

**felca**

**FELCA Survey – January 2021**

# Methodology

**TYPE OF RESEARCH:** quantitative

**TARGET AUDIENCE:** agents

**SAMPLE:** 115 agents

**TOOL FOR DATA COLLECTION:** online questionnaire

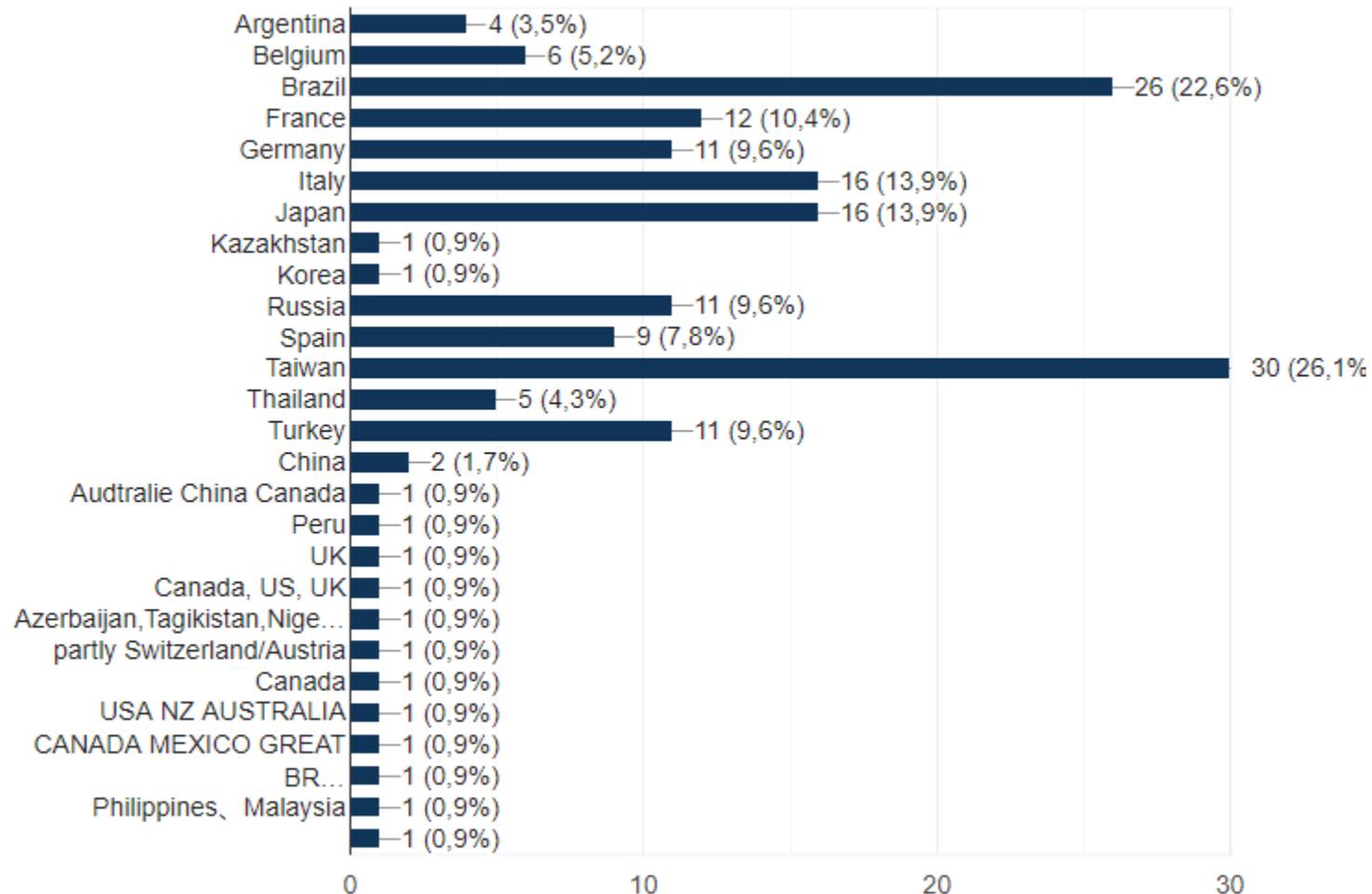
**STRATEGY FOR DATA COLLECTION:** invitations sent by e-mail

