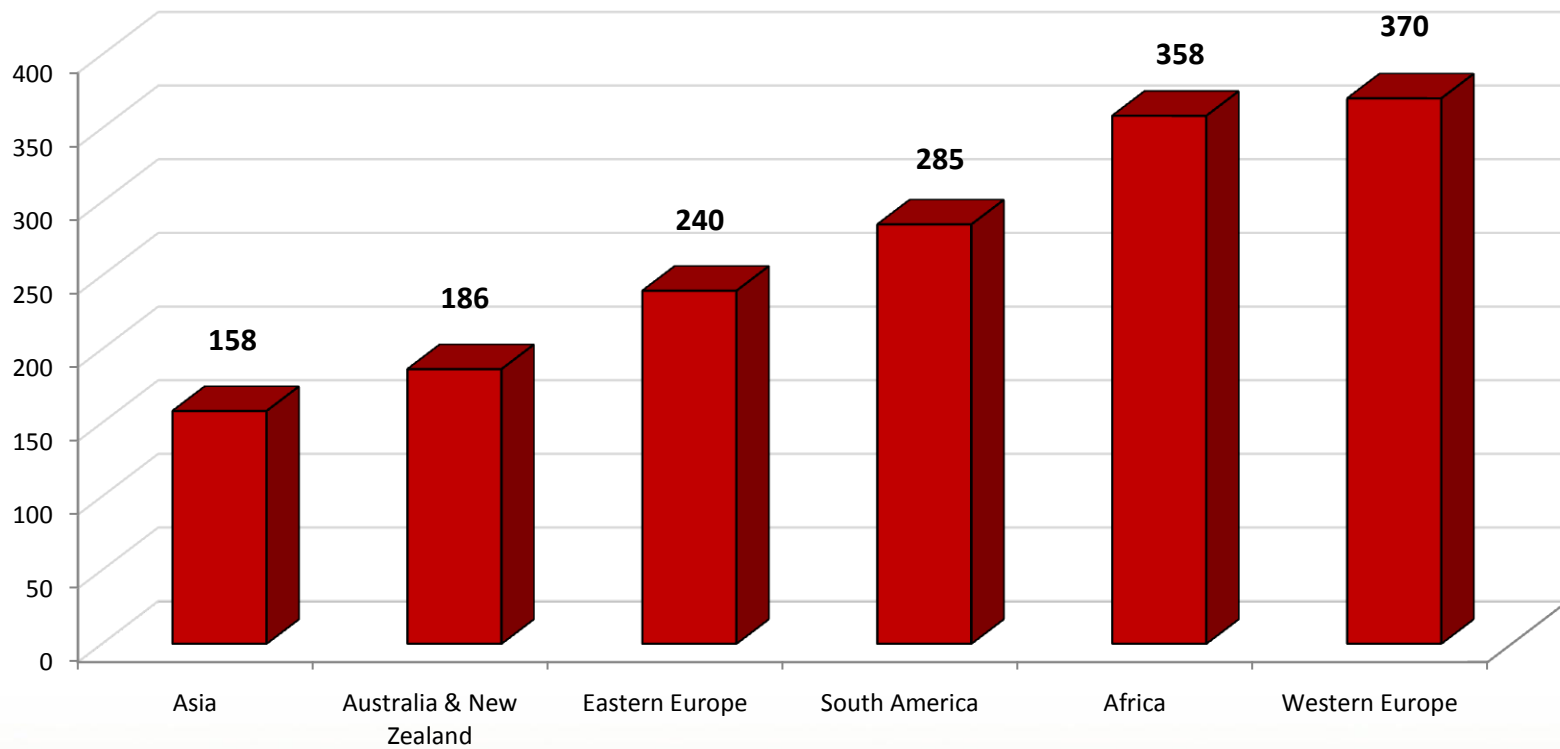
Source: Studentmarketing 2011

Educational Agencies

