Keeping Up With The Conversations – Getting, And Keeping, The Attention Of Tomorrow's International Students

Vik Singh
General Manager Asia Pacific, Hotcourses Group

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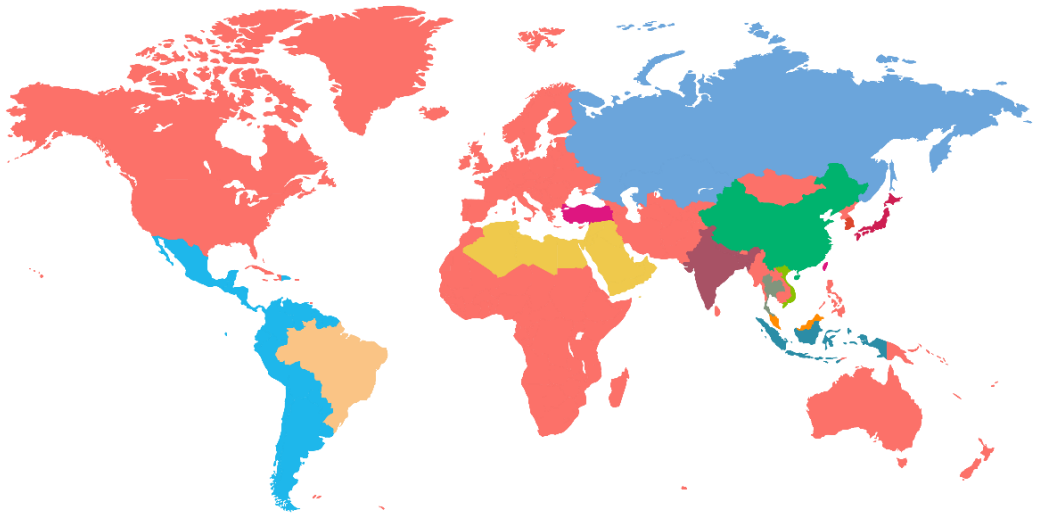
Lets Get Started

47 million international students on **12** market specific sites delivered in **10** languages



Market	Site	Annual Traffic
Global	www.hotcoursesabroad.com	10,290,000
Middle East	www.hotcourses.ae	5,255,000
Indonesia	www.hotcourses.co.id	7,209,000
India	www.hotcoursesabroad.com/india	6,557,000
Thailand	www.hotcourses.in.th	4,488,000
Vietnam	www.hotcourses.vn	3,602,000
Brazil	www.hotcourses.com.br	2,460,000
Latin America	www.hotcourseslatinoamerica.com	2,283,000
Russia	www.hotcourses.ru	1,734,000
Turkey	www.hotcourses-turkey.com	2,191,000
Korea	www.hotcourses.kr	513,000
China	www.hotcourses.cn	490,000
	Total:	**47,072,000**

July 1, 2017 – Jun 30, 2018

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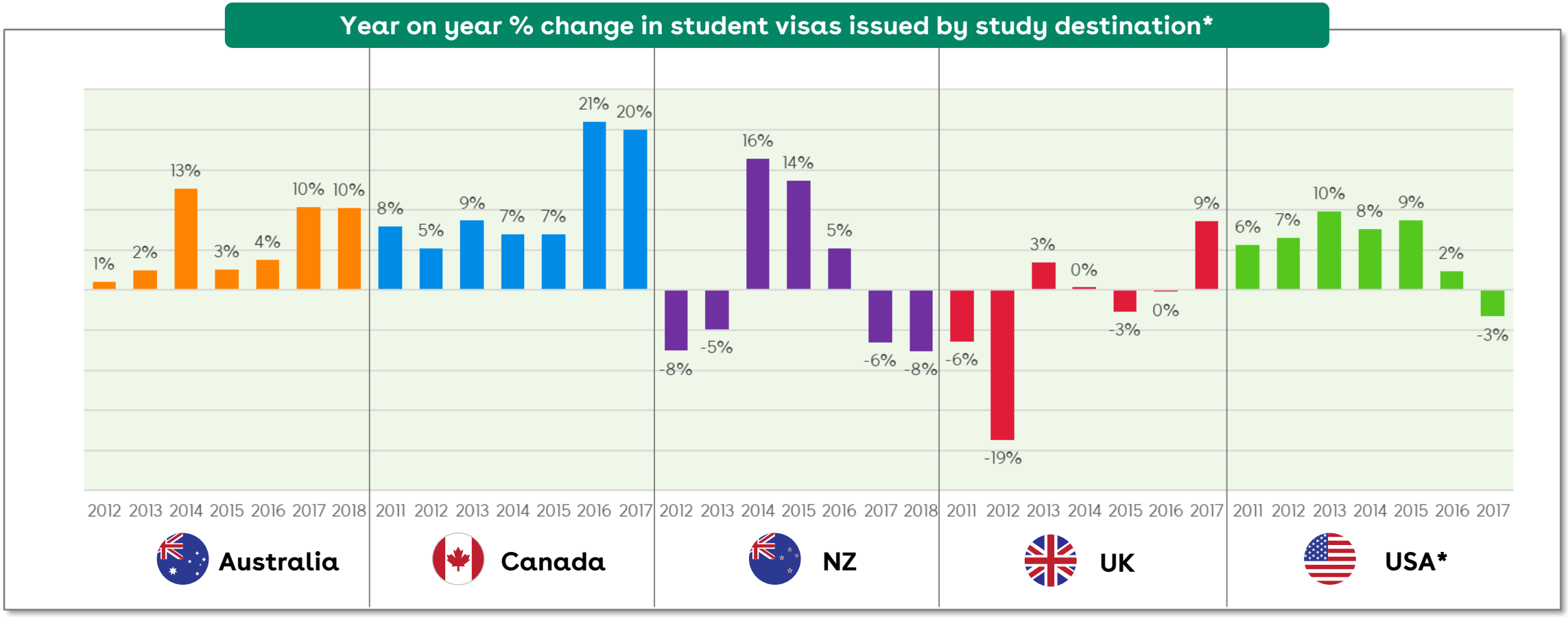
English speaking destinations: Where new students are going

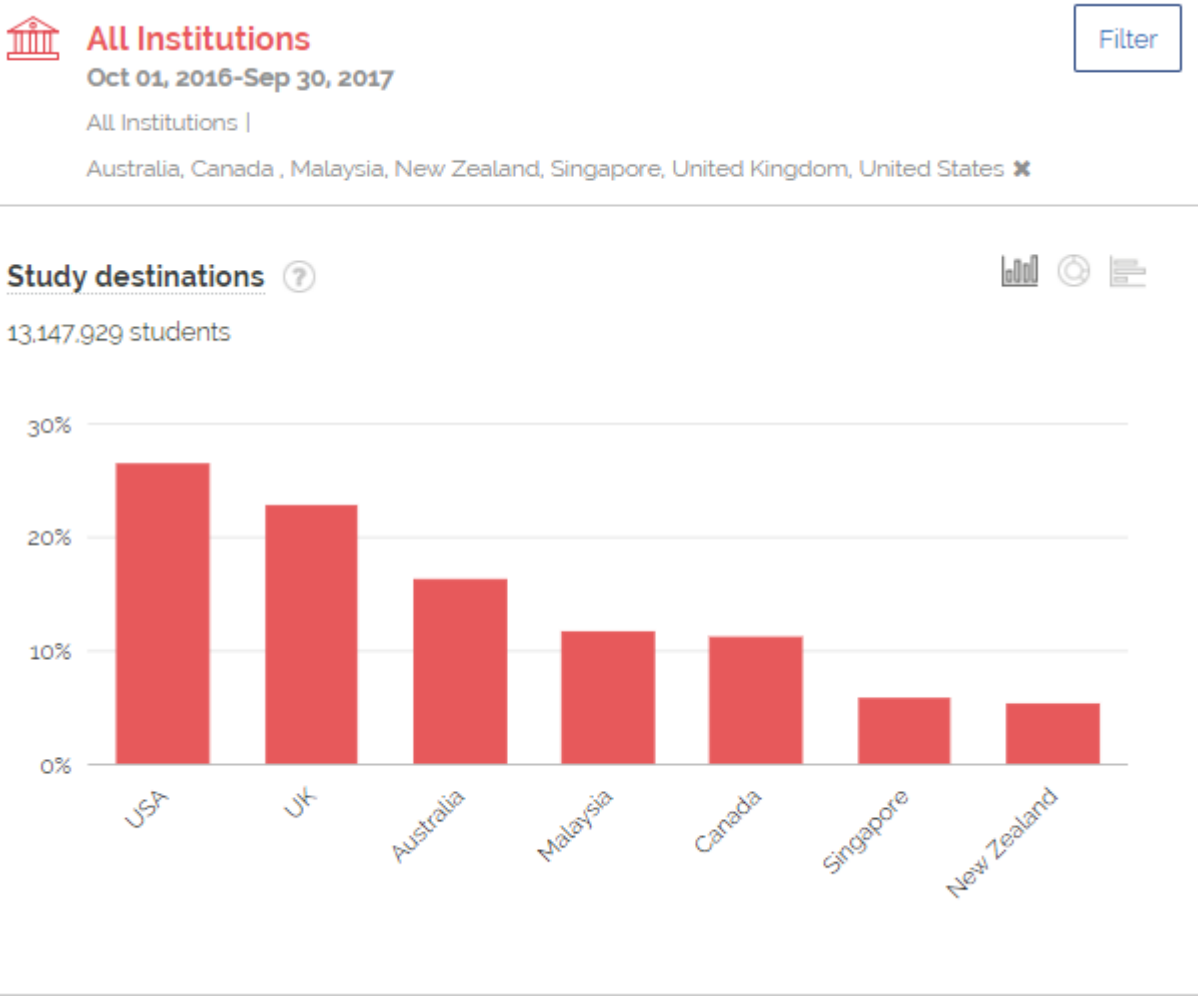
- Student visas granted vary by destination

