

IALC surveys agents on chains and independents

09, February, 2015

The International Association of Language Centres (IALC) has commissioned a survey of study travel agents to gauge industry perceptions of independent language schools and chain schools.



In a statement, IALC said, "Targeted at agents, the goal of this unique research project is to create a complex and in-depth picture of the current role of perception of independent and chain schools in the industry, while also shining light on their similarities and contrasts, as seen through the eyes of agencies and the students they send to these schools."

The survey will also examine the preferences that study travel agents have when dealing with the different types of schools, as well as current global demand for particular languages. A chain school is defined in the IALC survey as having more than five schools.

Jan Capper, Executive Director of IALC, said, "I am very happy with the focus of the research and what it promises to deliver. Not only will it be valuable to our member schools, but the industry as a whole."

In addition to offering all participating agencies a detailed executive summary of the study, one survey participant will also be eligible to receive a contribution worth up to €1,000 (US\$1,133) towards attending the next IALC Workshop in Rouen, France (2015), or Leeds/York, UK (2016).

The research will be administered by StudentMarketing, an independent research specialist and UNWTO Affiliated Member. The results are due to be presented on April 23 at the Rouen workshop.

The survey can be accessed [here](#).