Sending Numbers



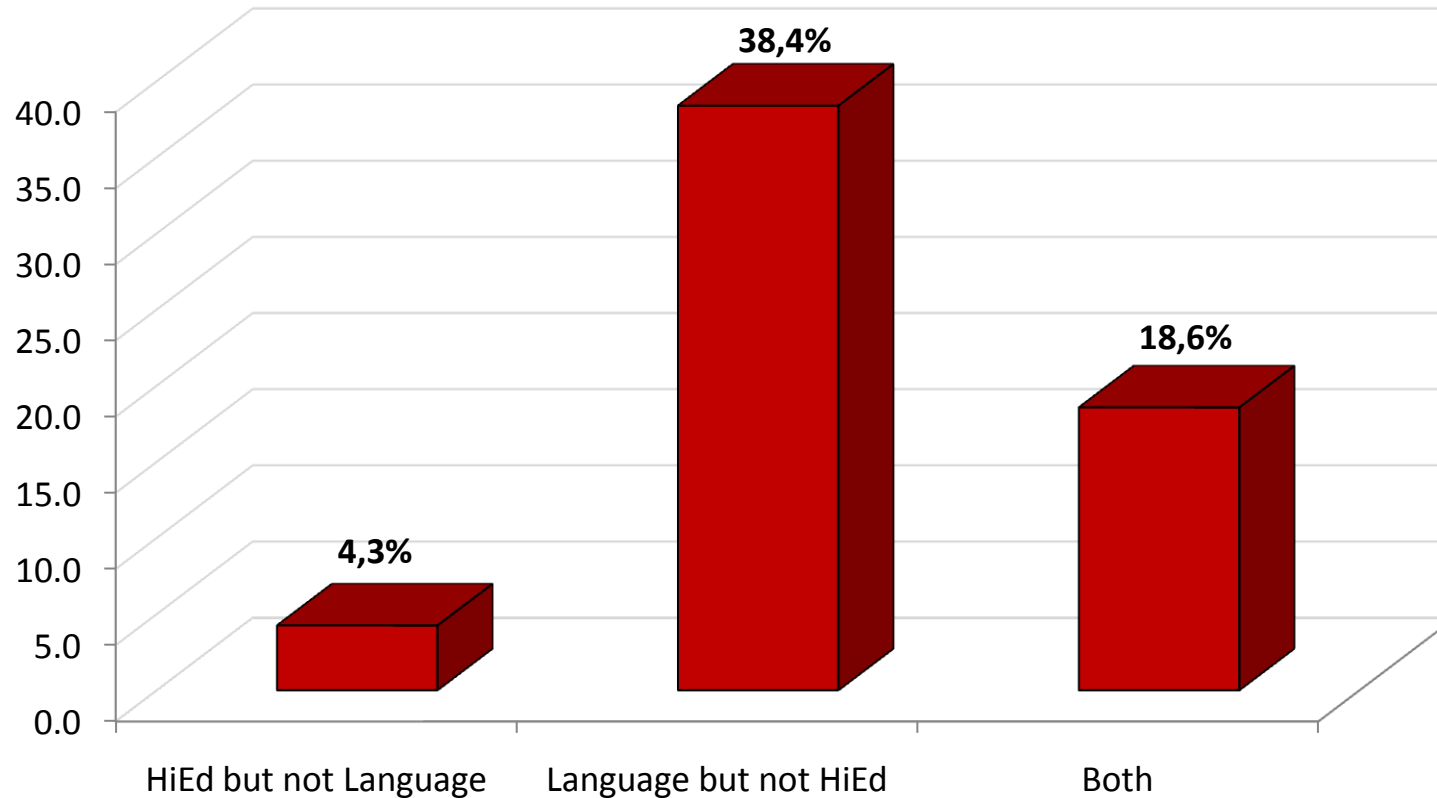
Average number of students sent by agency