**TIME SPAN:** 21 January 2021 to 05 February 2021

**EXTENT:** Worldwide (countries that are part of FELCA)

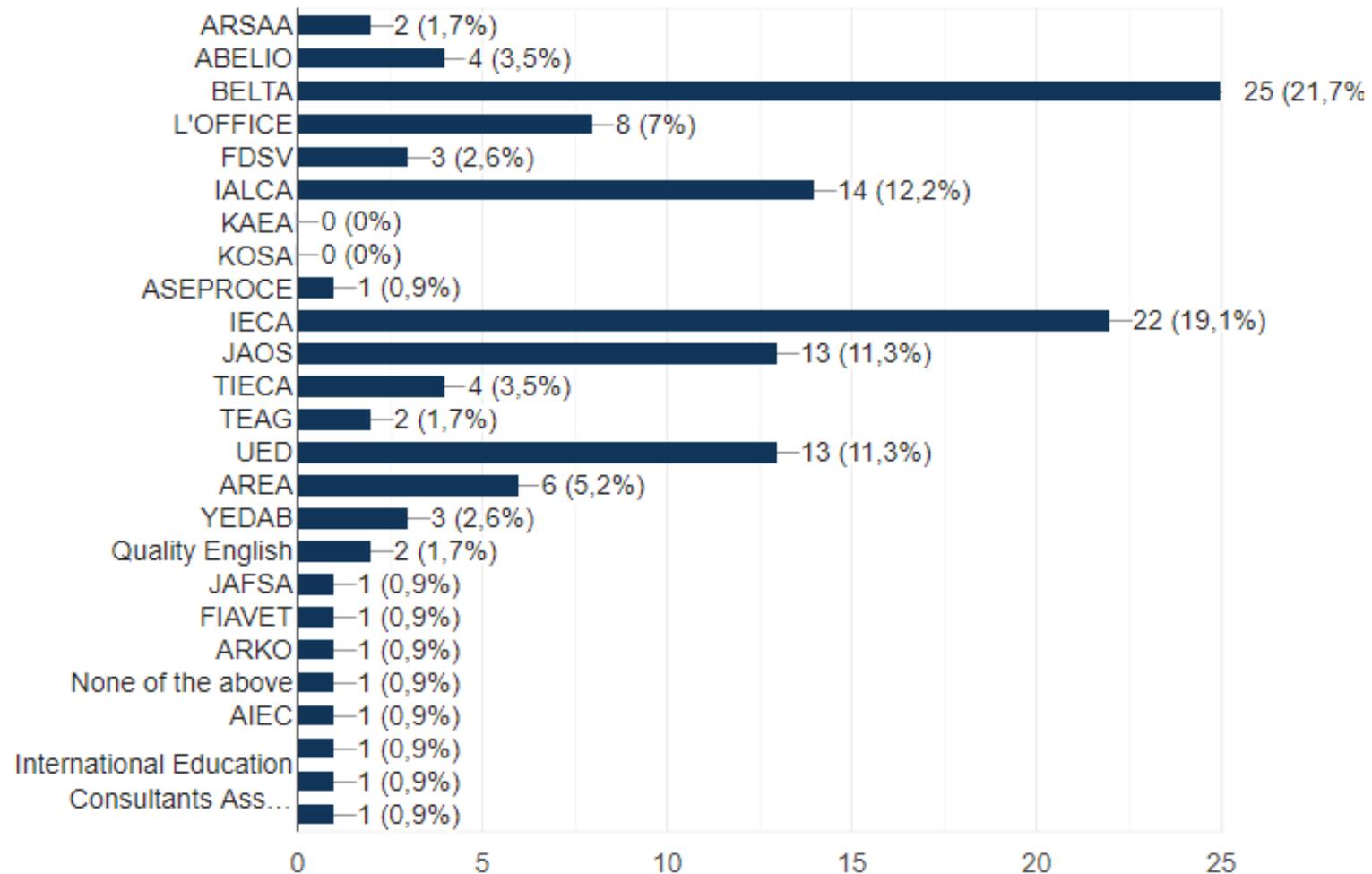
**LISTING:** supplied by FELCA

# In which country