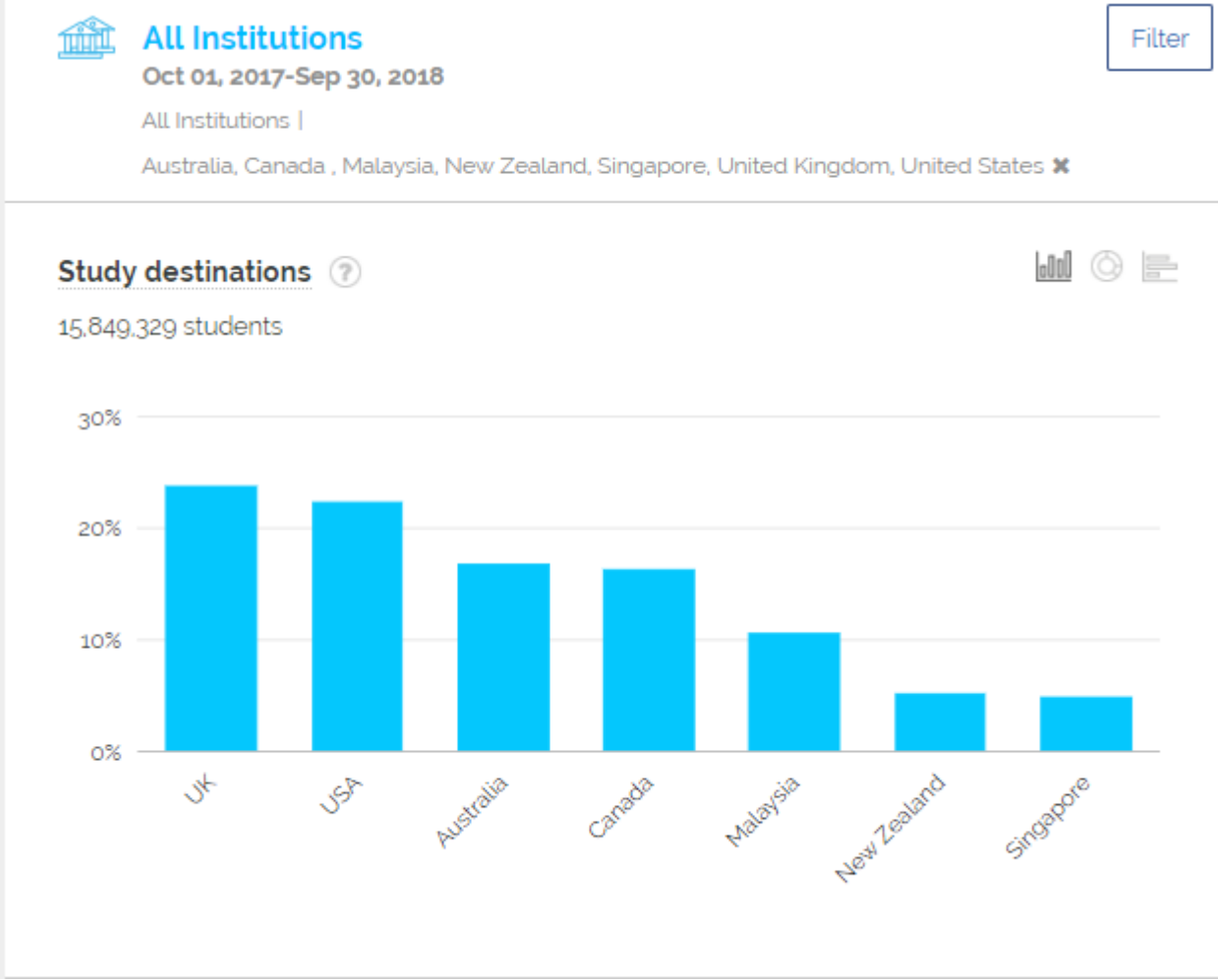


Data based on Australia – total, Canada – total, NZ – full-fee paying, UK - offshore, non-EU only, US – HE only
* USA visa data not shown as it is not comparable to previous years due to changes in visa policy and processes; alternatively Open Doors new enrolments data is shown

Sources: Australia Dept of Home Affairs, Canada CIC, NZ Department of Labour (Immigration), UK Home Office, US Institute of International Education. Open Doors Report.

How Does Search Data Support This?





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Using Search Data to Identify Changing Trends

South Korea sees record international student numbers in 2017

Posted on **Feb 13, 2018** by **Kerrie Kennedy**

Posted in **Data, News**, under **Asia**.
Tagged with **Korea, National Institute for International Education**.
Bookmark the **permalink**.

South Korea saw record-high growth in international student numbers in 2017, with the Chinese students making up the largest proportion, according to data released by the National Institute for International Education.

Seoul has been South Korea's educational hub for decades and has also caught on with international students in recent years. Photo: Wikimedia Commons

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The 18.8% increase will come as good news to the Ministry of Education after international student enrolments dropped in the 2012-2014 period. As a

South Korea records fourth straight year of strong growth

26 Sep 2018

Short on time? Here are the highlights:

- *International student numbers in South Korea continue to climb this year with strong year-over-year growth for 2018, and overall growth of nearly 70% since 2014*
- *Vietnam has been a major factor in these gains over the last five years and now accounts for nearly 20% of all foreign enrolment in the country*
- *This recent-year performance has left South Korea well on track to reach its long-term goal of hosting 200,000 visiting students by 2023*

10

Mark South Korea down as the latest study destination to be tracking towards its long-term growth goals. The most recent data from the National Institute for International Education (NIIED) reveals another year of substantial growth in 2018 when comparing foreign enrolment in the country as of April 2018 to the same period in the year before. The NIIED is an agency of the South Korean Ministry of Education.

The total number of international students in Korea reached 142,205 this year, up nearly 15% over 2017 and with a total year-over-year gain of just under 20,000 students.

This makes 2018 the fourth consecutive year of foreign enrolment growth for South Korea, and adds up to an overall increase of 68% since 2015 (when the total number of visiting students in the country had declined to just under 85,000).

And this continuing growth has put South Korea well on track to reach its longer-term goal to host 200,000 foreign students by 2023.