Sources: StudentMarketing 2011

Educational Agencies

Sector Relations in Educational Travel

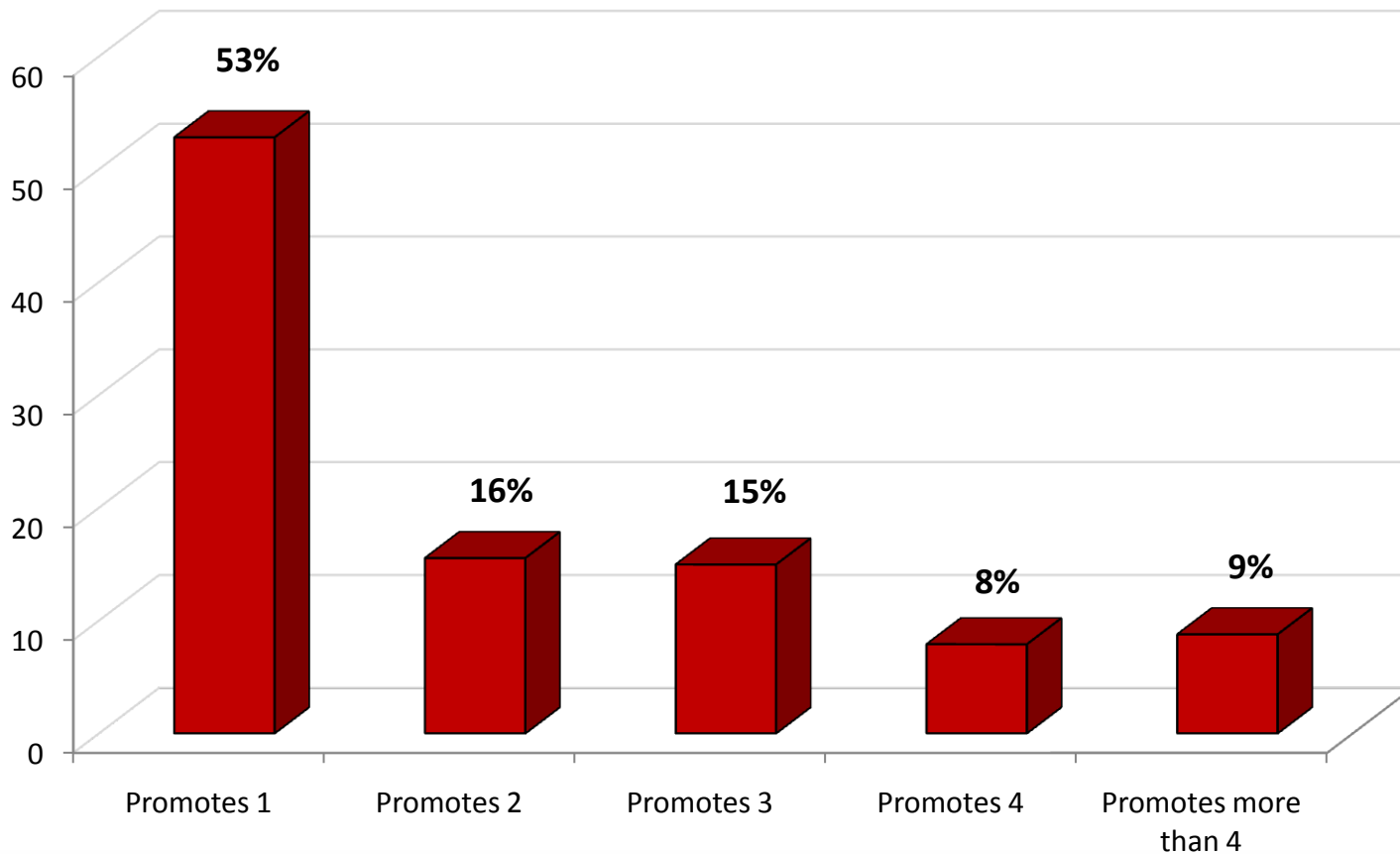


Source: StudentMarketing 2011

Educational Agencies



