Brexit Readiness Sessions:

UK Trends from a Source Market Perspective

Patrik Pavlacic, Head of Research, BONARD

BONARD

ABOUT BONARD

> BONARD (formerly StudentMarketing) is a market intelligence and strategic development firm. We leverage our global knowledge and connections to help our clients grow in the vibrant international education market.

4
Offices

In Europe and China

50
Specialists

Focusing on research, business solutions

282
Projects

Conducted by our certified experts

1,000
Meetings

With industry stakeholders conducted annually

20,000
Stakeholders

Interviewed annually

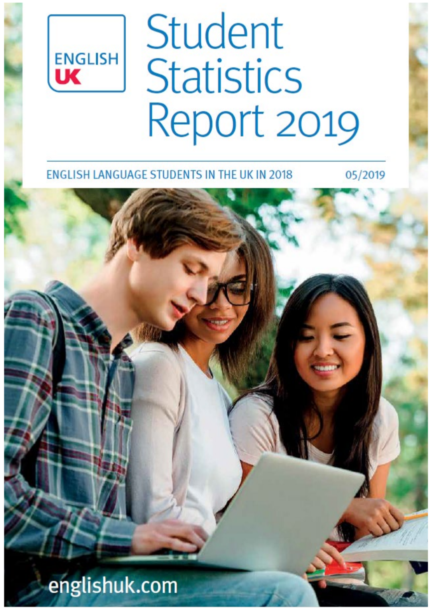
UNWTO AFFILIATE MEMBER

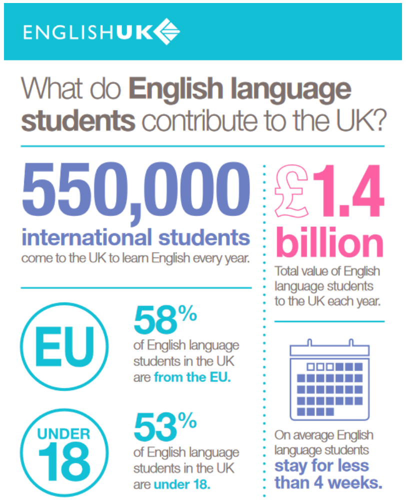
BONARD is a **United Nations World Tourism Organization Affiliate Member.**