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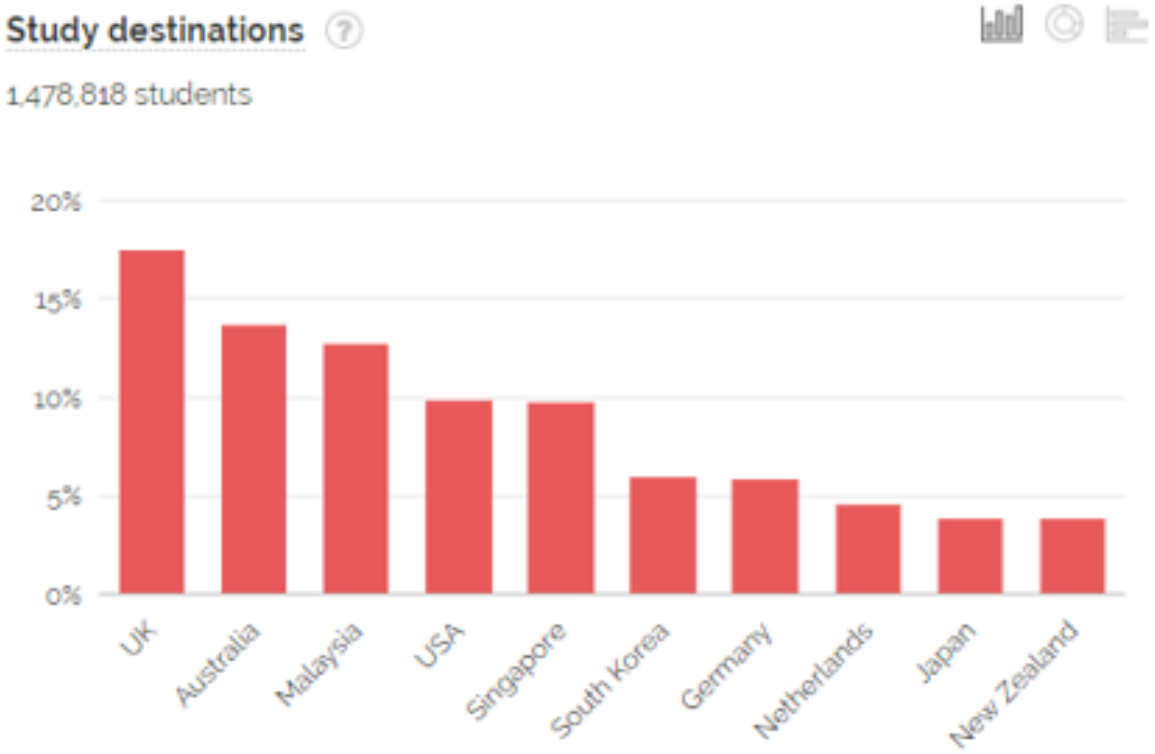
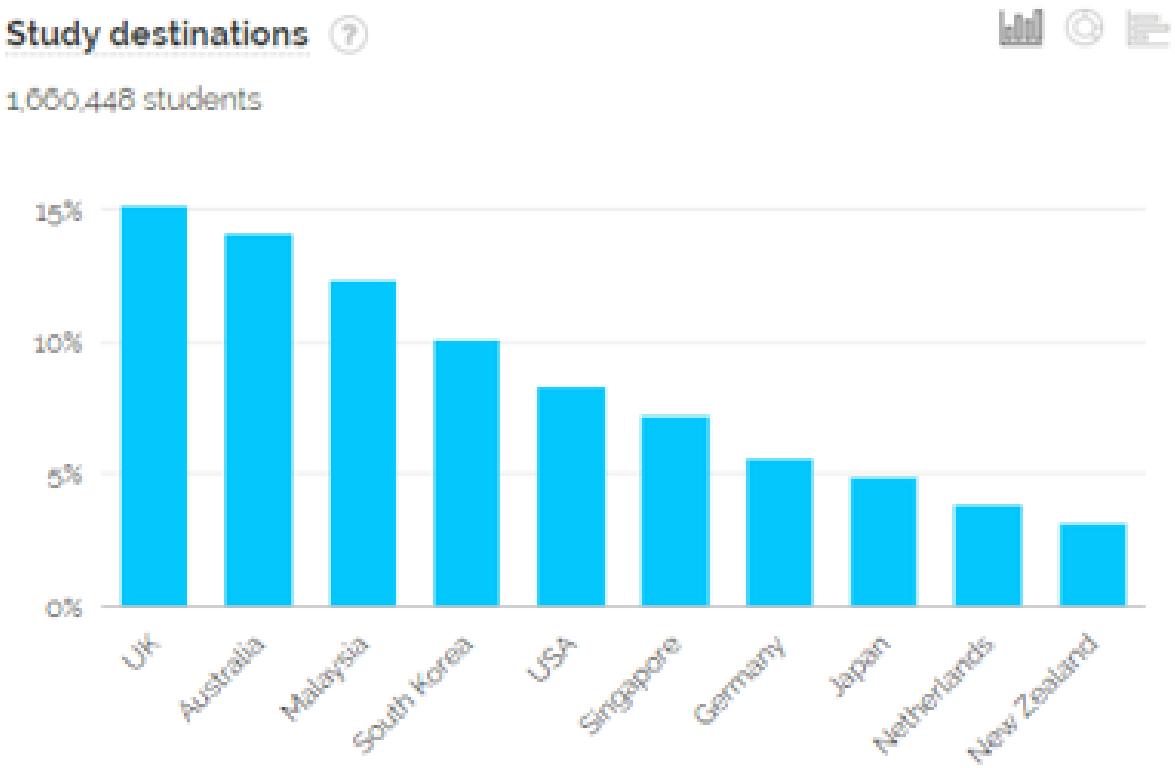
Destination Preference Indonesia