Portfolio & Focus of Agencies in Europe

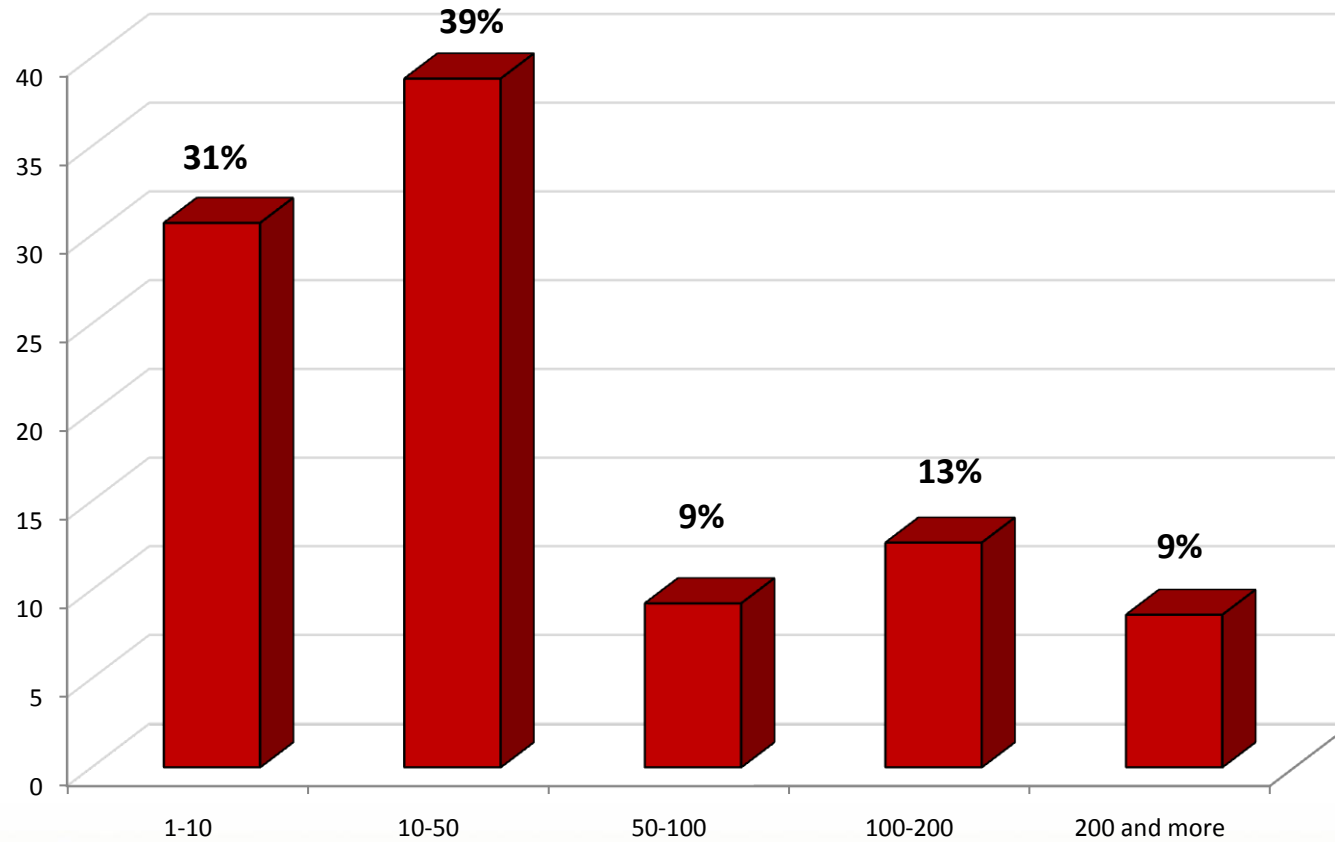


Source: StudentMarketing 2011

Educational Agencies



Number of students administered by one employee (extrapolated)