operates



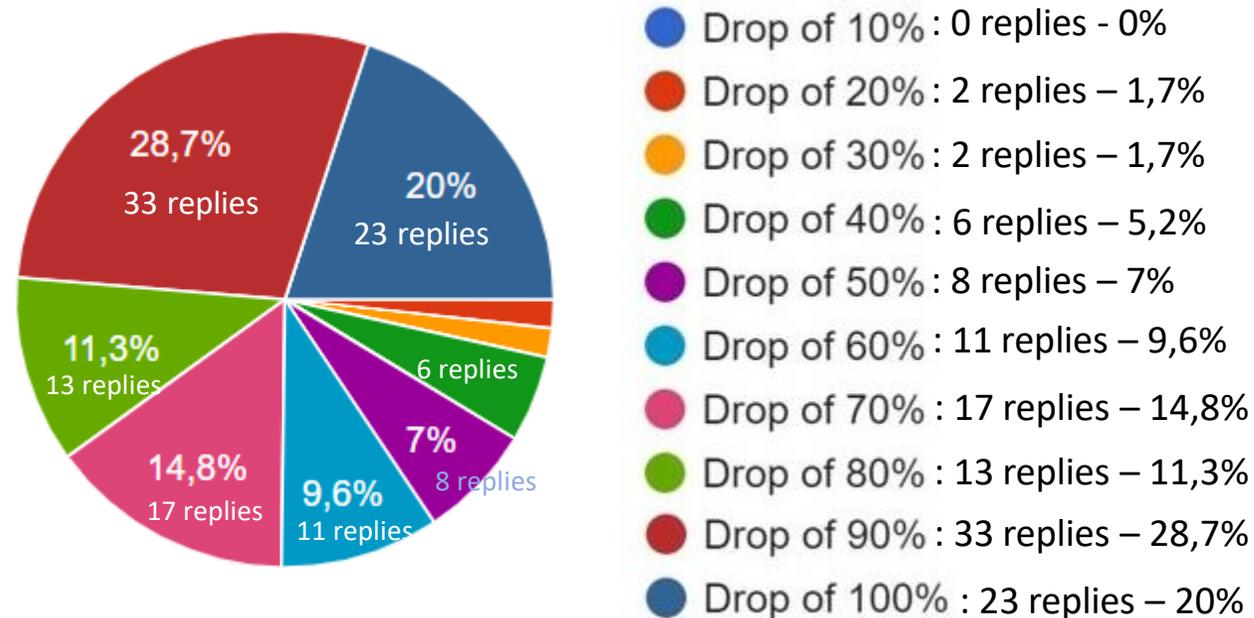
\*Multiple answers possible

# In which national association the agency belongs

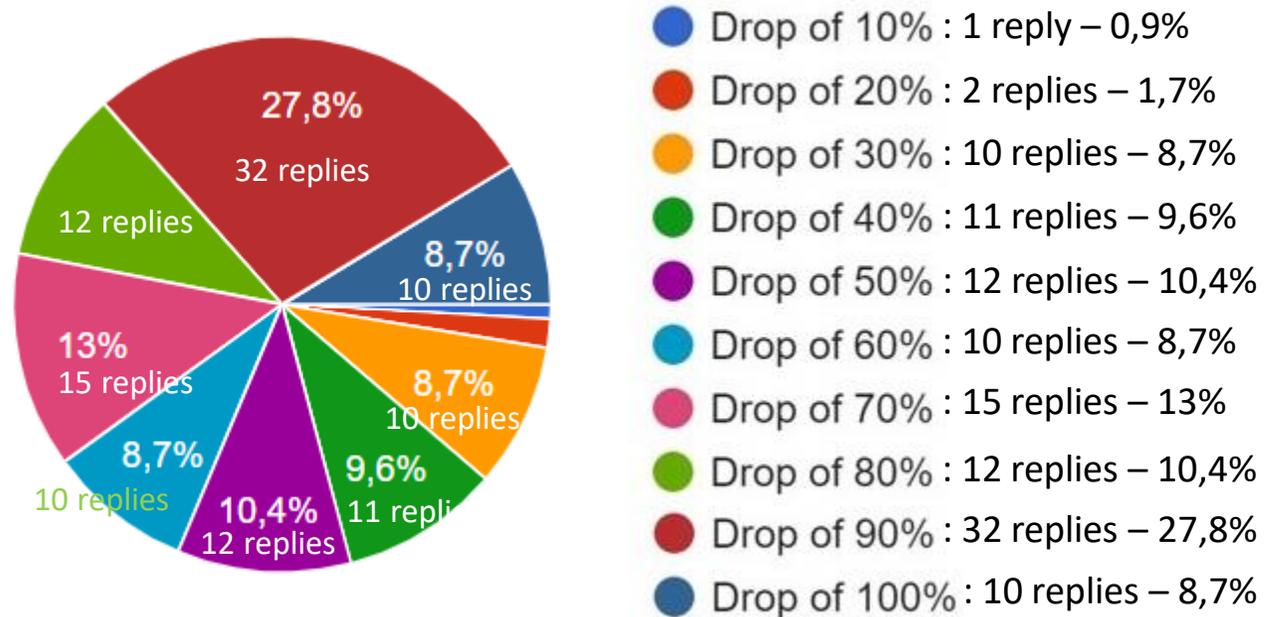