16/17 Study Destinations

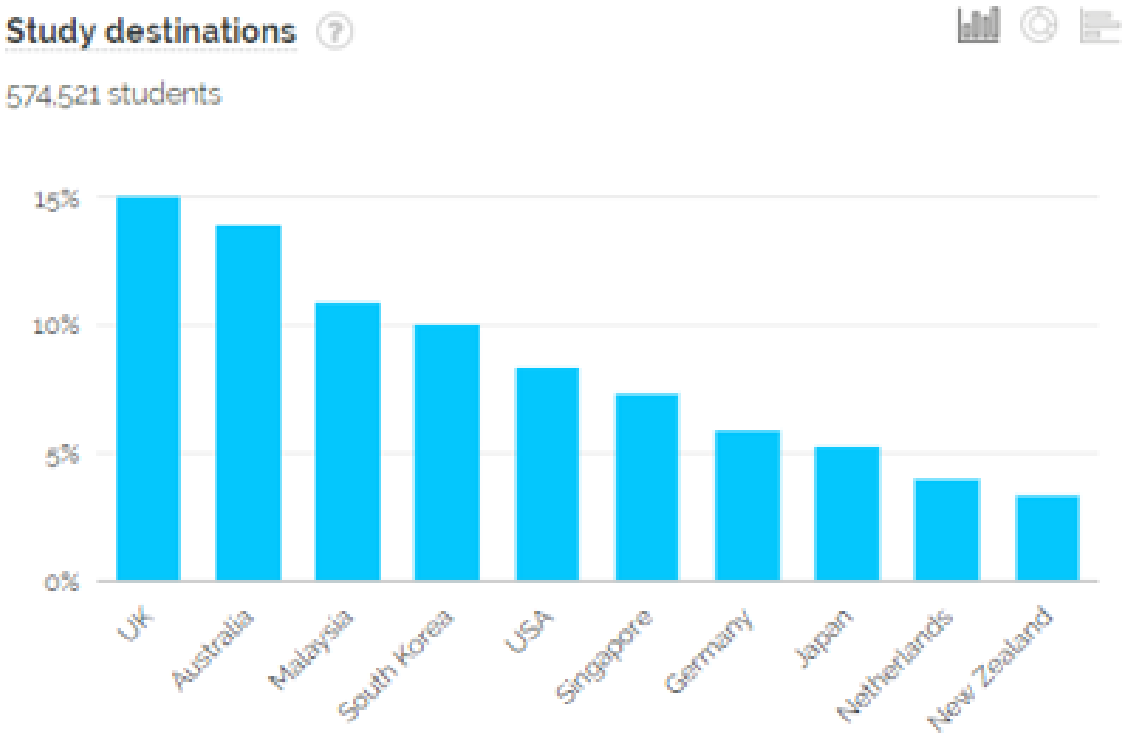


17/18 Study Destinations

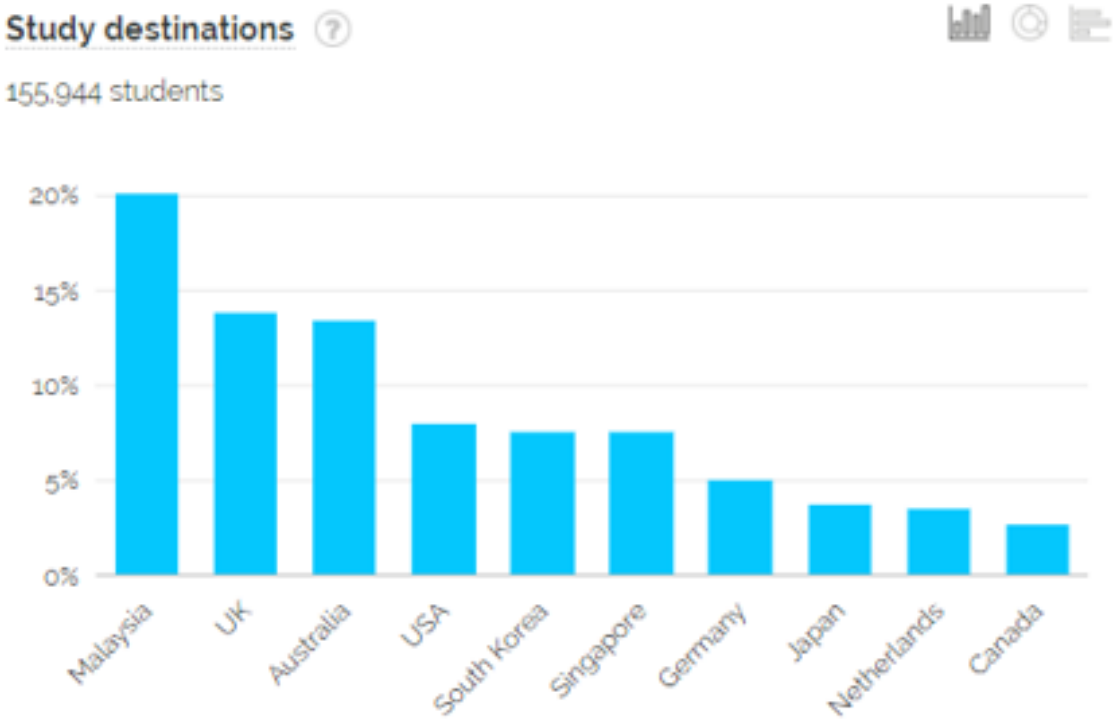


Let's Look At Indonesia In A Little More Detail:

17/18 Demand from Jakarta



17/18 Demand from Medan



Using Search Data To Identify Changing Trends

Canadian intled "caught in the crossfire" over Saudi students

Posted on Aug 24, 2018 by Claudia Civinini

Posted in News, under North America
Tagged with Canada, Saudi Arabia
Bookmark the permalink

As the deadline for government-funded Saudi students to leave Canada approaches, institutions and associations are prioritising student support amid the uncertainty.

The Canadian parliament building in Ottawa. Photo: arctic.gnome/Wikimedia Commons

Share this:

About Claudia Civinini
Born and bred in Genoa, Italy, Claudia moved to Australia during her masters degree to teach Italian. She studied and worked in Melbourne for

All stakeholders *The PIE News* reached out to reported that the order for students on Saudi government scholarships to leave Canada by the end of summer still stands. Many have also spoken of "unimaginable" stress caused to students.

But while five universities have reportedly received

news As a Saudi student being forced to leave Canada, I'm going through the 5 stages of grief

As a Saudi student being forced to leave Canada, I'm going through the 5 stages of grief

Saudi student in Canada shares how the diplomatic feud is devastating his dreams after years of hard work

CBC News · Posted: Aug 16, 2018 5:00 AM MT | Last Updated: August 16

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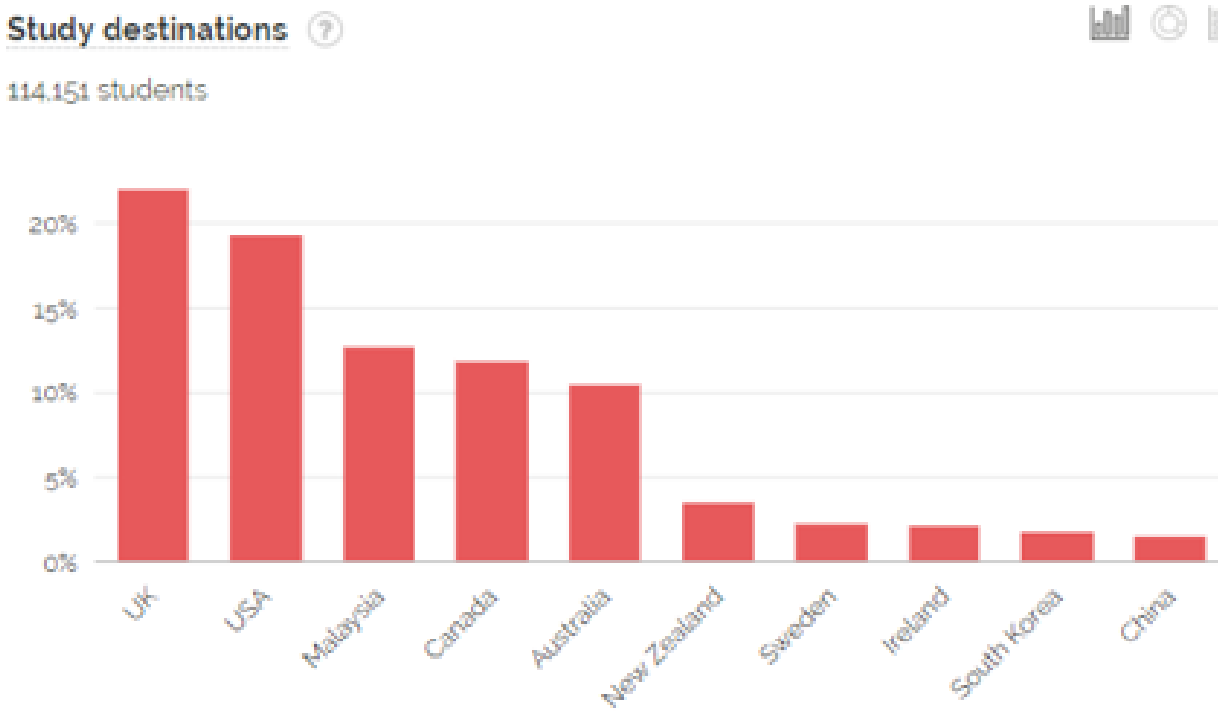
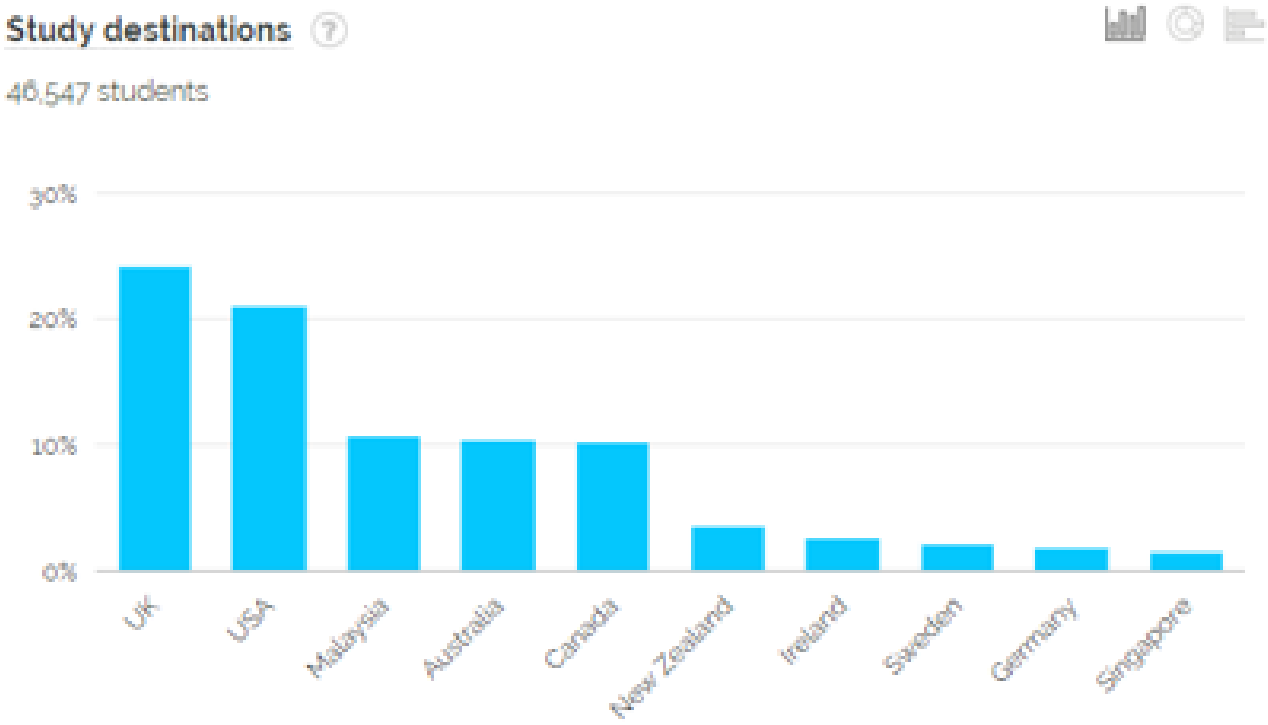
Destination Preference Saudi Arabia

