THE CHANGING FACE
OF THE UK’S ELT SECTOR
IN A GLOBAL CONTEXT

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ELT MARKET OVERVIEW
SECTOR DEVELOPMENT STAGES

Source: StudentMarketing, 2016
ELT MARKET OVERVIEW
DESTINATIONS (STUDENT WEEKS)

Source: StudentMarketing, 2016
ELT MARKET OVERVIEW

TOP SOURCE MARKETS GLOBALLY AND THE UK’S MARKET SHARE (STUDENT WEEKS)

Source: StudentMarketing, 2016
ELT MARKET OVERVIEW
STUDENT FLOWS IN ENGLISH LANGUAGE TRAVEL (STUDENT WEEKS, 2014)

Source: StudentMarketing, 2015
UK ELT SUPPLY
MAP OF ALL LANGUAGE CENTRES IN THE UK

Source: StudentMarketing, 2016
INDUSTRY DEVELOPMENTS

- Demand for English cooling down
- Tightening visa policies
- Economic difficulties in source markets
- Political difficulties in source markets
- Currency fluctuations
- Lower scholarship support
- Demographics
- Safety concerns, terrorism
- The impact of Brexit
HOW MARKETS RESPOND

• More packaging
• More local presence to gain competitive edge
• More coop with agents and redistributors (producers take over marketing)
• More innovation (product, marketing, distribution)
• Price techniques to off-set currency fluctuations
• M&As (economy of scale)
• Vertical integration
• More joint activities (e.g. Fams and trade missions)
UK DEVELOPMENTS

- **Demand is picking up** this season (mostly thanks exchange rates)
- Economic **improvements in relevant source markets** (oil price)
- **Perception** around Trumpism (changed mobility patterns)
- **Uncertainty** re: Germany, France and NL elections (major source markets)
- Positive impact of **previous joint marketing activities in developing countries** (incl. China, Brazil)
- Slower **pace of M&As and Closures**
1. Short-term impacts of Brexit (exchange rates)
2. Some ELT overseas (TNE)
3. Less price war
4. More room for strategic solutions (proactive approach)
5. Exit of smaller players
6. M&As and portfolios
7. Packaging
8. More study destination marketing (competition)
9. Increased interest and marketing activities in Asia and LA
10. More joint marketing activities (FAM Tours, Press Tours, Trade missions)