



# StudyAbroad.com News

June/July 2004

## StudyAbroad.com Country Search Trends

by Melissa Biermann

Each quarter, StudyAbroad.com compiles a list of the top 20 most searched study abroad destinations based on activity on the website. Over the past 13 quarters, from January 2001 through March 2004, European countries are by far the most sought out study abroad destinations on StudyAbroad.com. During that time frame, Spain was the standard setter for six quarters, and England is right behind, having been number one for three quarters.

In addition to Spain and England sitting atop the top 20, Italy and Australia have each achieved the number one ranking twice in the past 13 quarters, and none of those countries has dropped from the top 20. Argentina, Ghana, Austria, Russia, Egypt, Brazil, the Netherlands, and Taiwan all have intermittent representation in the top 20 lists, while Madagascar, Kuwait and Finland have all appeared once.



Europe is the most sought out continent on the site, with 49.23 percent of

all countries searched from January 2001 through March 2004. Canada and Mexico keep North America as the second most frequently searched continent with 18.07 percent of inquiries during that time frame, followed by Asia (15.78%), Oceania (7.69%), South America (5.00%), and Africa (4.23%). As a continent, Asia is well established as a study abroad destination, but the

Middle Eastern region is comparatively underrepresented in the StudyAbroad.com search data because of the few programs offered in those countries. During the January 2001 through March 2004 time frame, Kuwait was the only Middle Eastern country to appear in the top 20, at number 20 during the third quarter of 2002.

Like Asia, Africa has few countries represented in the top 20 lists for study abroad travelers because of the short supply of programs located there. Only three countries are represented in the quarterly top 20 lists during the last 13 quarters – Egypt, Ghana and Madagascar – and they are in the top 20 a combined ten times.

“It is not surprising that Africa and the Middle East are so underrepresented in the top 20 lists simply because the number of study abroad programs in those parts of the world are not as abundant as in others,” says Mark Shay, President and CEO of Educational Directories Unlimited, Inc., parent company of StudyAbroad.com. “Political unrest and threats of unsafe conditions also seem to keep people away from these historic and exciting parts of the world, and that translates to fewer study abroad programs being offered in those areas.”

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## A Warm Welcome to Our Newest Team Member!

by Melissa Biermann

The team at StudyAbroad.com would like our advisor community to join us in welcoming our newest addition! Jeremy Steinberg joined StudyAbroad.com in May, and will be replacing Erica Brechemin, who has accepted a new role in business development with our EDU Internet Strategies division. We all wish both Erica and Jeremy luck in their new endeavors!



Jeremy Steinberg joins the team with a strong background in sales, marketing and advertising, and has 30 years of experience. His emphasis is on customer service, and he is dedicated to open lines of communication.

Jeremy is a recent college graduate, earning a degree in LAN administration, and is a living and breathing example of adults going to school and finishing degrees later in life. His computer background, combined with his interests in Internet marketing and advertising, lead him to StudyAbroad.com.

In his spare time, Jeremy enjoys martial arts, blues harmonica, and spending time with his wife and two children.

Many of you may have met Jeremy at the recent NAFSA Conference in Baltimore, and he is looking forward to talking with you again. Feel free to drop him a line to introduce yourself! He can be reached at [js@studyabroad.com](mailto:js@studyabroad.com) or 610-499-9200.



## StudyAbroad.com at NAFSA

by John Duncan

StudyAbroad.com would like to send a big “Thank You!” to everyone who stopped by our booth this past month at the annual NAFSA Conference. It was great to see old friends and meet new ones!

A record number of people were present at this year’s NAFSA Conference, with over 6,000 people from around the world in attendance. A record number of StudyAbroad.com employees were circulating through the booth, and we were busier than ever.



With activity ranging from advisor name collection for our free advisor kits to EDU Internet Strategies demonstrations to the introduction of new employees and clients, we were busy, busy, busy.

Did we mention the free T-shirts? We lost track of the amount of people that were bringing them back as give-aways for their student workers or for their study abroad fairs.

And all of this was just at the StudyAbroad.com booth! With the affiliation between StudyAbroad.com and IIE, we had coverage at two booths, providing information about [IIEPassport.org](http://IIEPassport.org) at the IIE booth. The IIE booth had a great location and great traffic, and our raffle of original artwork that was featured in our annual IIEPassport calendar was a success. Every person who picked up a calendar was impressed by the artwork and our ability to put together this yearly promotion.

If you missed out on your chance to acquire one of these calendars, email [advisor@iiepassport.org](mailto:advisor@iiepassport.org), and one will be mailed to you.

If you are interested in advertising opportunities with StudyAbroad.com, please email [advertise@studyabroad.com](mailto:advertise@studyabroad.com).