01 Jan 18 - 31 Mar 18



01 Sep 18 - 30 Sep 18



Search Preference – USA and UK

All Institutions
Oct 01, 2017-Sep 30, 2018
All Institutions | United Kingdom, United States ✖ | Saudi Arabia ✖

Filter

Typical student

Male	Postgraduate	Mobile use
54.6%	59.7%	55.9%

Health and Medicine	28%
Business and Management	11.3%
Engineering	10%
Law	7.8%
Applied and Pure Sciences	6.7%
Architecture and Construction	6.5%
Humanities	5.6%
Computer Science and IT	5.4%
Social Studies and Media	4.6%
Other	14.1%

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Search Preference - Australia

All Institutions

Oct 01, 2017-Sep 30, 2018

All Institutions | Australia ✖ | Saudi Arabia ✖

Filter

Typical student

Male	Postgraduate	Mobile use
53.1%	65.6%	57.9%

Health and Medicine	40.8%
Applied and Pure Sciences	11.4%
Engineering	9.6%
Creative Arts and Design	7.8%
Business and Management	7.1%
Computer Science and IT	5.3%
Social Studies and Media	4.6%
Architecture and Construction	4.3%
Humanities	2.5%
Other	6.6%

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Using Search Data To Identify Changing Trends

Scott Morrison wins leadership spill; Malcolm Turnbull takes parting shot at Abbott and Dutton in final speech

By Louise Yaxley

Updated 25 Aug 2018, 12:11am

VIDEO: Morrison speaks after winning Liberal leadership (ABC News)

Scott Morrison has been sworn in as Australia's

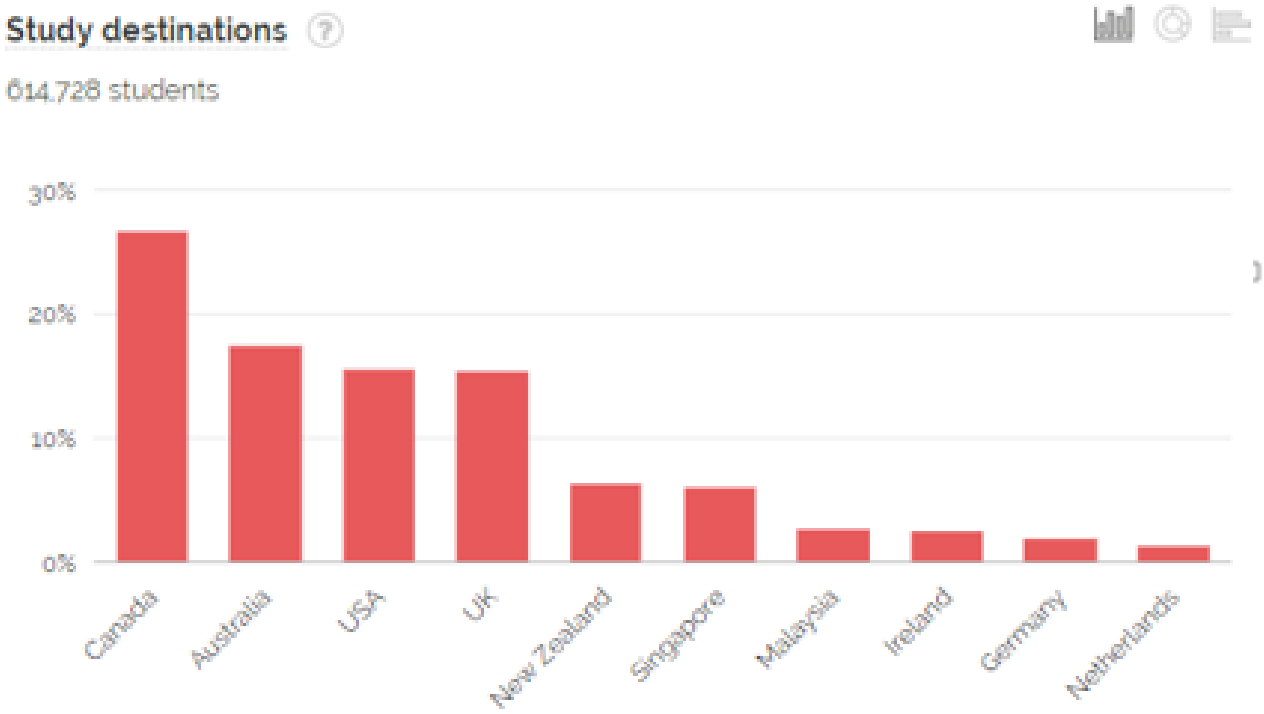
RELATED STORY: Morrison victorious, Dutton denied, Turnbull

SBS NEWS

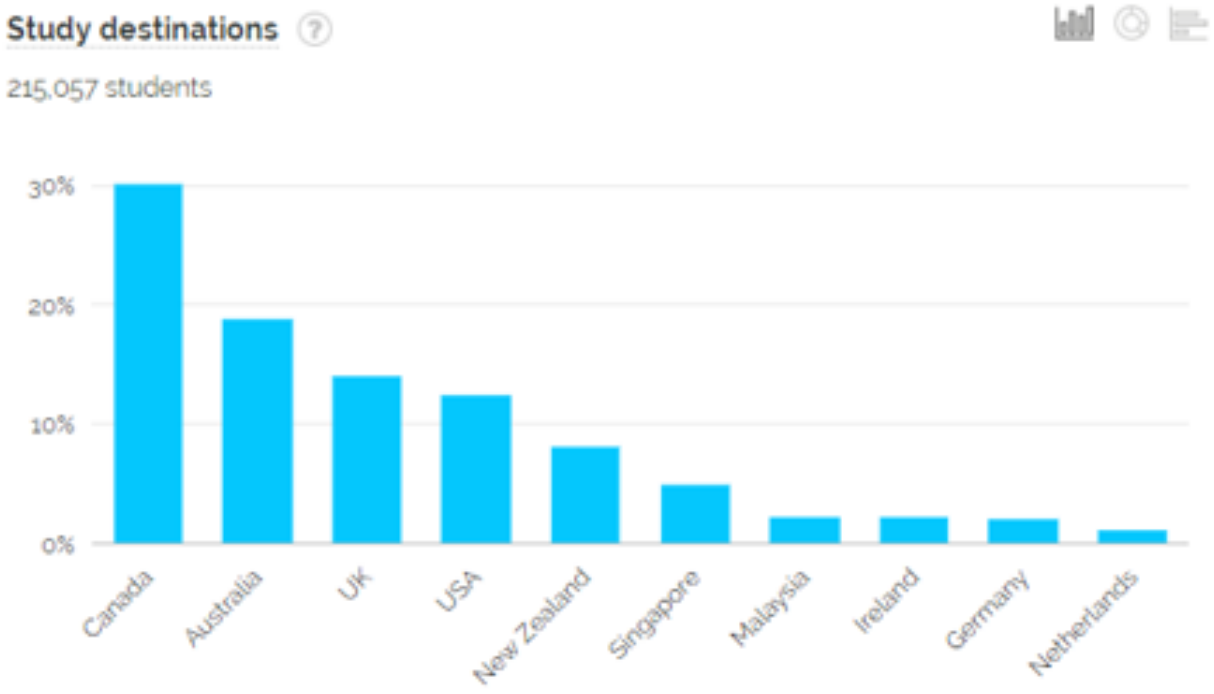
Six PMs in 10 years: How this leadership spill was different

India Reacts?