ESOMAR member

ESOMAR yes member

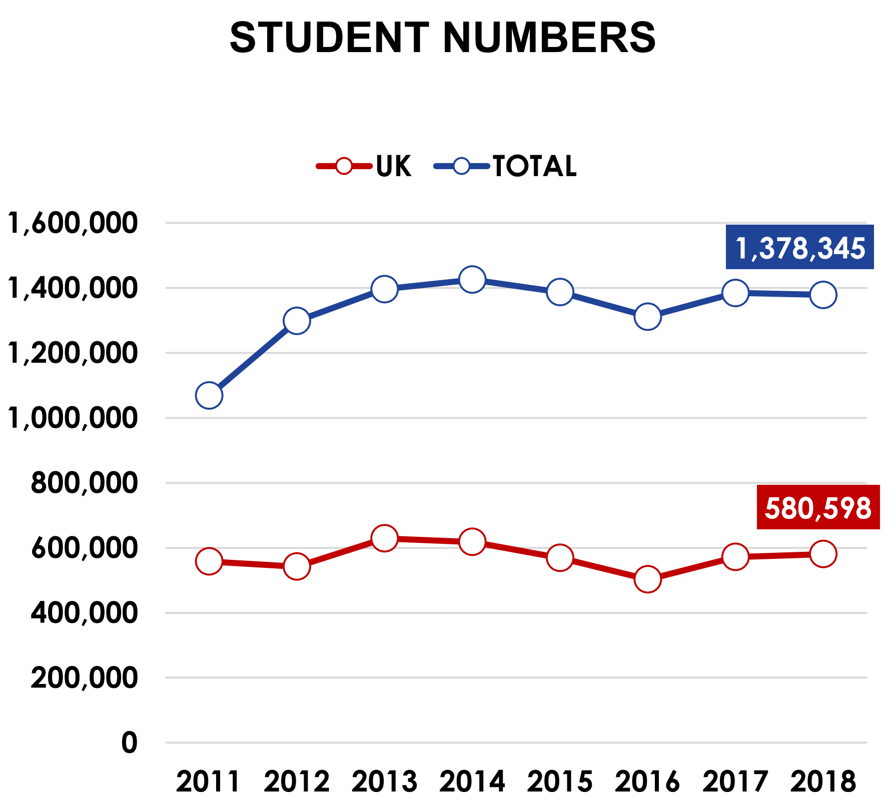
OUR ENGAGEMENT WITH THE UK ELT SECTOR

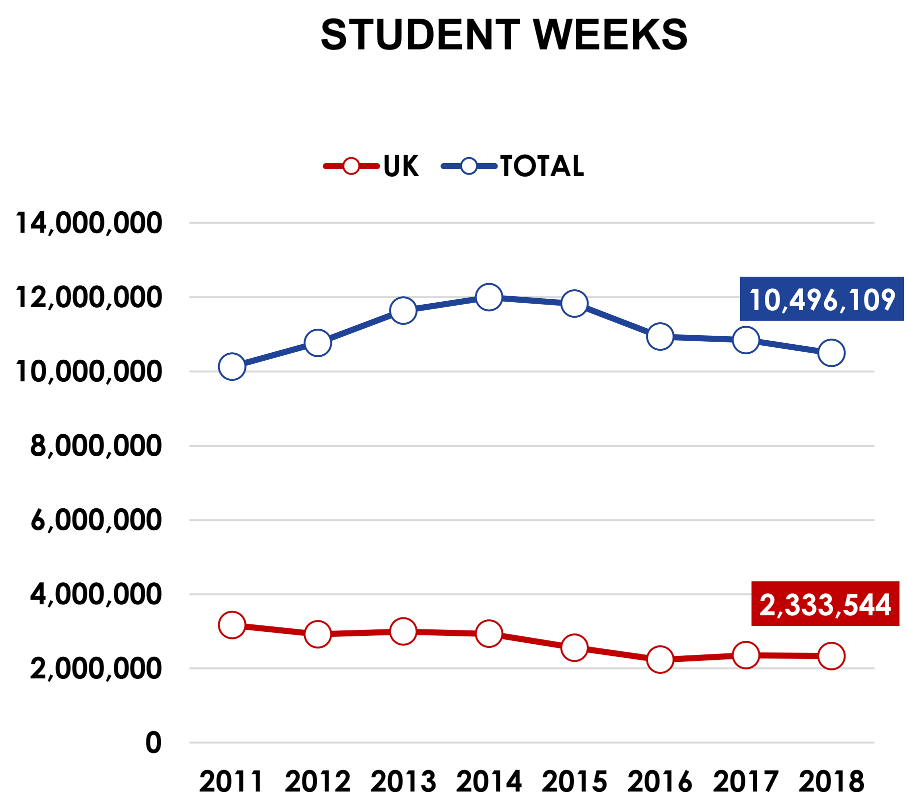




ELT MOBILITY DATA

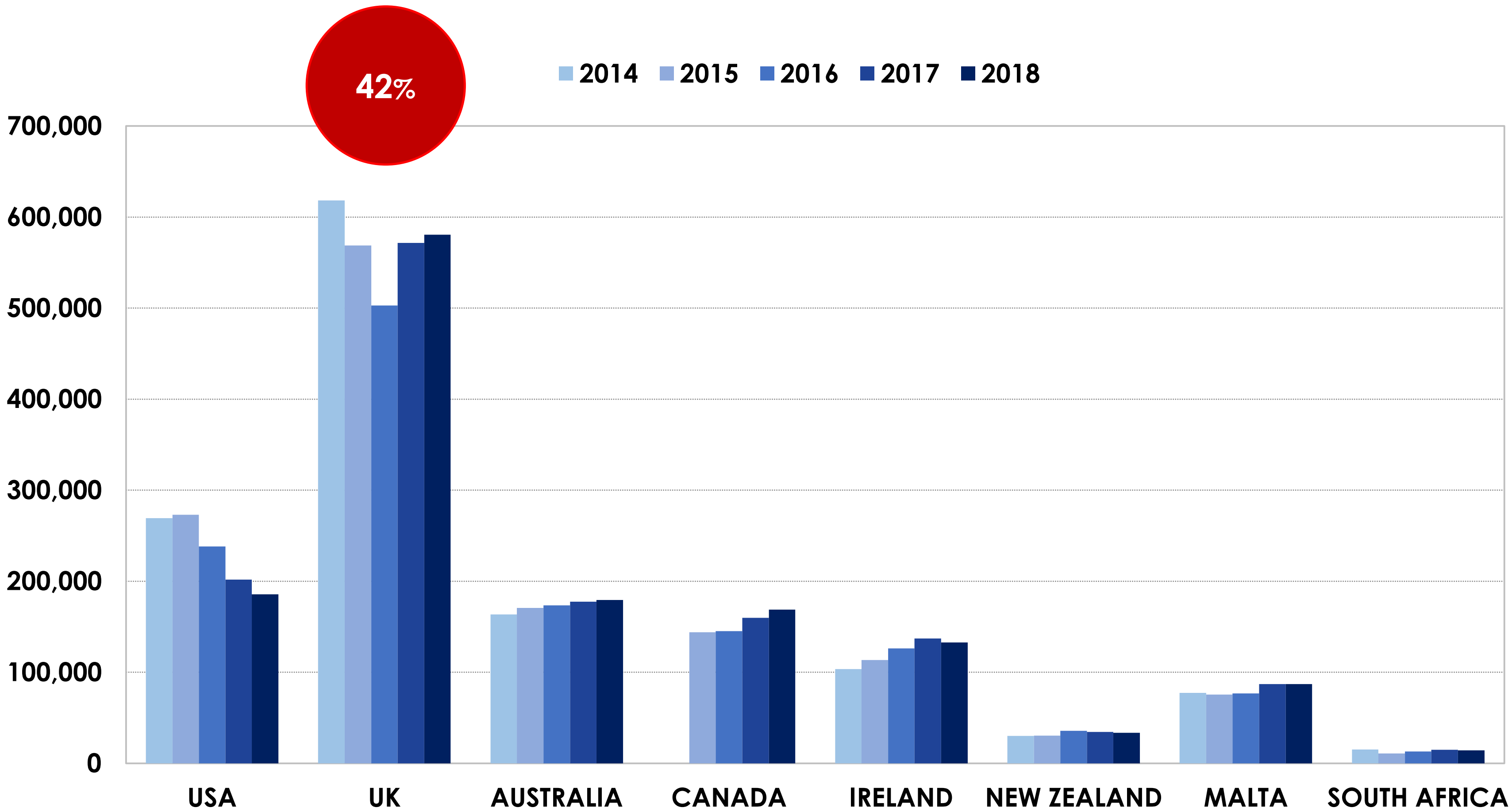
GLOBAL ELT: OVERALL MARKET SIZE





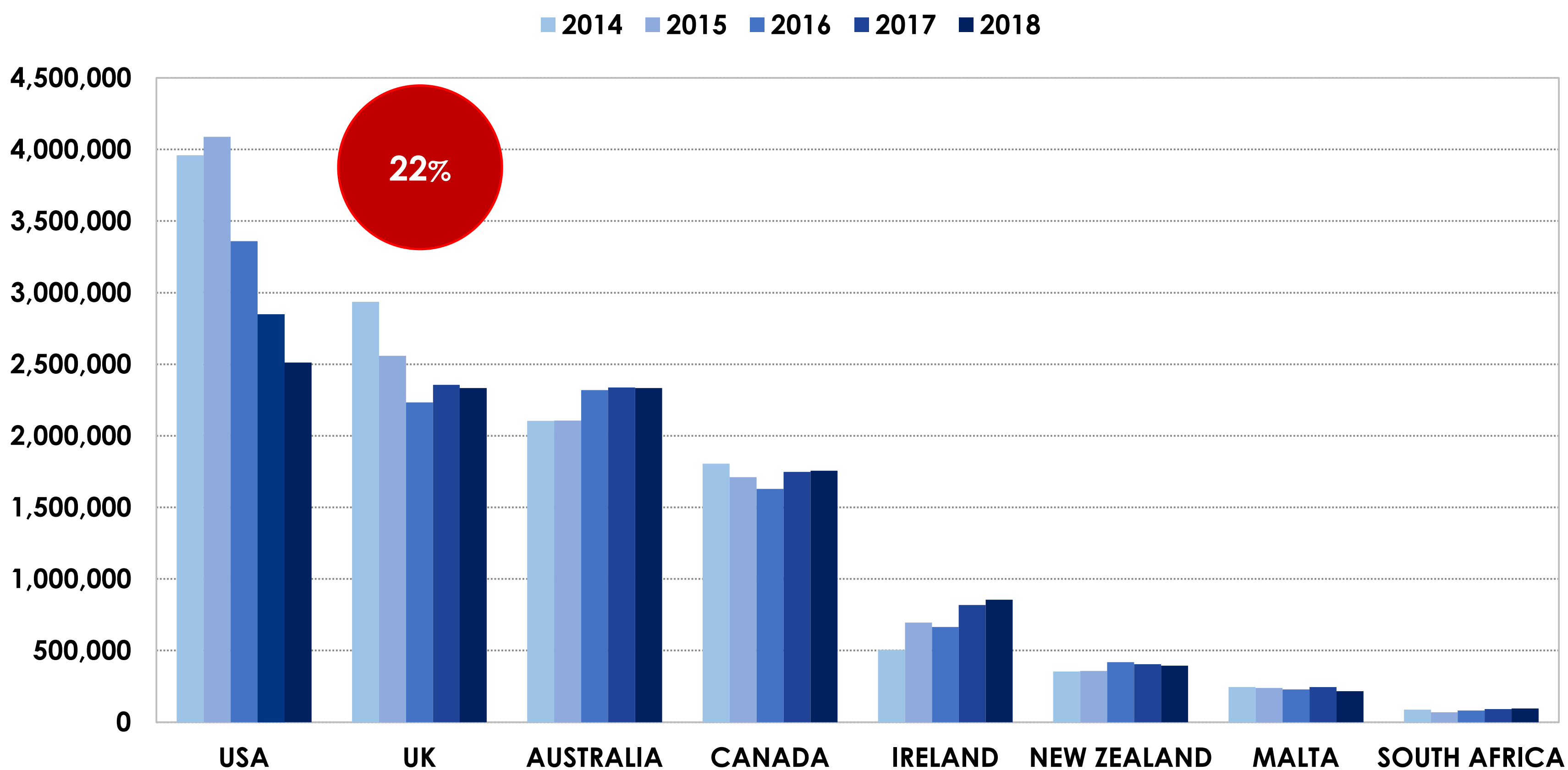
Source: BONARD, 2019; English UK 2019

GLOBAL ELT: STUDENT NUMBERS



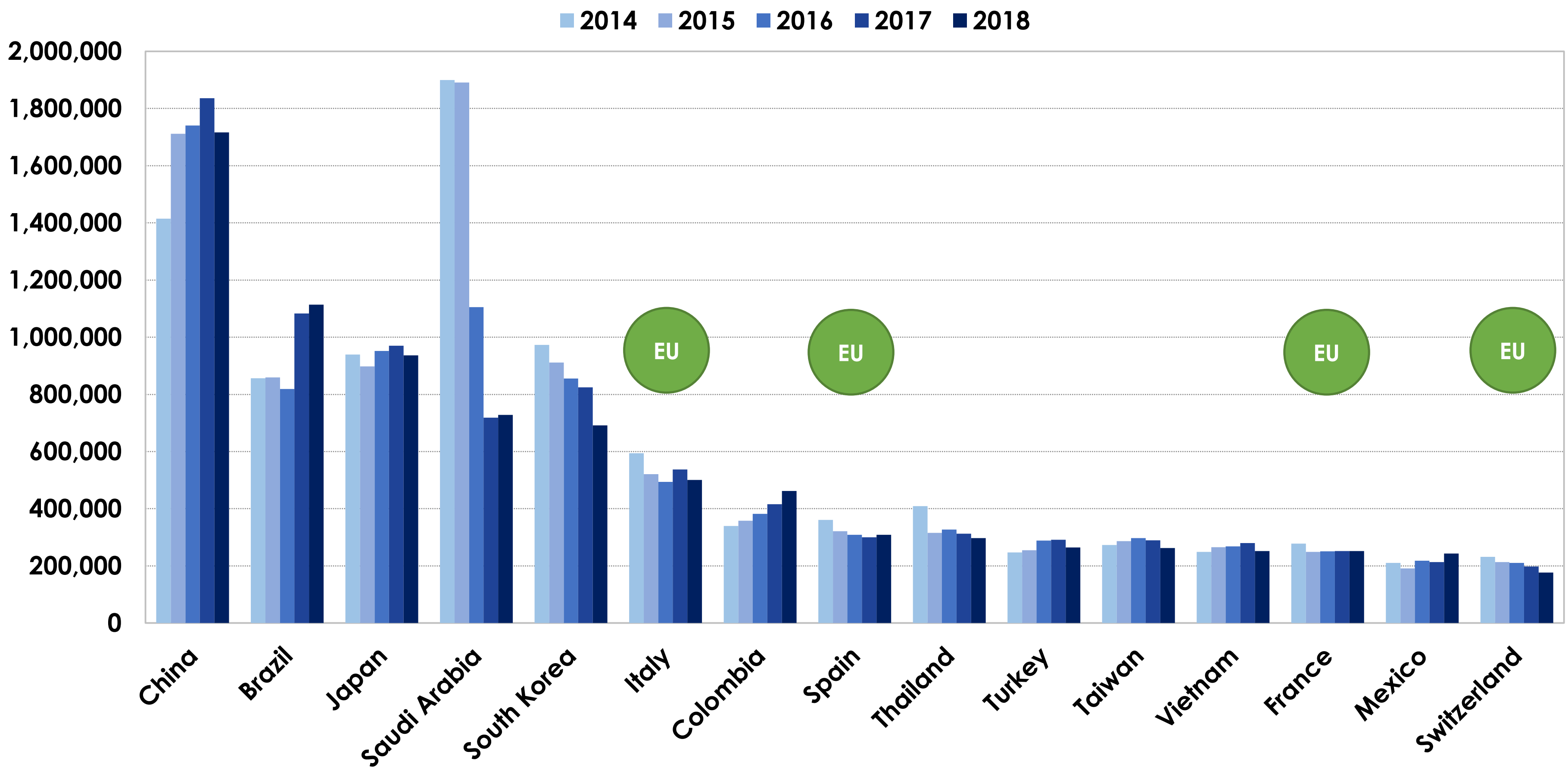
Source: BONARD, 2019

GLOBAL ELT: STUDENT WEEKS



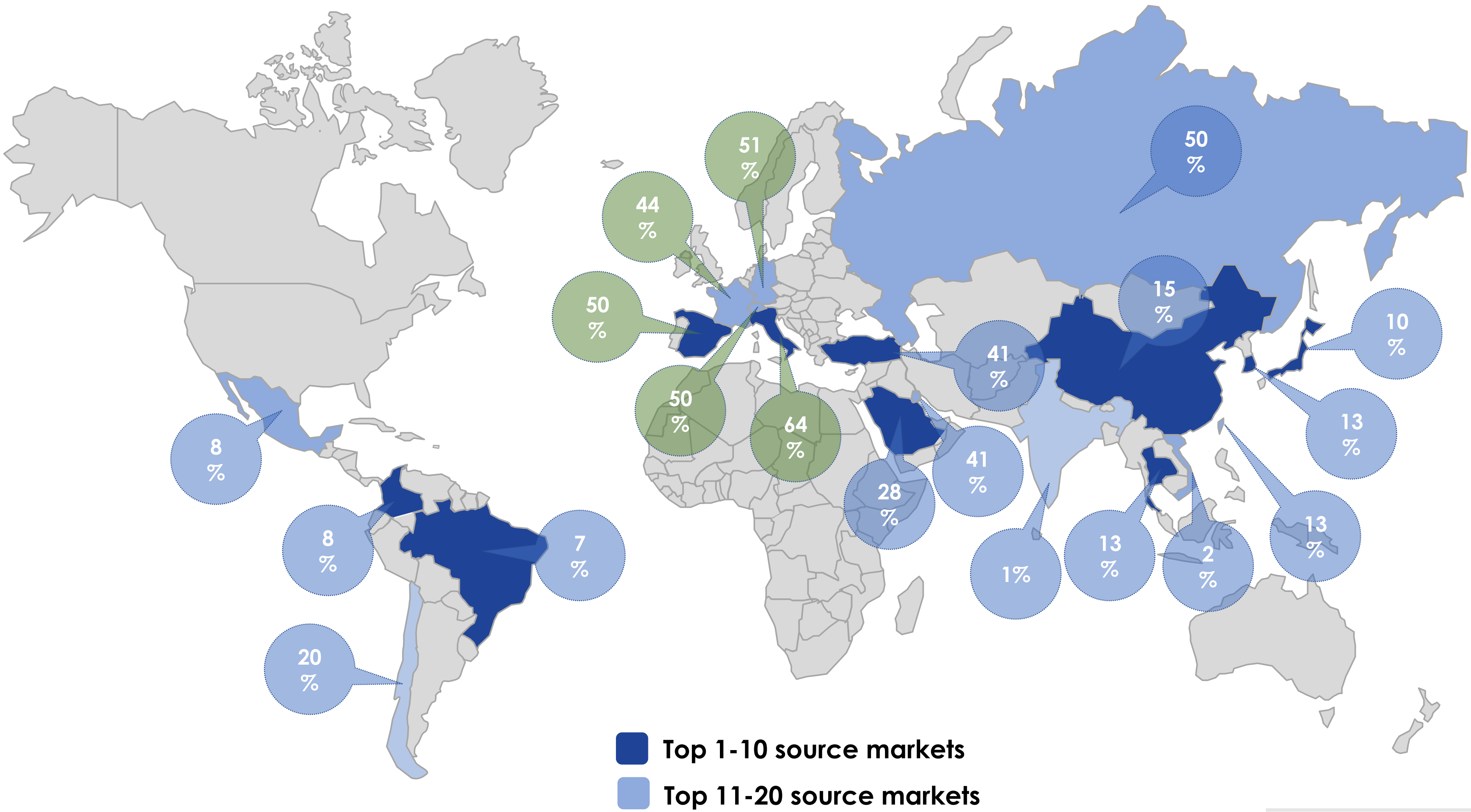
Source: BONARD, 2019

GLOBAL ELT: TOP SOURCE MARKETS (SWs)



Source: BONARD, 2019

GLOBAL ELT: UK'S SHARE IN TOP 20 MARKETS (SWs)



Source: BONARD, 2019

SPOTLIGHT ON THE UK

EU AND NON-EU: OVERVIEW

	EU	Non-EU
Numbers	287,129	215,934
% of numbers	**57%**	**43%**
Weeks	673,570	1,139,183
% of weeks	**37%**	**63%**
Avg. length of stay	2.3 weeks	5.3 weeks