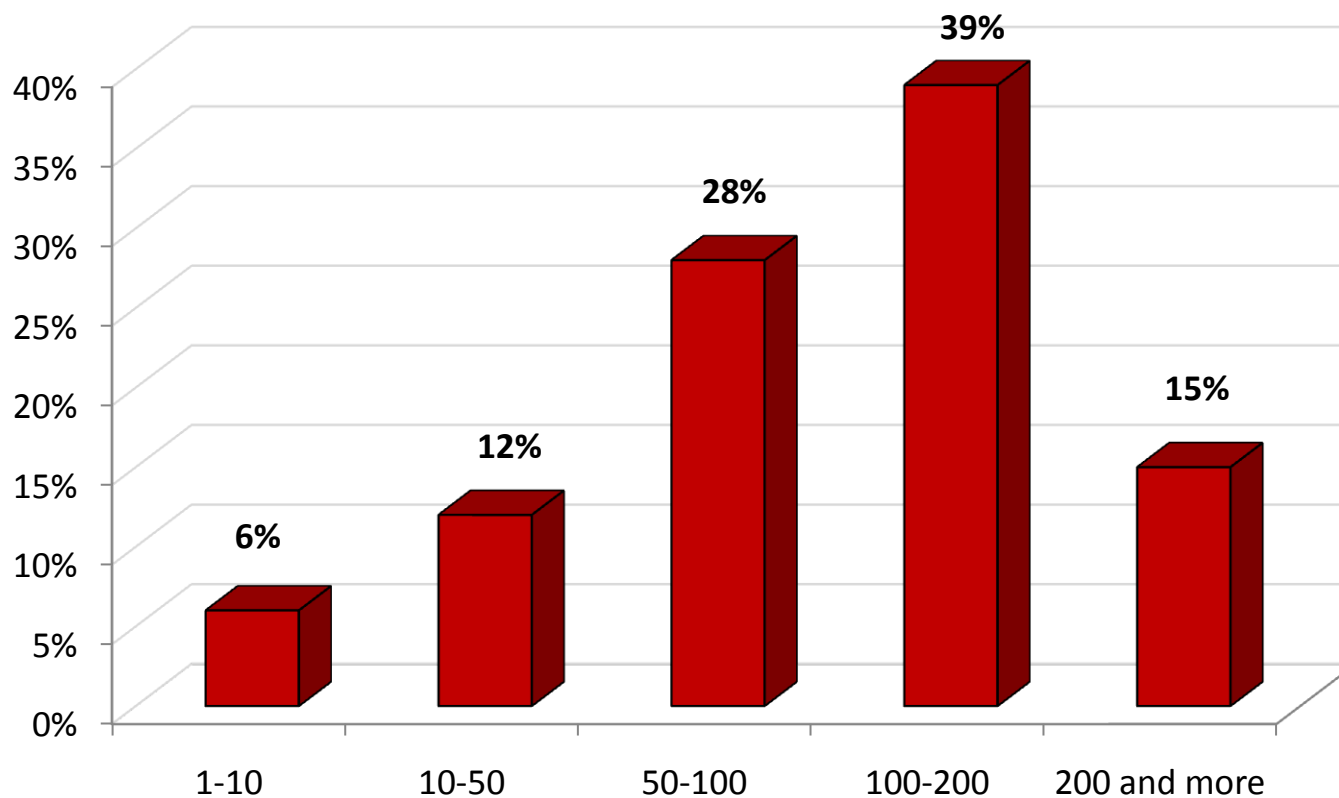


Source: StudentMarketing 2011

Educational Agencies



Number of students administered by one office (extrapolated)



Source: StudentMarketing 2011

Educational Agencies

Tracking & Profiling - Criteria



Only cca 30% of educational agencies can be considered **suitable for partnership**:

- not all are quality agencies
- not all are suitable for particular educator

How to identify quality/suitable educational agencies (some criteria)?

- Age/experience
- Portfolio
- Offices/counsellors
- Price levels
- Workshop attendance
- Trainings/FAM trips
- Credentials/association membership
- Credentials/governmental organisations

Educators can benefit from working with agencies, if working with reliable and suitable ones.