## Look for us at...

June:	CCA	June 16 – June 18
		<i>Lake Buena Vista, FL</i>
	SHRM	June 27 – June 30
		<i>New Orleans, LA</i>
July:	BUTEX	July 6 – July 8
		<i>Stirling, Scotland</i>
	CGS Summer	July 10 – July 14
		<i>San Juan, PR</i>

We hope to see you there!



## Advisor Supplies

We offer complimentary promotional items for advisors. They include:

- \* Pens
- \* Mouse pads
- \* Brochures
- \* Posters
- \* Plastic fair bags
- \* Pocket cards
- \* Brochure holders (limit one)
- \* Adhesive plastic pockets (limit one)
- \* StudyAbroad.com handbooks (limit one)

Order now to avoid the back-to-school and fair rush! Contact Melissa Mitchell at 610-499-9200 or email [advisor@studyabroad.com](mailto:advisor@studyabroad.com).



## Country trends continued... from page 1

Like the Middle East and Africa, however, there are fewer programs in South American countries listed on StudyAbroad.com, translating into lower rankings for those countries. There are a great number of Spanish language programs listed for Spain and Mexico on StudyAbroad.com, but there are many fewer for other Spanish-speaking countries. A similar situation exists between Brazil and

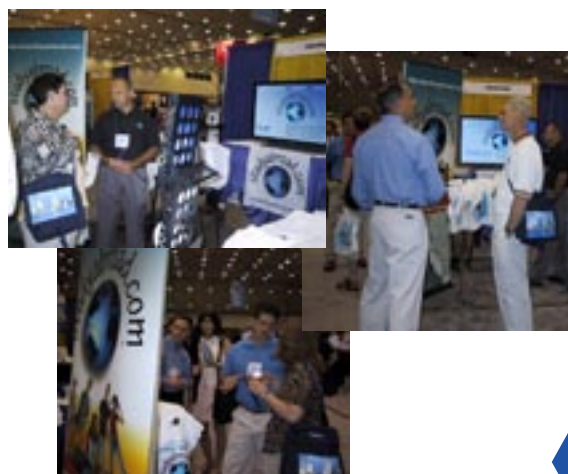
Portugal, simply because Brazil has a greater offering of language Portuguese programs available.

The quarterly data correlates with the results of a recent survey posted during April on the StudyAbroad.com website. In that survey, 55.86 percent of respondents expressed interest in studying in a European country, 13.79 percent in a North American country, 9.43 percent in an Asian country, 7.13 percent in Oceania, 3.91 percent in an Africa country, and 2.53 percent in a South American country.

“Current world events seem to have an impact on which countries are popular for students looking to study abroad,” Mark Shay comments. “For example, Greece has been in the top 20 several times within the past year, possibly because of the positive promotion surrounding this summer’s upcoming Olympic Games. As much as political unrest can detract from someone’s interest in living and studying in an area, upcoming world events seen in a positive light can boost a country’s popularity.”

The top 20 list for the first quarter of 2004 is as follows:

- |              |                     |
|--------------|---------------------|
| 1. England   | 11. Canada          |
| 2. France    | 12. Brazil          |
| 3. Italy     | 13. Sweden          |
| 4. Spain     | 14. Mexico          |
| 5. Germany   | 15. Argentina       |
| 6. Japan     | 16. Cuba            |
| 7. India     | 17. The Netherlands |
| 8. Australia | 18. Greece          |
| 9. Egypt     | 19. Russia          |
| 10. Ireland  | 20. Taiwan          |



## StudyAbroad.com Traffic Over a One-Year Period

\*\* Unique visitors by month

Here's a look at the number of unique visitors (roughly the number of individual users) per month visiting StudyAbroad.com:

May 2004:	620,282	November 2003:	509,341
April 2004:	601,579	October 2003:	581,567
March 2004:	614,301	September 2003:	550,384
February 2004:	525,193	August 2003:	450,745
January 2004:	575,807	July 2003:	494,218
December 2003:	421,337	June 2003:	493,898

## Educational Directories Unlimited Publications

Educational Directories Unlimited, parent company of StudyAbroad.com, produces several newsletters, specifically StudyAbroad.com News, GradSchools.com News, and IIEPassport News, as well as periodic news releases. To subscribe to StudyAbroad News, please email [sabnewsletter-on@list.edudirectories.com](mailto:sabnewsletter-on@list.edudirectories.com). If you would like to receive our news releases, please contact Melissa Biermann at [mb@edudirectories.com](mailto:mb@edudirectories.com).

## About StudyAbroad.com

StudyAbroad.com is the Internet's leading source of international education information. It contains directories of study abroad and intensive language programs that are organized by both subject and destination. StudyAbroad.com also includes the Destination Portal Pages, the popular *StudyAbroad.com Handbook: A Guide to Traveling Abroad*, discussion boards, financial aid information, and much, much more. StudyAbroad.com is a service of Educational Directories Unlimited, Inc. ([www.edudirectories.com](http://www.edudirectories.com)).



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