STATE SECTOR

	EU	Non-EU
% of numbers	**22%**	**78%**
% of weeks	**23%**	**77%**
Avg. length of stay	8.0 weeks	7.6 weeks

PRIVATE SECTOR

	EU	Non-EU
% of numbers	**60%**	**40%**
% of weeks	**39%**	**61%**
Avg. length of stay	2.2 weeks	5.0 weeks

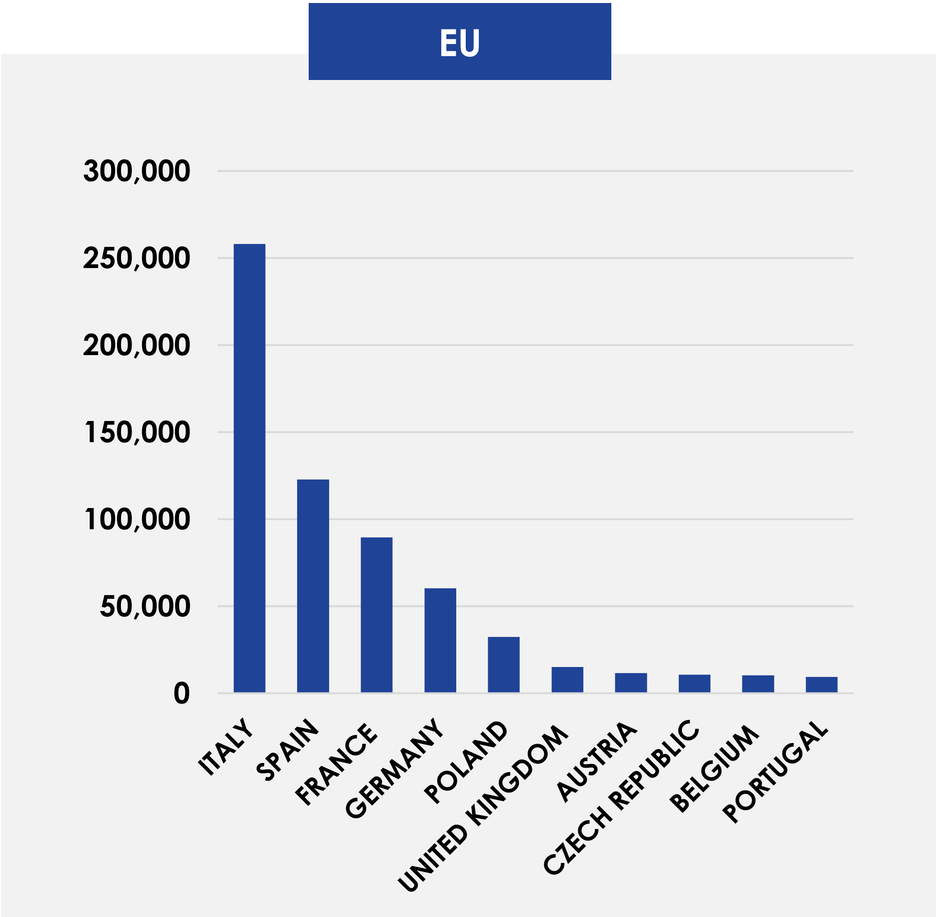
Source: English UK, 2019

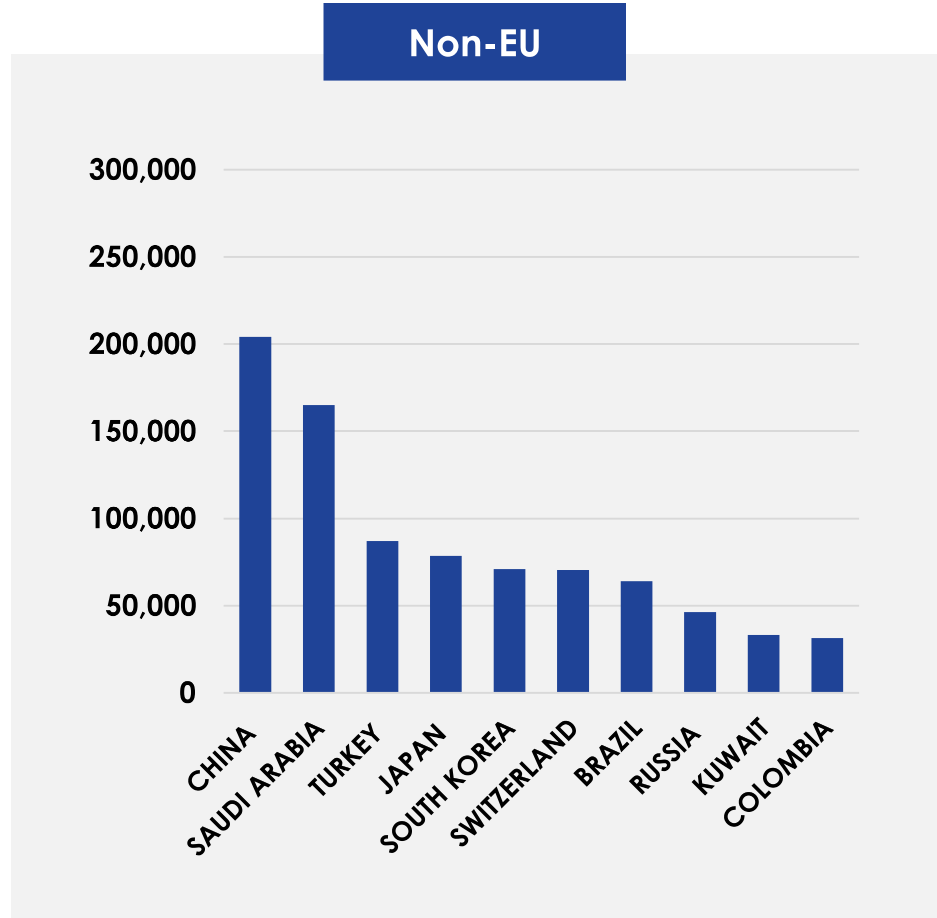
EU AND NON-EU: TOP SOURCE MARKETS (OVERALL)

Rank	Country		Student weeks (2017)	Student weeks (2018)	Share (%, 2018)	Student numbers (2017)	Student numbers (2018)	Share (%, 2018)	Average length of stay (2018)
1	Italy	EU	270,131	258,064	14.2%	129,893	127,972	25.4%	2.0
2	China		185,135	204,225	11.3%	44,673	47,372	9.4%	4.3
3	Saudi Arabia		151,041	164,892	9.1%	16,410	18,974	3.8%	8.7
4	Spain	EU	120,187	122,850	6.8%	44,362	46,750	9.3%	2.6
5	France	EU	89,452	89,525	4.9%	35,201	35,812	7.1%	2.5
6	Turkey		100,050	87,072	4.8%	15,270	14,518	2.9%	6.0
7	Japan		79,262	78,568	4.3%	13,579	14,396	2.9%	5.5
8	South Korea		80,849	70,898	3.9%	7,037	7,700	1.5%	9.2
9	Switzerland	EU	75,784	70,501	3.9%	18,148	17,006	3.4%	4.1
10	Brazil		63,320	63,837	3.5%	13,158	13,955	2.8%	4.6
11	Germany	EU	60,789	60,301	3.3%	31,014	31,374	6.2%	1.9
12	Russia		40,400	46,357	2.6%	17,683	17,808	3.5%	2.6
13	Kuwait		36,560	33,234	1.8%	3,529	3,351	0.7%	9.9
14	Poland	EU	25,349	32,489	1.8%	6,646	6,635	1.3%	4.9
15	Colombia		34,039	31,410	1.7%	3,252	3,145	0.6%	10.0
16	Thailand		28,846	30,768	1.7%	4,502	4,975	1.0%	6.2
17	Taiwan		32,655	27,256	1.5%	5,176	4,513	0.9%	6.0
18	Oman		23,629	25,880	1.4%	3,033	3,366	0.7%	7.7
19	Argentina		19,722	24,576	1.4%	5,947	7,883	1.6%	3.1
20	Chile		15,156	19,153	1.1%	2,375	2,940	0.6%	6.5

Source: English UK, 2019

EU AND NON-EU: TOP SOURCE MARKETS (SWs)





Source: English UK, 2019

SECTOR COMPARISON: TOP SOURCE MARKETS

STATE SECTOR

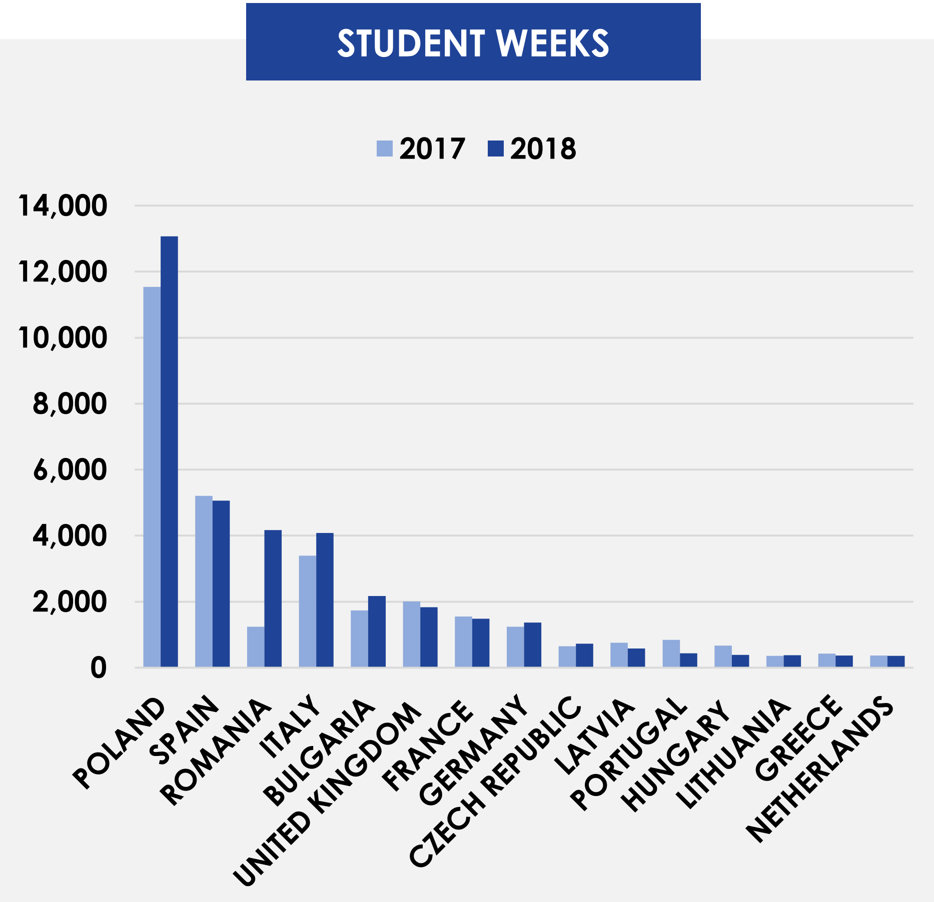
Rank	Country/region	Student weeks (2017)	Student weeks (2018)
1	China	87,124	108,907
2	Poland	11,781	19,777
3	Japan	15,532	17,537
4	Saudi Arabia	16,740	17,228
5	Spain	5,910	10,481
6	South Korea	7,765	7,510
7	Italy	4,769	6,334
8	Romania	1,317	4,530
9	Thailand	4,244	4,422
10	Kuwait	3,333	3,901
11	Syria	2,463	3,617
12	Bulgaria	1,803	3,462
13	Turkey	2,787	3,435
14	Taiwan	4,121	2,967
15	Other Africa	1,603	2,964
16	United Kingdom	2,160	2,730
17	France	1,944	2,362
18	Panama	1,510	2,126
19	Brazil	1,122	1,643
20	Germany	1,291	1,478