01 Jan 18 – 31 Mar 18

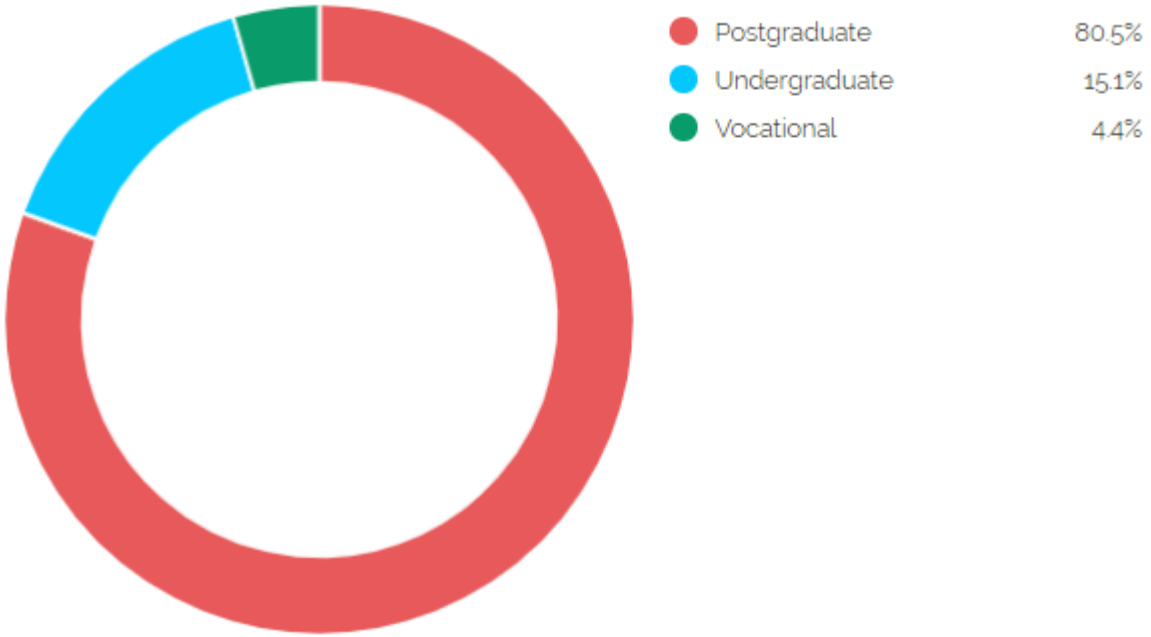


03 Sep 18 – 02 Oct 18

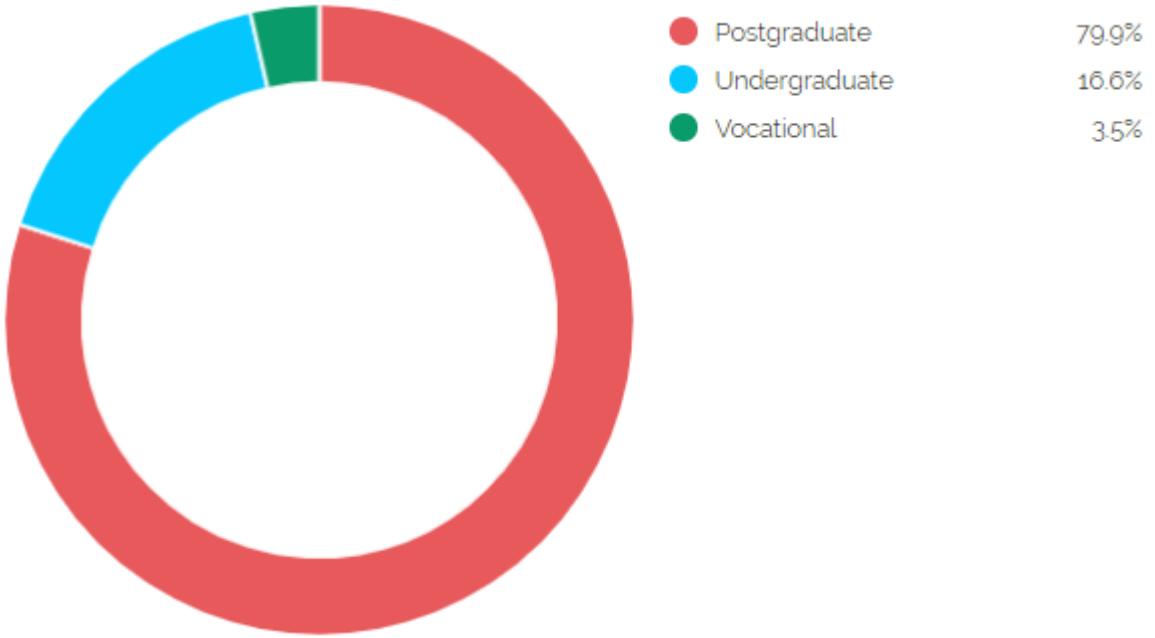


India - Study Level Preference YoY

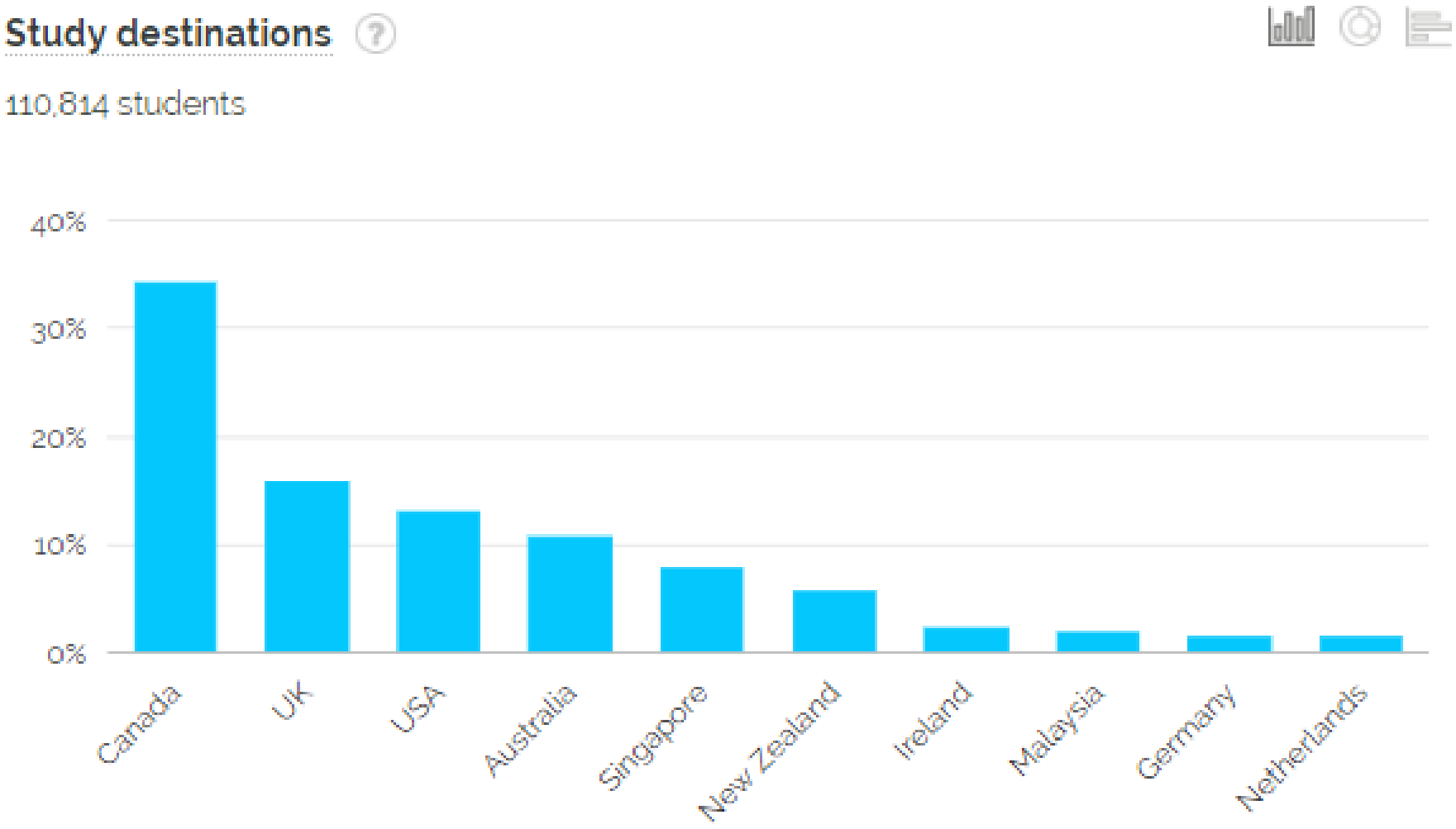
2016/2017



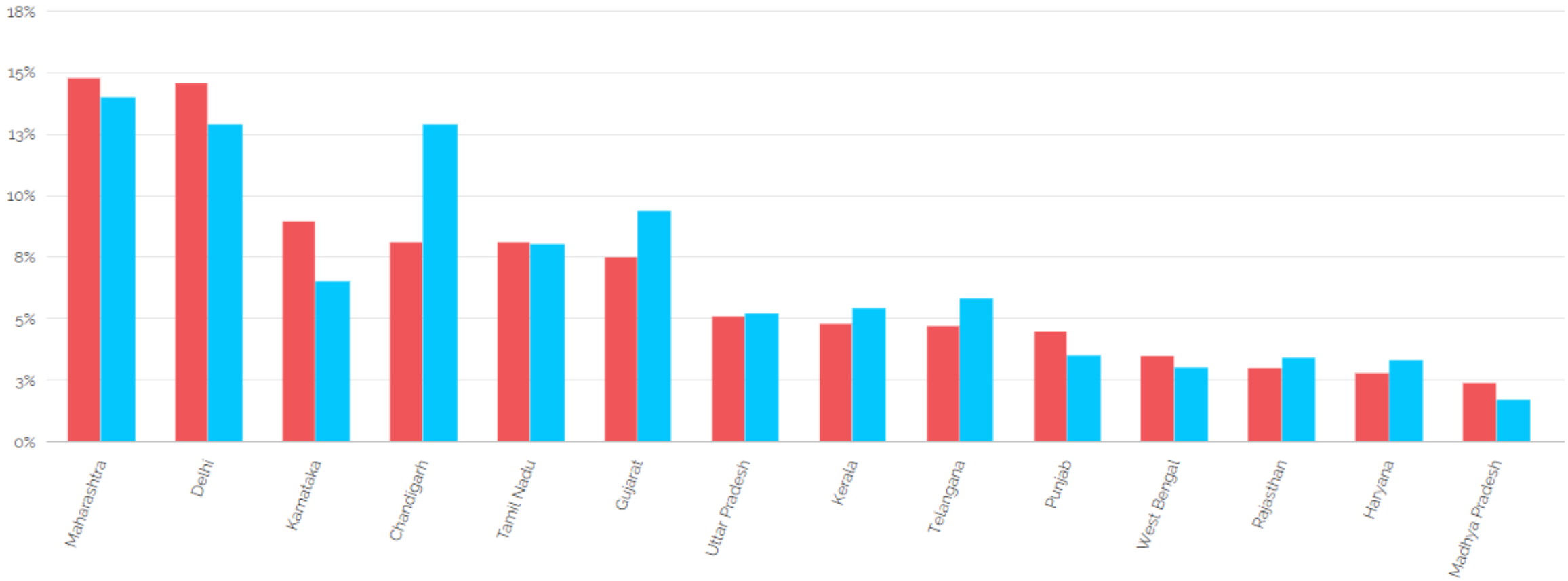