Educational Agencies – CEE

Tracking & Profiling – TOP 100 Agencies



BASIC DATA			BASIC DATA			BASIC DATA			FAIR PARTICIPATION		COUNTRIES THEY WORK WITH		
Name	website	Country	Headquarters	Nat Offices	Approx. No. Of enl	Established	Sending number	Fair participant	UK	Canada	Ireland		
Student agency czei	www.studentagency.cz	Czech Republic	Brno	13	1000	1993	A+	X	X	X	X		
Study lab	www.studylab.ru	Russia	Moscow	1	16	2006	A+	X	X	X	n/a		
Students international	www.studenter.ru	Russia	Moscow	45	n/a	1993	A+	X	X	X	X		
Bilur educational tra	www.bilur.com	Turkey	Istanbul	1	12	n/a	A+	X	X	X	n/a		
Global visions educa	www.globalvizyon.com	Turkey	Istanbul	7	40	1996	A	X	X	X	X		
Anglo-world	www.anglo-world.ru	Russia	Moscow	9	n/a	2002	A	X	X	X	X		
Horizon	www.horizonedu.net	Turkey	Istanbul	4	33	2003	A	X	X	X	n/a		
Desk Abroad Educat	www.desk-egtim.com	Turkey	Istanbul	2	12	2005	A	X	X	X	n/a		
Insight-Lingua	www.i-l.ru	Russia	Moscow	2	30	2005	A	X	X	X	X		
Alternatif	www.alternatifcs.com	Turkey	Istanbul	5	20	1998	A	X	X	X	n/a		
Old team	www.dadteam.sk	Slovakia	Bratislava	1	6	1995	A	X	X	X	X		
Planet esperanto	www.esperanto.ru	Russia	Moscow	1	20	1992	A	X	X	X	X		
Open world educati	www.open-world.ru	Russia	Moscow	1	11	1995	A	X	X	X	X		
Network yurtlari egt	www.networkegtim.com	Turkey	Istanbul	5	19	1990	A	X	X	X	n/a		
Advis	www.advis.com.tr	Turkey	Istanbul	2	20	1997	A	X	X	X	n/a		
Persona gratis	www.gratis.ru	Russia	Moscow	1	6	2003	A	X	X	X	X		
Global education	www.global-almaty.com	Kazakhstan	Almaty	1	n/a	1995	A	X	X	X	n/a		
Frankfort	www.frankfort.ru	Russia	Moscow	1	6	2004	A	X	X	X	X		
Intervega education	www.its-intervega.com	Turkey	Izmir	3	5	1997	A	X	X	X	X		
Aspetit	www.gostudy.com.ua	Ukraine	Kiev	2	n/a	1998	A	X	X	X	n/a		
Yakin bat education	www.yakinbat.com	Turkey	Istanbul	4	0	1990	A	X	X	X	X		
Jurabet-A	www.jurabetil.com.tr	Turkmenistan	Samarhand	1	40	1990	A	X	X	X	X		
Mr English Touristab	www.mringlishtour.ru	Russia	Moscow	1	12	2000	A	X	X	X	X		
Menden group	www.menden.lt	Lithia	Vilna	14	17	1994	A	X	X	X	X		
York group educati	www.yorkstudy.ru	Russia	Moscow	1	13	1997	A	X	X	X	n/a		
Global dating	www.globaldating.ru	Russia	Moscow	6	6	2005	A	X	X	X	X		
International nite	www.inite.ru	Russia	Moscow	2	n/a	1999	A	X	X	X	n/a		
Study tour	www.study-tour.ru	Russia	Moscow	1	n/a	n/a	A	X	X	X	X		
Megaron education	www.megaron.org	Russia	Moscow	1	12	1992	A	X	X	X	X		

Using previous understanding and profiling agents, **identification of the most suitable quality agencies** can be done as mention herein (sample picture only).

Research Usage



Research & Market Intelligence

- Governmental institutions
- Governmental agencies
- Confederations/consortiums
- Associations

- Educational providers
- Language schools
- Event organizers
- Consultancy companies

Estimated ROI in research in youth and student travel is similar to overall average 25% - 50% in 3 years (estimate).

Research Process

Possible methods of research process



- **Primary Research**
 - Field surveys
 - Online surveys
 - B2C questionnaires
 - Warm and cold phonecalling
- **Secondary Resesarch**
 - Monitoring results of other researches
 - Data collection from public offline sources
 - Data collection from public online sources
 - OECD, UNESCO, DOS of USA, Eurostat, Infostat
 - 58 industry specific sources included in monitoring and data collection
- **Data Analysis**
 - Data mining
 - Data analysis (explanatory/confirmatory)
 - Data extrapolation
 - Data visualization
 - Case and comparative studies
 - Feasibility/forecasting
 - Testing

Research Options



- **Market demand**
- **Price levels**
- Buying power
- Visa situation
- **Agents**
- **Direct recruitment**
- Govern. sponsorship
- Student media
- Online shopping
- Student events
- **Trading opportunities**
- Buying patterns
- **Market opportunities**
- **Market trends**
- Competitors
- Net prices
- Commissions
- Special offers

Research



Good marketing decision guided by market research leads to
25% -50% increase in revenues within 3 years*.

*Source: D. V. L. Smith, J. H. Fletcher: The Art & Science of Interpreting Market Research Evidence

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Thank You!