PRIVATE SECTOR

Rank	Country/region	Student weeks (2017)	Student weeks (2018)
1	Italy	265,362	251,730
2	Saudi Arabia	134,301	147,664
3	Spain	114,277	112,369
4	China	98,011	95,318
5	France	87,508	87,163
6	Turkey	97,263	83,637
7	Switzerland	74,996	69,871
8	South Korea	73,084	63,388
9	Brazil	62,198	62,194
10	Japan	63,730	61,031
11	Germany	59,498	58,823
12	Russia	47,154	45,258
13	Colombia	33,122	30,472
14	Kuwait	33,227	29,333
15	Thailand	24,602	26,346
16	Oman	22,682	25,346
17	Taiwan	28,534	24,289
18	Argentina	19,602	24,229
19	Chile	14,770	18,500
20	Mexico	17,173	15,115

Source: English UK, 2019

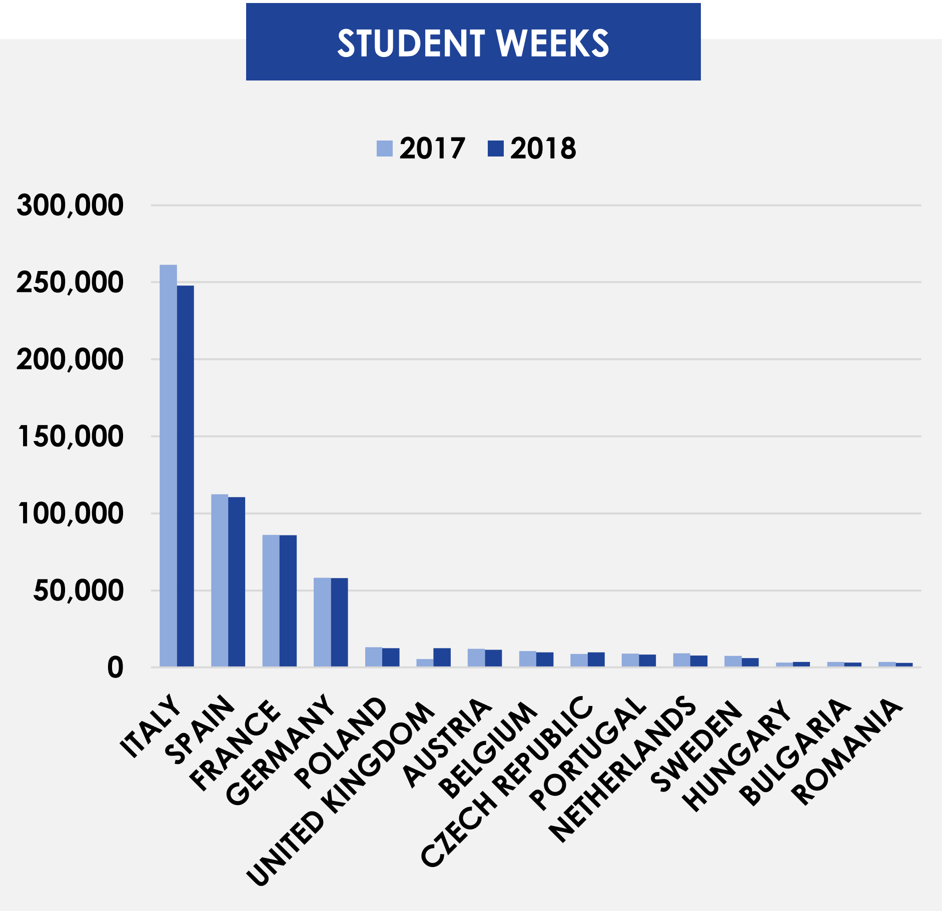
STATE SECTOR: TOP EU SOURCE MARKETS



Source market	Share (weeks, 2018)	y-o-y change (%)	
Poland	6.1%	13.2%	▲
Spain	2.4%	-2.7%	▼
Romania	2.0%	236.2%	▲
Italy	1.9%	20.2%	▲
Bulgaria	1.0%	24.8%	▲
United Kingdom	0.9%	-8.9%	▼
France	0.7%	-4.8%	▼
Germany	0.6%	10.3%	▲
Czech Republic	0.3%	10.7%	▲
Latvia	0.3%	-22.6%	▼
Portugal	0.2%	-48.0%	▼
Hungary	0.2%	-41.8%	▼
Lithuania	0.2%	4.7%	▲
Greece	0.2%	-13.0%	▼
Netherlands	0.2%	-2.4%	▼

Source: English UK, 2019

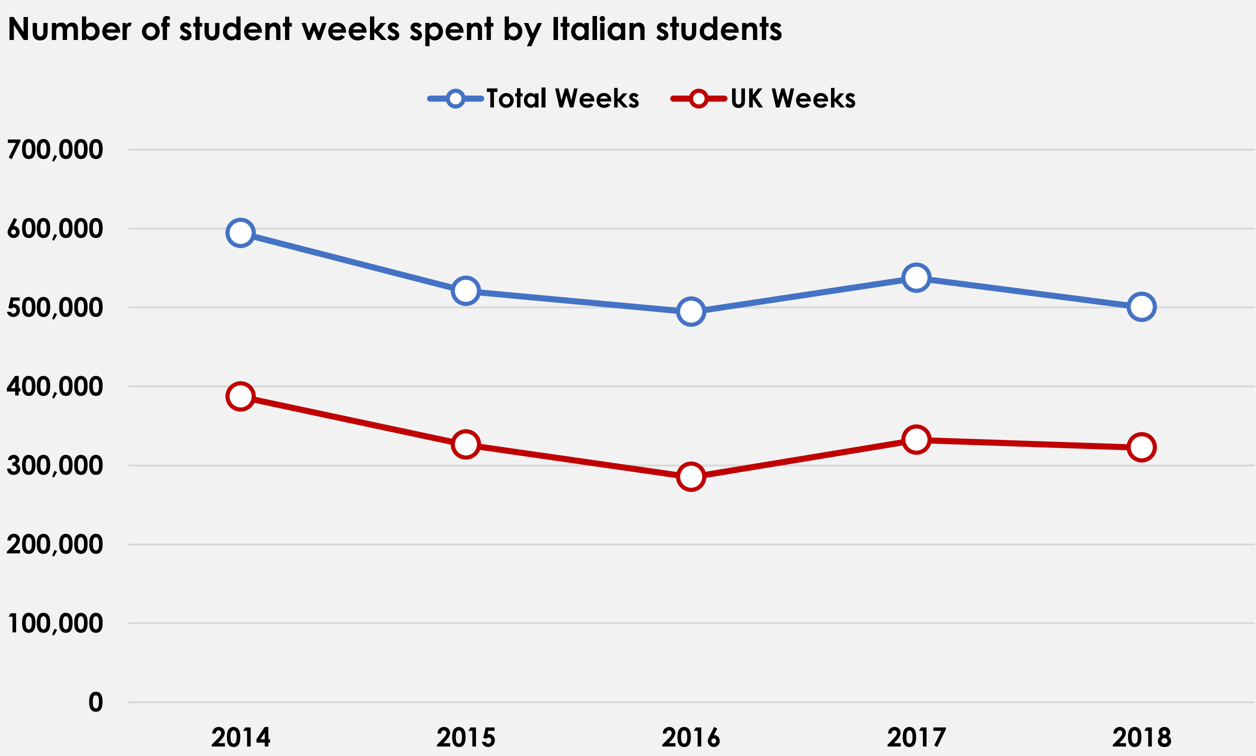
PRIVATE SECTOR: TOP EU SOURCE MARKETS



Source market	Share (weeks, 2018)	y-o-y change (%)	
Italy	16.2%	-5.1%	▼
Spain	7.2%	-1.8%	▼
France	5.6%	-0.2%	▼
Germany	3.8%	-0.5%	▼
Poland	0.8%	-5.2%	▼
United Kingdom	0.8%	128.9%	▲
Austria	0.7%	-5.3%	▼
Belgium	0.6%	-7.5%	▼
Czech Republic	0.6%	12.4%	▲
Portugal	0.5%	-7.9%	▼
Netherlands	0.5%	-16.9%	▼
Sweden	0.4%	-18.5%	▼
Hungary	0.2%	10.2%	▲
Bulgaria	0.2%	-14.8%	▼
Romania	0.2%	-14.4%	▼

Source: English UK, 2019

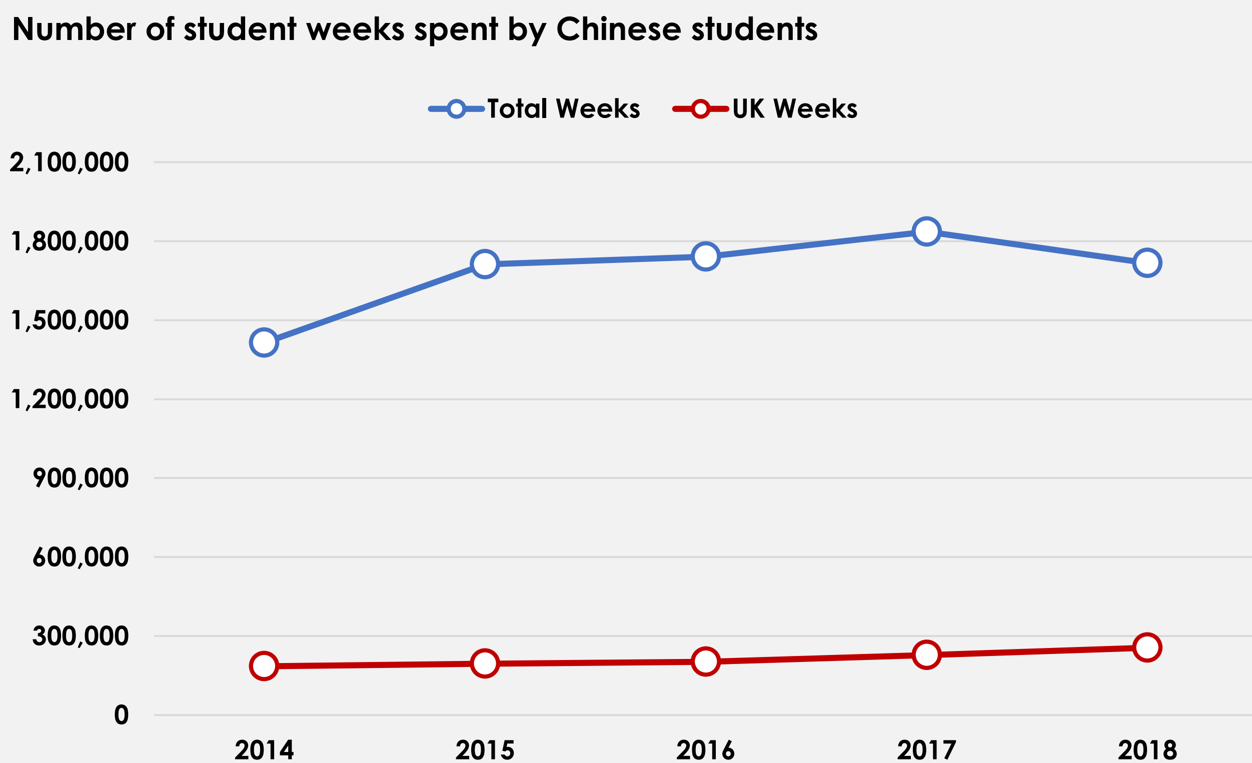
CASE STUDY: ITALY



UK's market share (weeks)	
2014	**65.1%**
2015	**62.6%**
2016	**57.7%**
2017	**61.9%**
2018	**64.5%**