2017/2018



Where Are UG Students In India Looking To Study?



Where Is UG Demand In India?



Conversion

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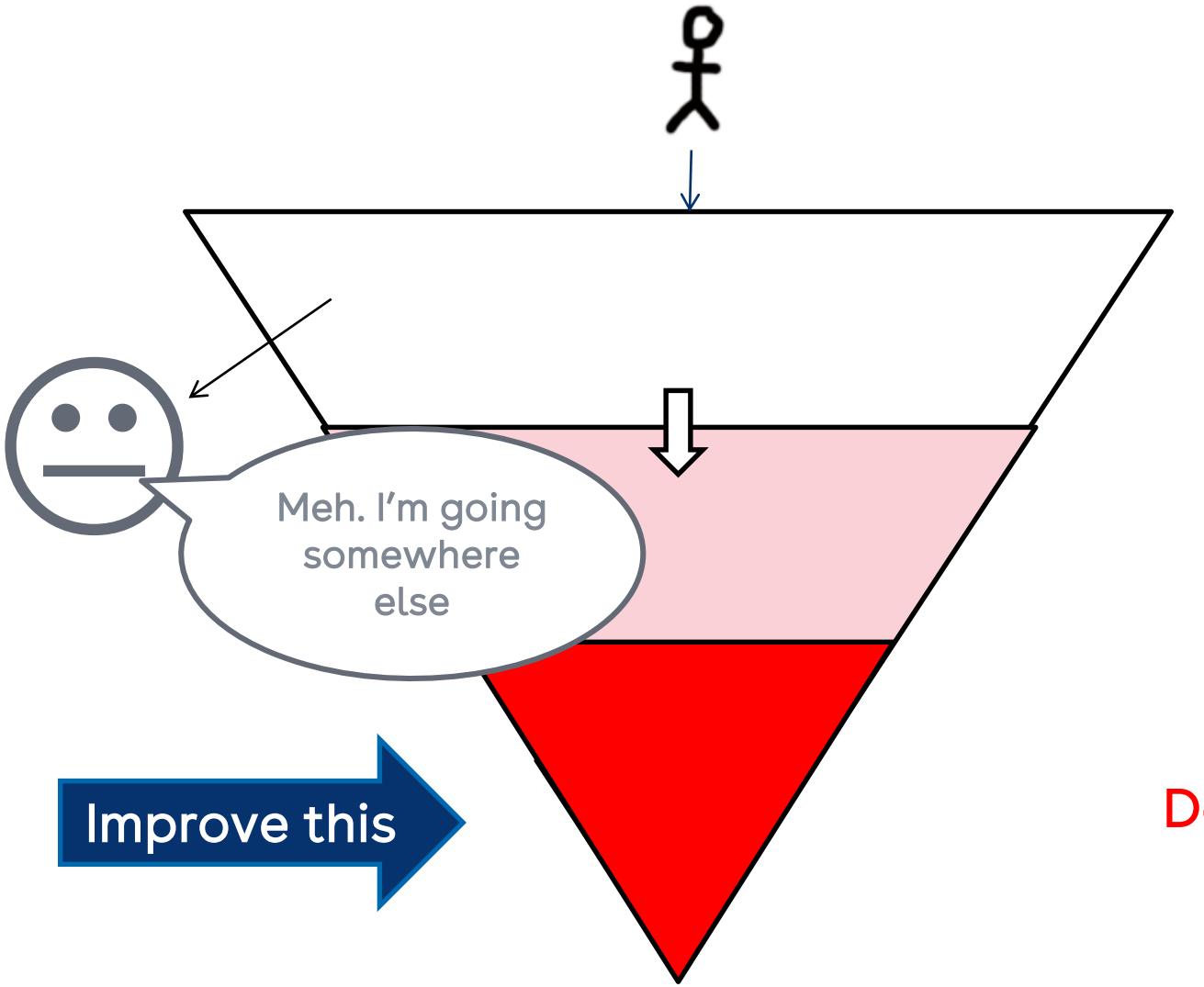
Leverage Data: Conversion Funnels