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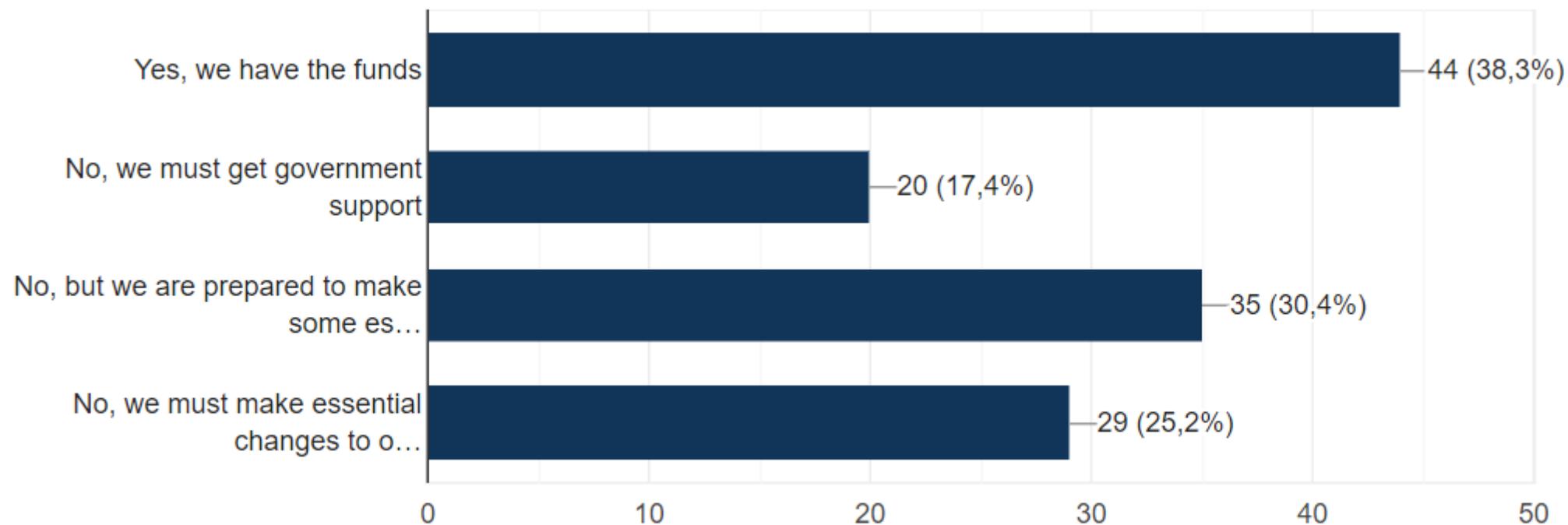
# How did Covid affect turnover during the period September to December 2020 included, compared to the same period in 2019