Source: English UK, 2019; BONARD, 2019

CASE STUDY: CHINA

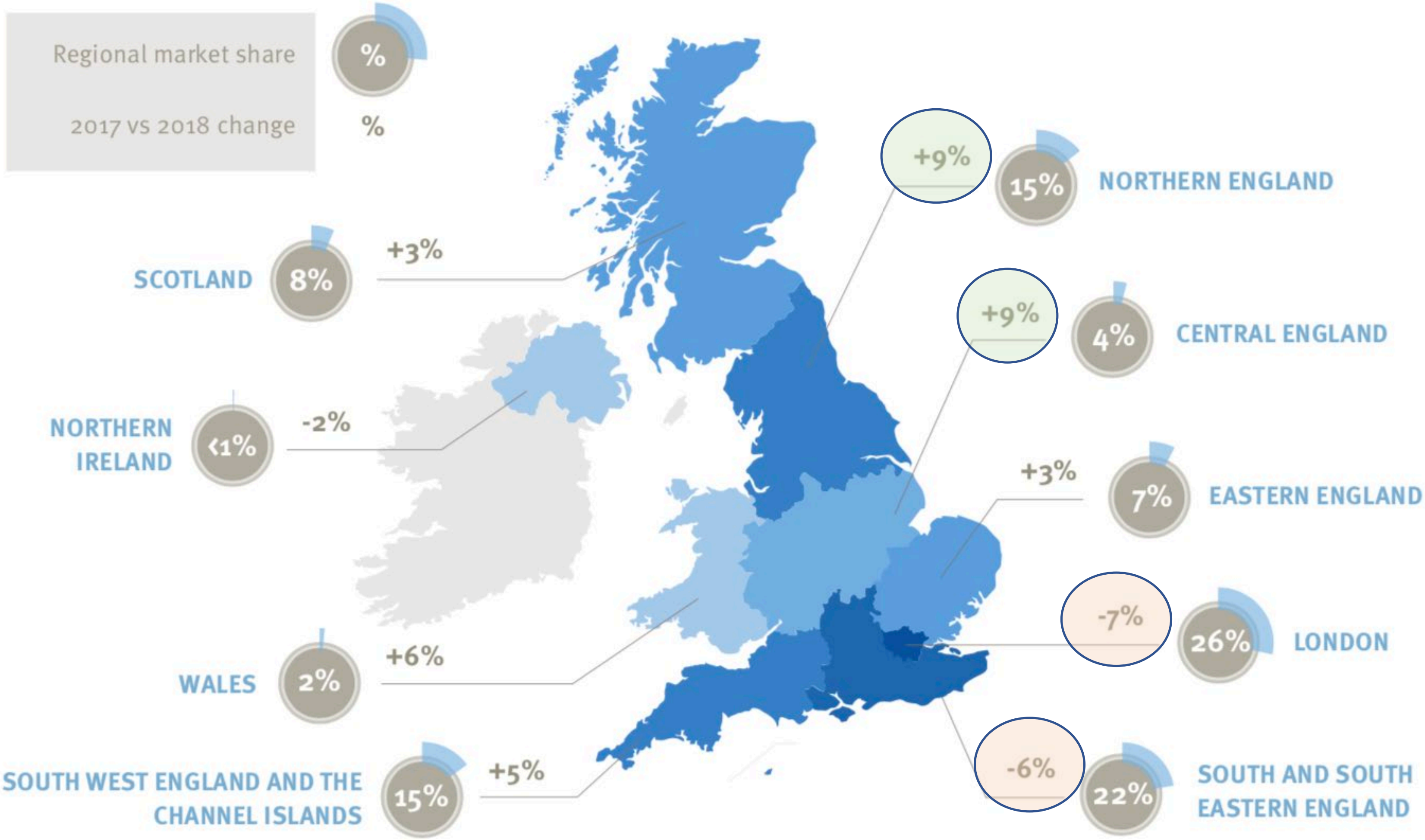


UK's market share (weeks)	
2014	**13.1%**
2015	**11.4%**
2016	**11.6%**
2017	**12.4%**
2018	**14.9%**

Source: English UK, 2019; BONARD, 2019

UK REGIONAL TRENDS

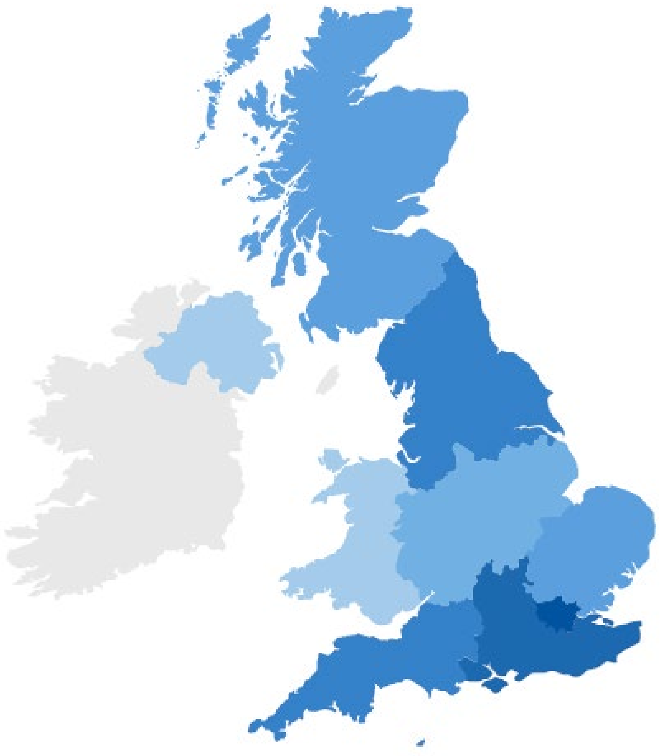
UK ELT: REGIONAL OVERVIEW (SWs)



Source: English UK, 2019

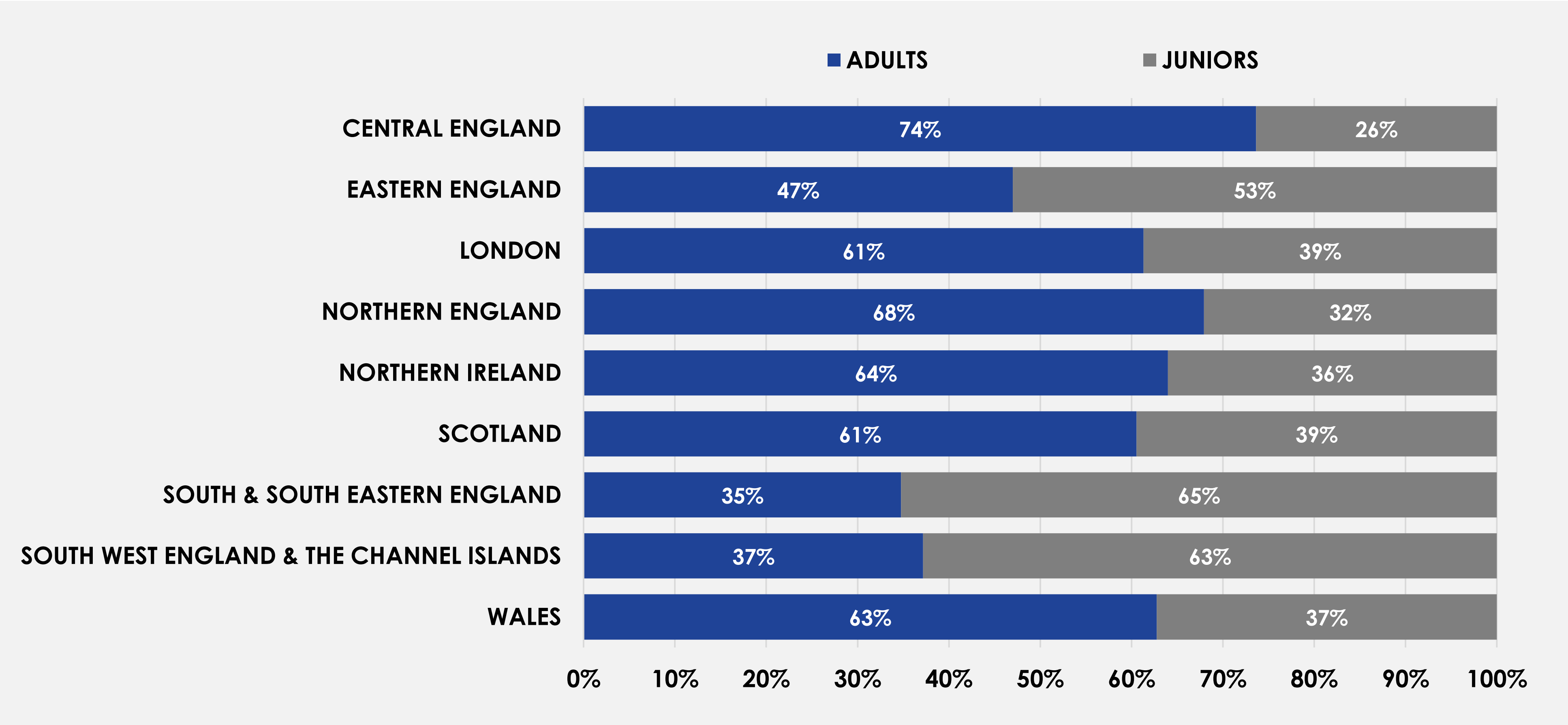
UK ELT: REGIONAL OVERVIEW

Region	EU		Non-EU	
	Student weeks (% share)	Student numbers (% share)	Student weeks (% share)	Student numbers (% share)
Central England	1%	1%	5%	4%
Eastern England	8%	9%	7%	8%
London	24%	21%	27%	32%
Northern England	9%	8%	19%	13%
Northern Ireland	1%	1%	0%	0%
Scotland	12%	7%	6%	3%
South & South Eastern England	27%	34%	20%	25%
South West England & The Channel Islands	16%	18%	14%	14%
Wales	1%	1%	2%	1%
TOTAL	100%	100%	100%	100%