Because bad conversion affects good students

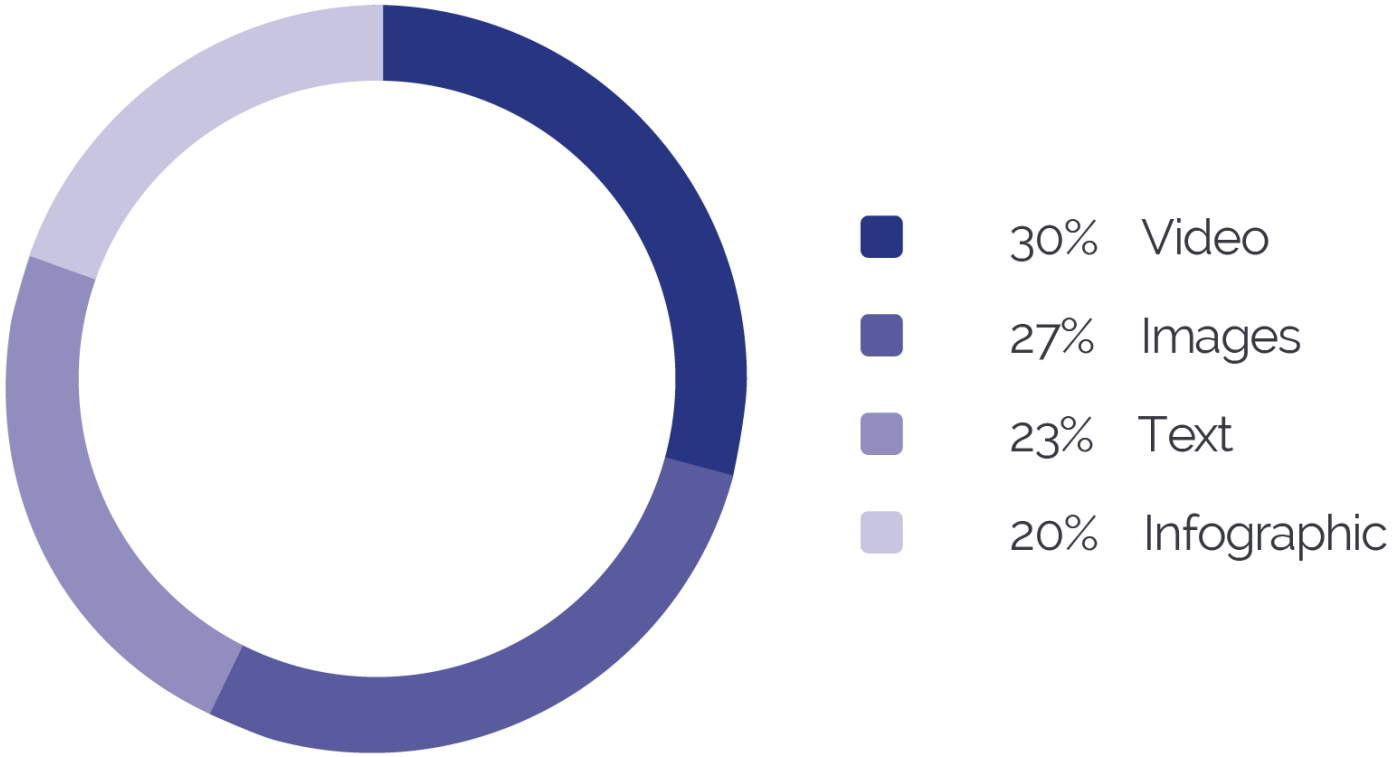


Arrive

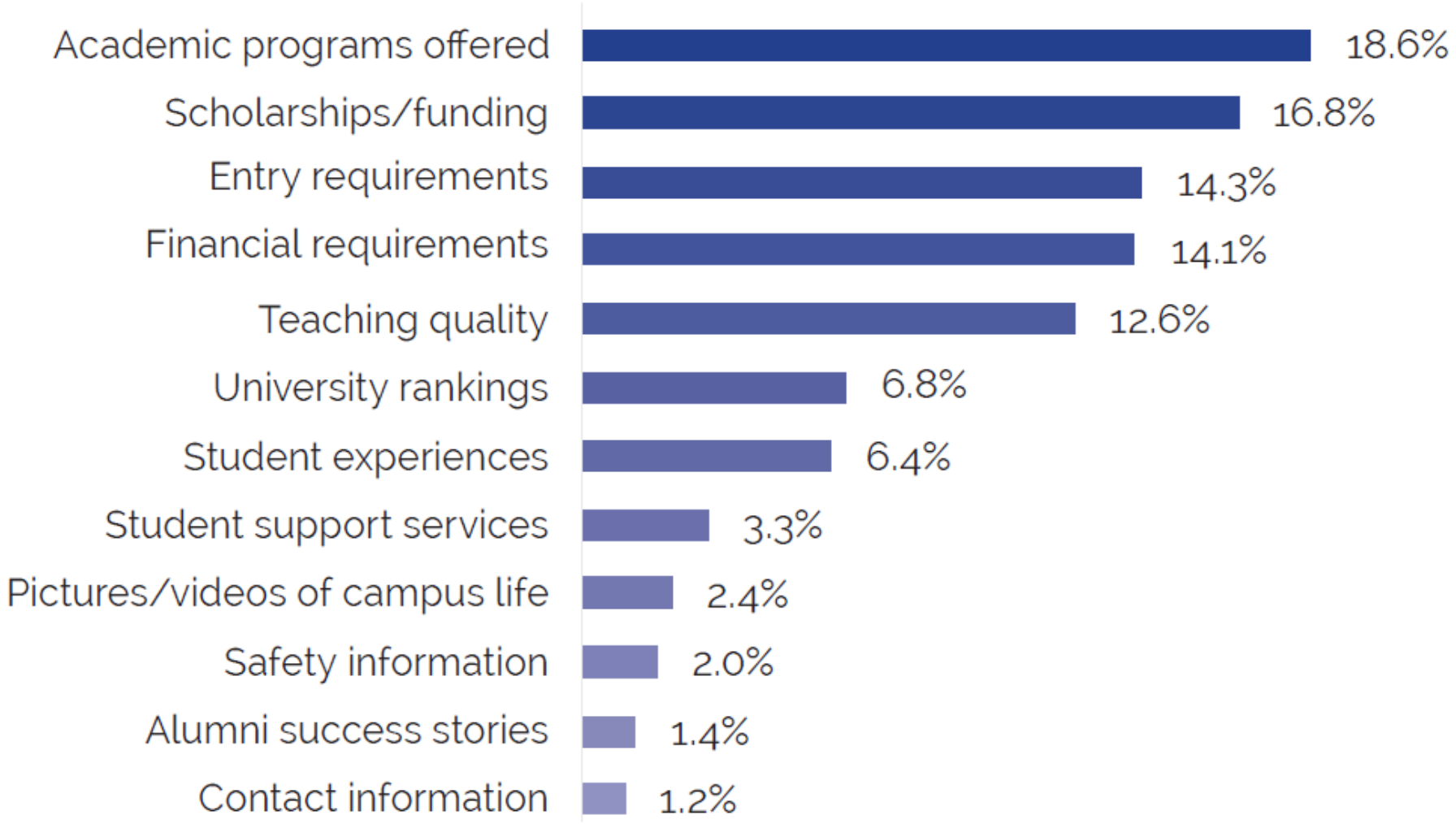
Do something good

Do something really good

Most Preferred Content Formats For Retaining Information – Hotcourses Student Survey 2018



What Is The Most Valuable Content When Researching?



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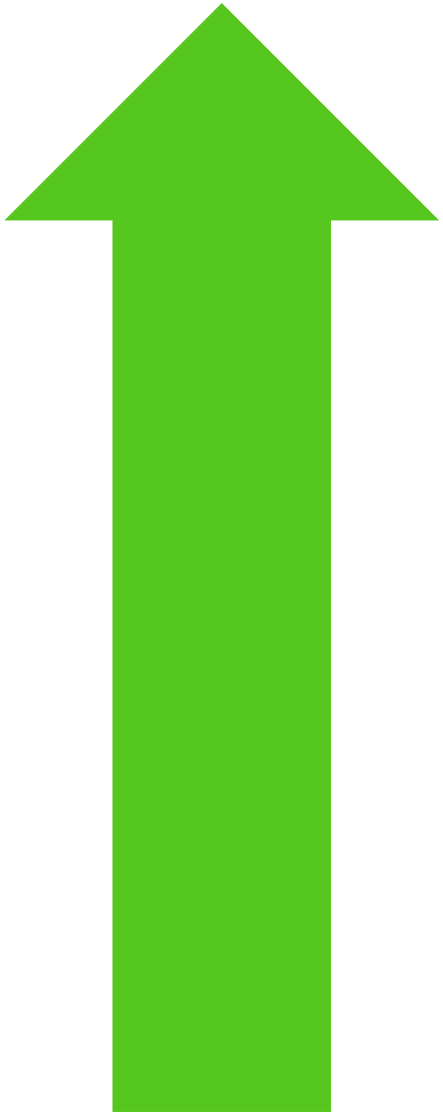

- Content hub partners receive 3 times views to other advertisers
- Users are 3 times more likely to enquire from a content hub partner page
- Content hub providers receive x3 the enquiries to other advertisers

"If we have data, let's look at data. If all we have are opinions, let's go with mine."

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