# How they think their turnover will evolve from January to June 2021 compared to the same period in 2019



# Considering the current situation, the agency has sufficient funds to sustain its business for the next 6 months



# Did they try to diversify their activities, if so, in what way?

No: 8 answers

Not applicable: 2 answers

- Implement new projects, eg. Language Testing
- Online courses
- Collaboration with other industries
- Tourism
- More European countries
- Cruises
- Developed new programmes such as online courses, Post Diploma and University Pathways abroad, High school programmes
- Inbound recruiting
- More trainings and webinars
- University Consultancy
- Working with local schools
- 1) English online from UK&Ireland (in closed groups is more profitable) 2) We run language camps like "English NON-stop" 1-2 times per month (Fri-Sun) with native qualified teachers and English-speaking team-leaders 3) we've launched international competitions of poetry recitation in English-German-Russian (Online & Offline) 4) we start again excursions in English for school students
- Concentrating on the business of long-term study abroad
- Immigration consultant's business
- Changing the business model of the company
- IT and AI, Blockchain for education.

# What actions they wish FELCA to undertake in the coming months?

Not applicable: 13

None: 9

I don't know: 9

Answers:

- Advocate towards Europe to have a common stimulus package for all E.U businesses impacted by more than 50% drop as local helps are unequal and may promote some unfair competition at a European scale.
- Pressure destination market leaders (like MEI, BC) to lobby their local authorities to release international student mobility restrictions. This is the only way agencies can survive.
- Don't know for other countries but for Germany, biggest problem with Government support is that it only supports partially, and you cannot claim compensations for bookings that have not been placed (only for cancelled contracts ... but if no one books, there's also no contract to cancel). Up to now, it's not possible to purely rely on Government funding, you must make use of own savings. But what if they are used up? There is lobbying in Germany for a chance on this so operator can make comparisons with booking numbers in 2019. Let's see. Apart from this, it's all to bureaucratic and takes too much time.

# What actions they wish FELCA to undertake in the coming months?

- Visa Problems
- Keep us updated with the conditions of the various countries regarding their visa and pandemic situations-we must make sure that the study abroad/foreign countries are safe for our students.
- Ask schools to extend their promotions also to include Spring and Summer or at least until mid-June.
- Institutions help agents with better incentive commission, longer payment terms and flexibility on process.
- Helping us to make sure schools are in a health financial situation so we are secure to send students
- Online events and trainings
- Encourage the governments especially Australia and New Zealand to operate opening each border
- Buy all the credit notes issued by the schools. Tuition payment must be made after the class is over so that it is safe for the school to go bankrupt in the future. And homestay should be paid after the stay like hotels.

# What actions they wish FELCA to undertake in the coming months?

- Update on school closure
- Protecting out market from universities and school's direct recruitment
- Conducting agent survey on regular bases. Sharing information with GAELA
- Keep us informed on the situation in the different countries if they are open or not. if test or vaccines are requested, if they have a quarantine.
- Ask governments to keep on supporting us and have airlines cooperate with agencies by refunding deposits for example.
- We do hope FELCA will keep communicate with the agents often regarding unexpected developments in the market, act and warn the schools regarding agents who do disrupt the market with individual extra promotions and those agents who create websites with using school information and logos and get the data of the students pretending as schools. We also hope FELCA be in touch with the embassies around the world regarding unexpected visa refusals and keep them tight as they sometimes lose control and do mistakes about visa applications.

# What actions they wish FELCA to undertake in the coming months?

- have successful examples of agents that react to the pandemic impact appropriately
- We need to work for a contract review, and share terms and conditions to be fair and balanced between agencies and school
- Maybe co-sign a letter with the local association to be sent to the local governmental authorities showing the importance of our industry and how this is badly impacting the industry and that together with other countries we are doing a movement towards the governments to ask for support and help
- Installment plans for agents pay providers/schools. Raise government funds to help business.
- Sensitize the schools/ organizations about the importance to launch prices for junior and high school programs in advance. We need to have products to sell for 2022/23 when the borders are open, hopefully!
- Organize FELCA zoom meeting to change information and ideas

**THANK YOU!**

**Paolo Barilari**  
**President of FELCA**

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