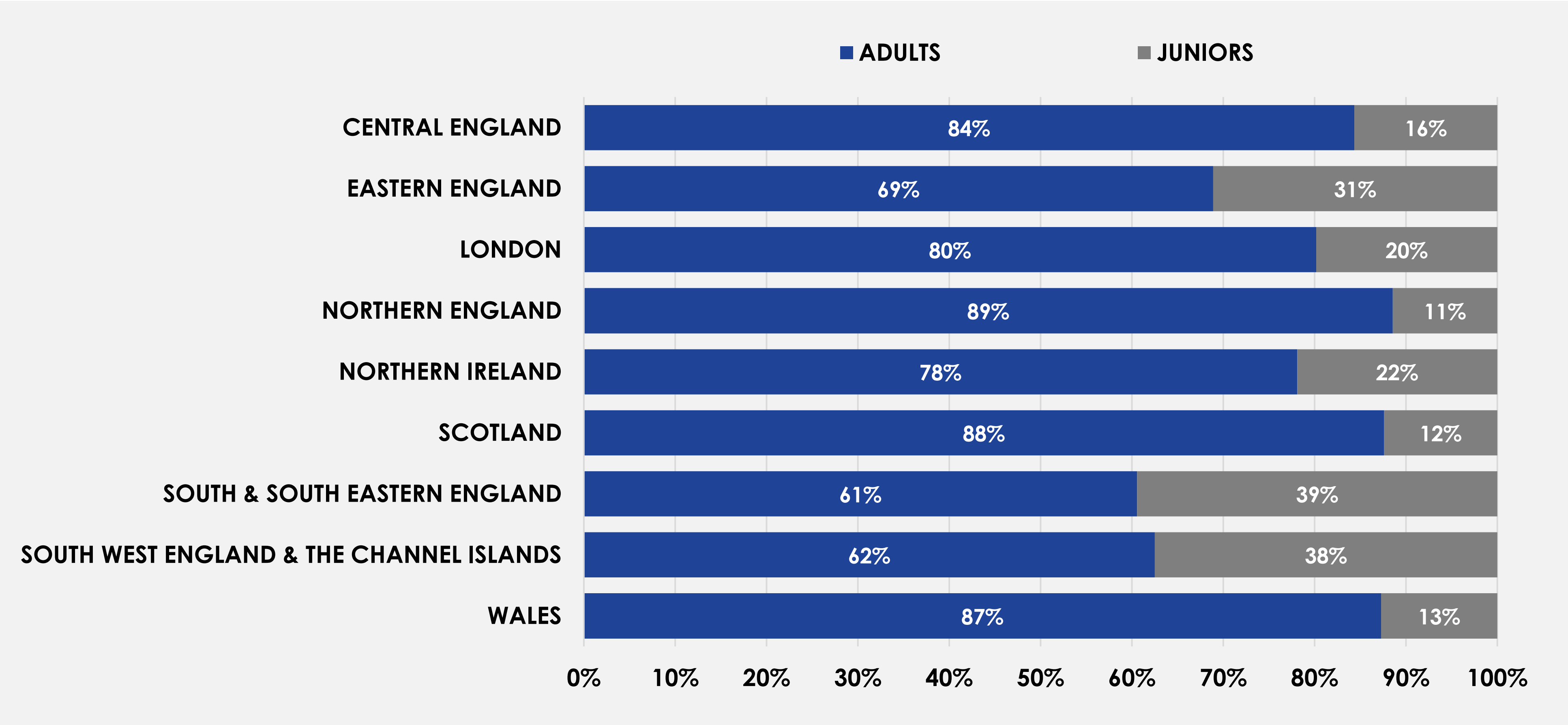
Source: English UK, 2019

UK ELT: REGIONAL OVERVIEW (SNs)



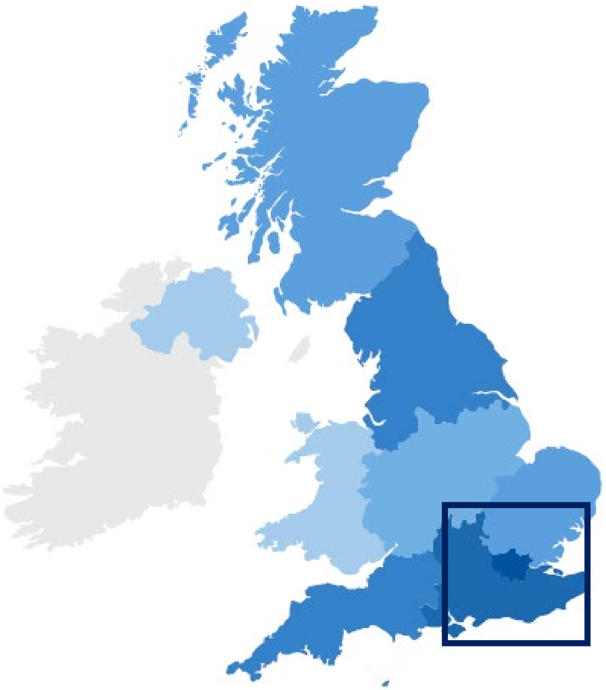
Source: English UK, 2019

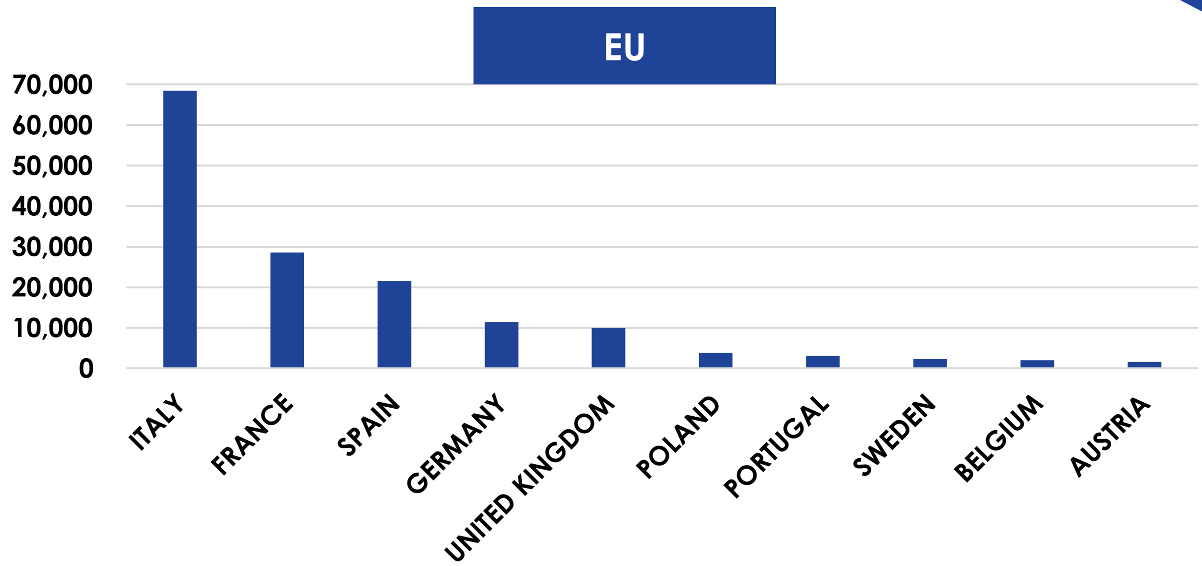
UK ELT: REGIONAL OVERVIEW (SWs)

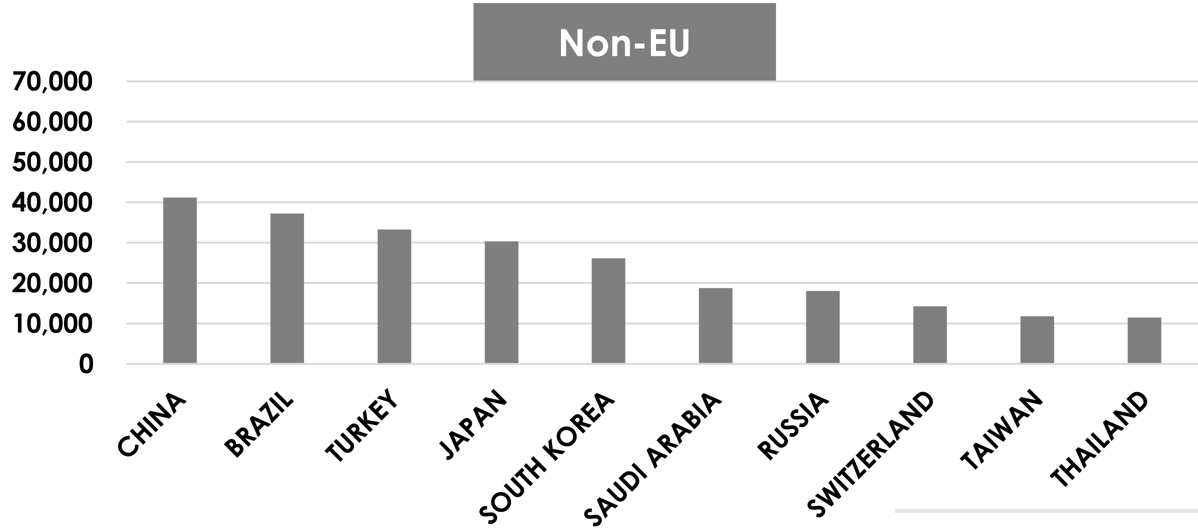


Source: English UK, 2019

LONDON: TOP SOURCE MARKETS (SWs)

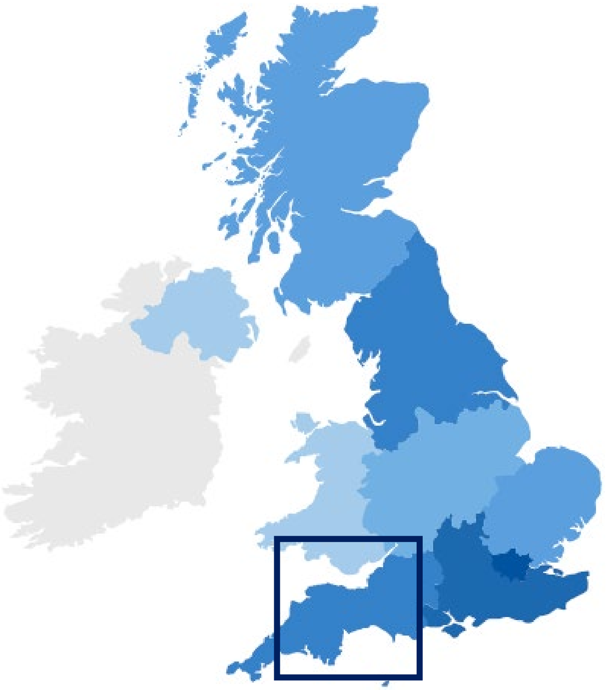


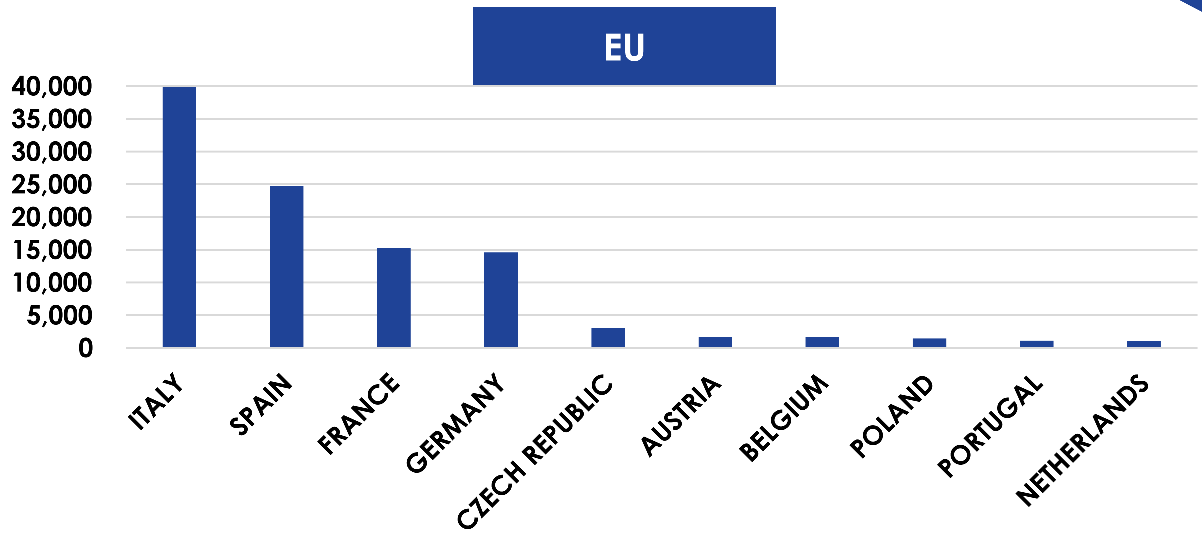


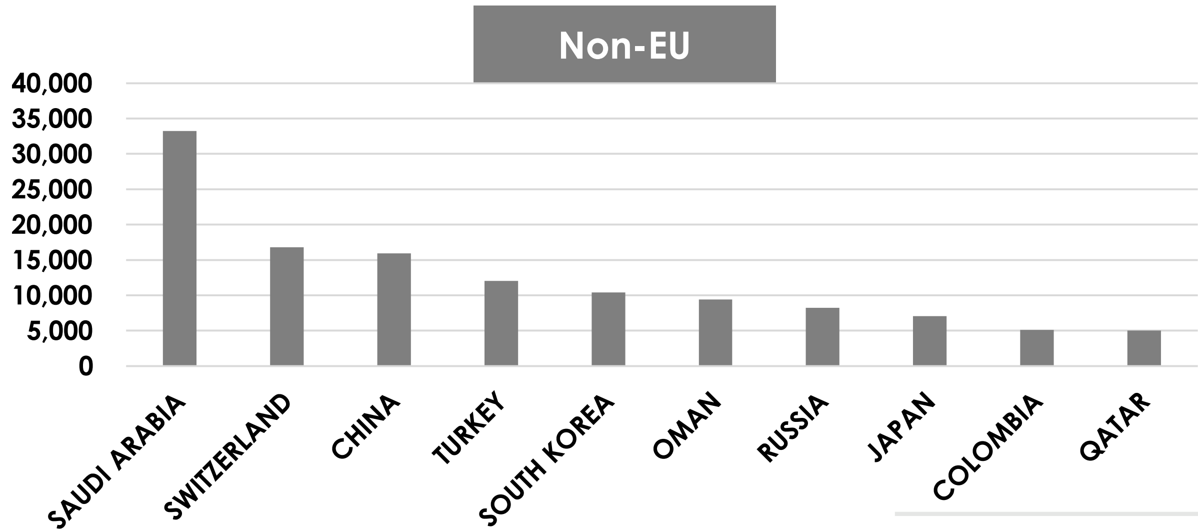


Source: English UK, 2019

SOUTH WEST ENGLAND: TOP SOURCE MARKETS (SWs)

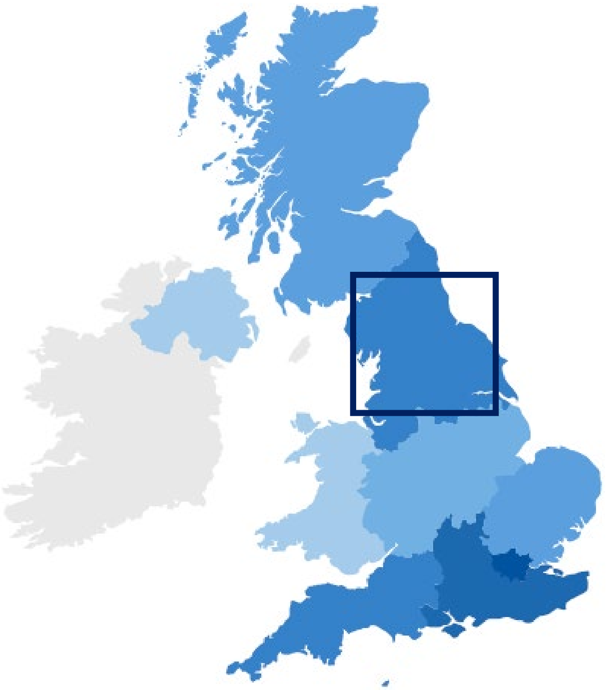


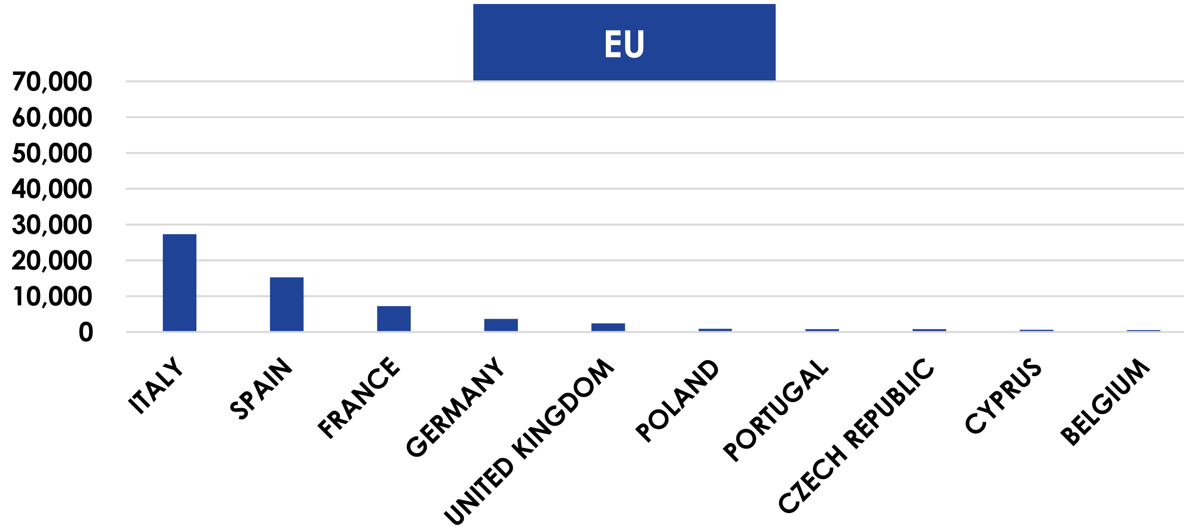


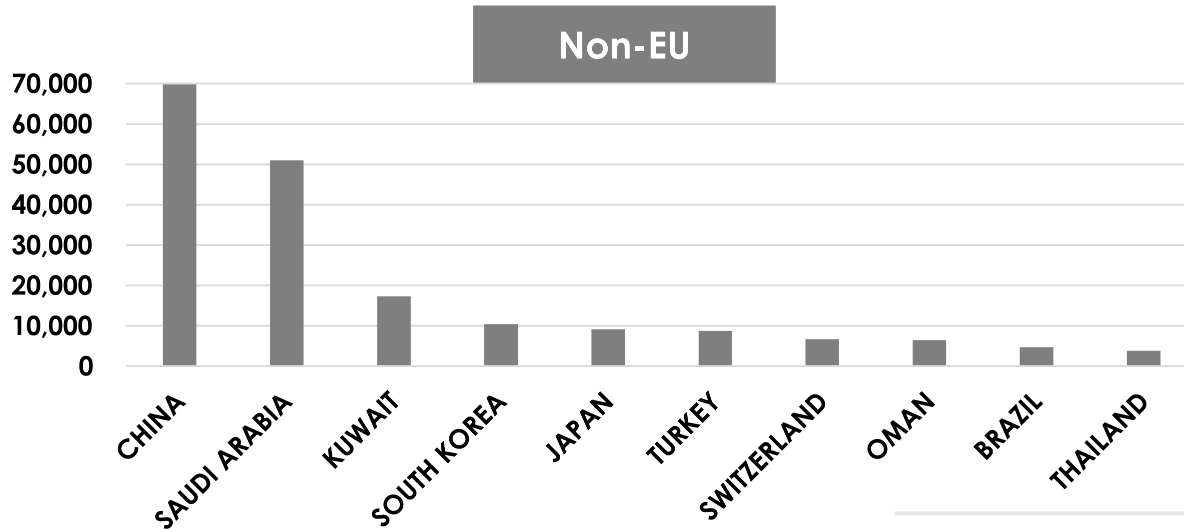


Source: English UK, 2019

NORTHERN ENGLAND: TOP SOURCE MARKETS (SWs)

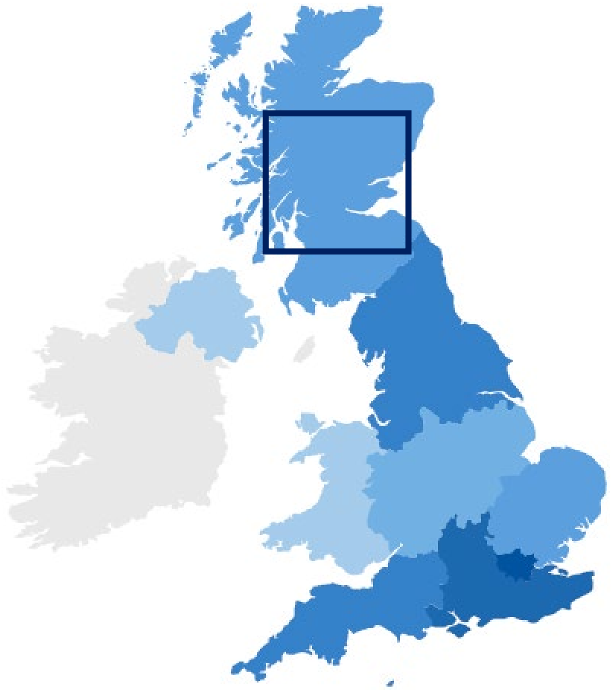


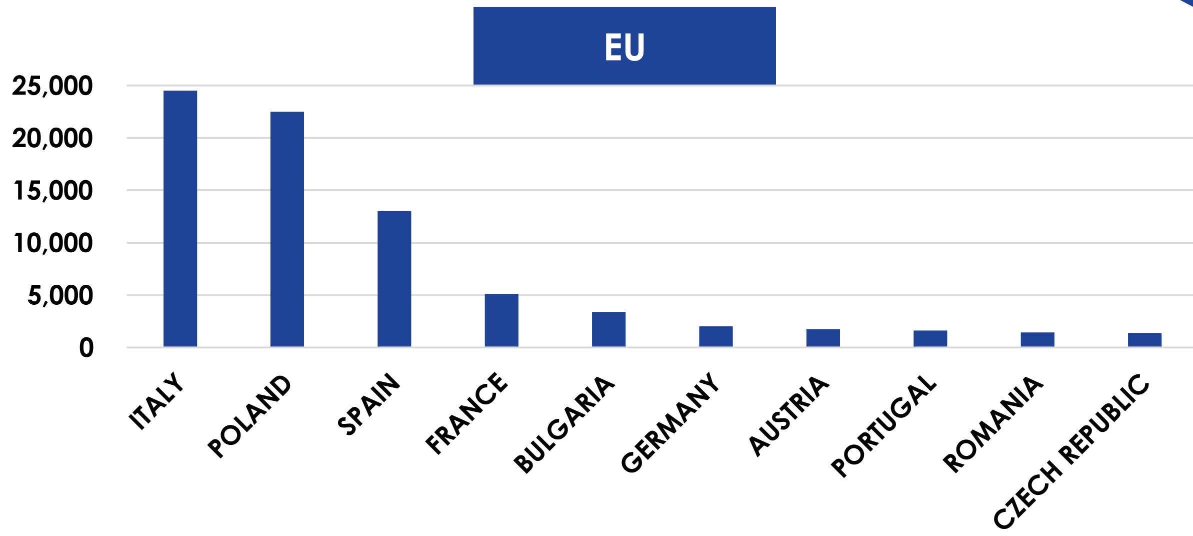


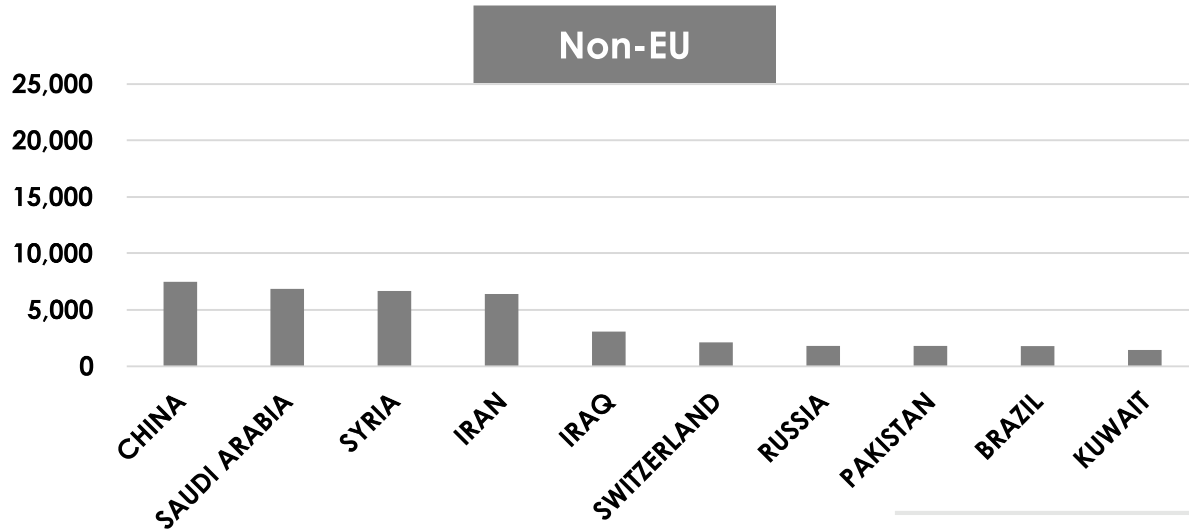


Source: English UK, 2019

SCOTLAND: TOP SOURCE MARKETS (SWs)



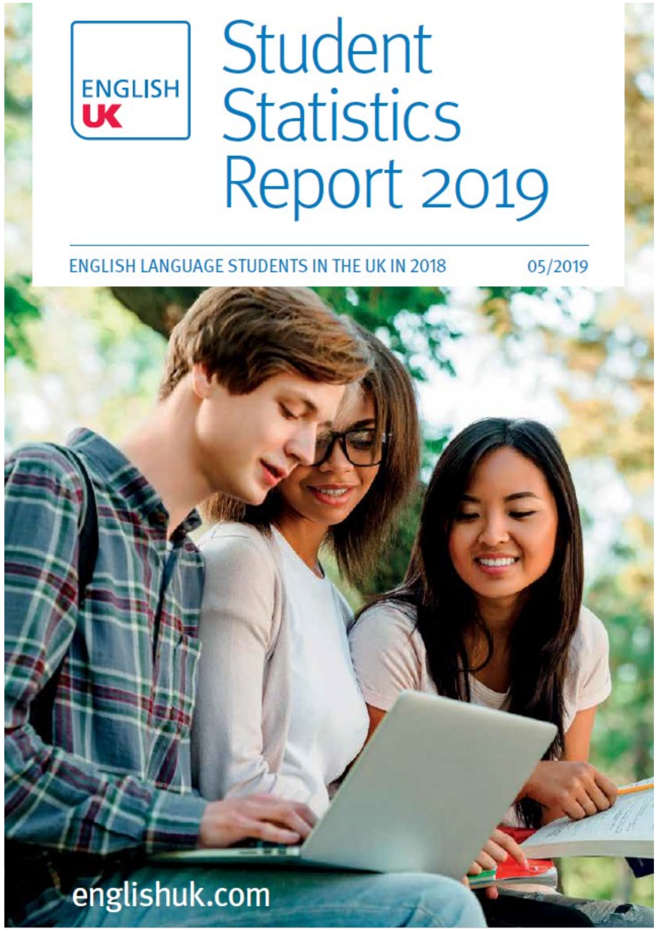


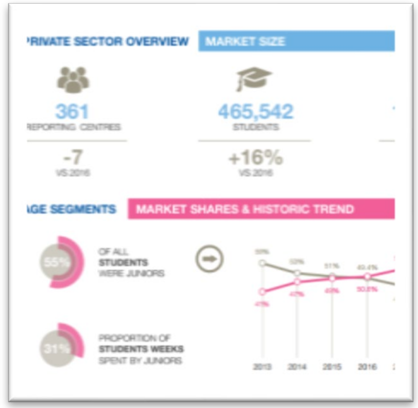


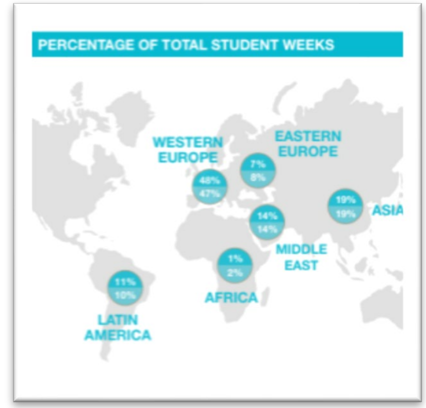
Source: English UK, 2019

RESOURCES

UK ELT: ANNUAL REPORT







Since 2015, BONARD has been responsible for carrying out the annual membership survey of English UK members. The report represents the foundation for the UK ELT sector measurement, supplying data on market size, market segments, source countries and visa types utilised. Coupled with BONARD's global data (such as the overall source market performance and destination market shares), the reports indicates where there are growth opportunities for the UK ELT sector.

UK ELT: QUARTERLY INTELLIGENCE COHORT (QUIC)

Now more robust than in 2017 and 2018:

154 English UK member centres reporting data every quarter.

UNIQUE BREAKDOWNS, GRANULAR DATA ON:

Course types;
Booking sources;
Booking types; and
Junior to adult ratio;

ALL BY NATIONALITY.

GLOBAL ELT: INTELLIGENCE ON OTHER DESTINATIONS

AUSTRALIA:

ENGLISH AUSTRALIA — QUALITY | SUPPORT | ASSURANCE

National ELICOS Market Report

Australian Government
Department of Education

Monthly data on student visa for international students: **PRISMS data**

CANADA:

Languages Canada / Langues Canada

Annual report on Language Education in Canada

Immigration, Refugees and Citizenship Canada / Immigration, Réfugiés et Citoyenneté Canada

Quarterly data on student visa for international students: **IRCC data**

USA:

iie — The Power of International Education

Data on Intensive English Programs

Homeland Security — STUDY in the STATES

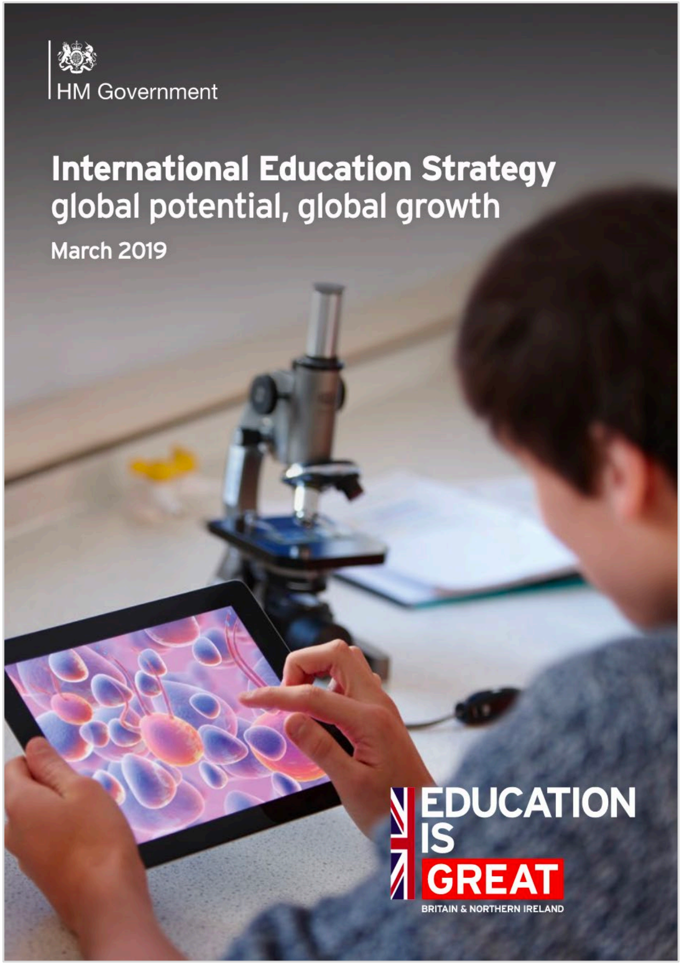
SEVIS: Data on visa granted to English language students

MALTA:

NSO

National Statistics Office Malta

UK'S NEW STRATEGY



TARGETS

At its heart is an ambition to increase the value of education exports to £35 billion per year, and to students hosted in the UK to 600,000 per year, both by 2030.

PRIORITY MARKETS

China and Hong Kong; the Middle East and North Africa; Latin America; and the ASEAN group of nations.

BUDGETS AVAILABLE

The strategy encourages education bids to the GREAT Challenge Fund for 2019. This £5 million fund supports export activity for the sector across the globe.

SUMMARY

The ELT market in the UK continues to benefit from the **longstanding tradition of being the primary destination to study the English language at high-quality educational institutions.** Overall, the UK is still the most popular destination, with a **global market share of 42% in terms of student numbers**.

In recent years, UK ELT centres **have attracted more juniors**, helping the market to sustain growth. Juniors make up 54% of ELT students in English UK private sector centres and 13% in state sector centres.

The UK ELT sector is still dependent on a declining Western Europe as its main source region (in terms of student numbers), rather than growing markets such as Colombia, Mongolia and Nepal. While EU countries account for 57% of all students, they represent 37% of all student weeks.

The current political and economic situation and uncertainty surrounding Brexit in the UK is keeping the currency exchange rates low, helping maintain interest among prospective students.

The UK government has also implemented new policies to ensure steady influx of international students, who are offered a two-year work visa after graduating from a British university.

Moreover, the new UK International Education Strategy: Global Potential, Global Growth for international students aims to increase the value of education exports to £35 billion per year, and that of higher education students hosted in the UK to 600,000 per year by 2030 (there were 458,520 international higher education students in the UK in 2017/2018).

KEY TAKEAWAYS

Diversify: not because of Brexit, but due to the overall context/developments – the numbers from EU countries are down and post-Brexit scenarios might add another layer of obstacles/make it easier for students and agents to opt for to other destinations (e.g. Ireland and Malta for junior courses, which already cater to a significant proportion of junior students – over 50%).

Leverage market intelligence: Use market intelligence available to evaluate your strategy several times a year: How many times do you adjust course pricing per year? And how often do you look at whether you are in the right markets?

Spread the news about recent developments: Positive steps aimed at improving UK's image abroad – development of the national international education strategy and return of the post-study work scheme (two-year work visa).

Identify cross-sector opportunities and avenues for collaboration: more appealing value proposition can fuel demand for pathway programmes/academic preparation – in terms of higher education, the UK has been flat or growing moderately in the recent years.

Communicate: ensure partners and prospective students are informed about positive developments but also have access to critical information about visa and other procedures,

Salztorgasse 2

1010, Vienna

Austria

www.bonard.com

info@bonard.com

+43 650 612 4527

BONARD