

USING DATA ANALYTICS TO MARKET DESTINATION CZECH REPUBLIC

→ **12:40–13:30**

Thijs van Vugt

Director of the Analytics and Consulting
Team, StudyPortals

CZEDU →
CON 2019



Using Data Analytics to Market Destination Czech Republic

Czeducon, 2019

Thijs van Vugt, Director Analytics and Consulting Team



Today's agenda

- Introductions: who we are and what we do
- Trends & developments: demand for Study in Czech republic
- Where do your students want to go?
- Q&A



Thijs van Vugt

Director Analytics and Consulting

- › 30 years in international education
- › 15+ years at Tilburg University
- › 14 years as educational marketing consultant (iE&D Solutions)
- › 6 years as owner of IELTS Testing Centre
- › 4 years as Director Analytics and Consulting at StudyPortals
- › 4 years as sales manager for StudyPortals
- › 3 years as owner of recruitment agency StudyWorld (now Kilroy)
- › 2+ years as Head of Marketing, Communications & Admissions at IHS Erasmus University
- › 18 months Head of Marketing at RNTC
- › 18 months at Sheffield Hallam University
- › 6 months at ERASMUS Bureau in Brussels

- › 6 years founder & chair of EAIE Marketing & Recruitment Knowledge Community
- › 4 years member of EAIE Executive Board

Education choice made transparent, globally.



About Studyportals

Studyportals at a Glance



7 Portals



38 million unique
users
(last 12 months)



640,000 international
student enrolments (2018)



3,500+ participating
institutions



200,000+ courses
in 120+ countries



195+ employees /
35 nationalities

Office Locations: Boston | Bucharest | Eindhoven (HQ) | Manchester | Melbourne | Monterrey

1.



Analytics & Dashboards

2.



Strategic Consulting

3.

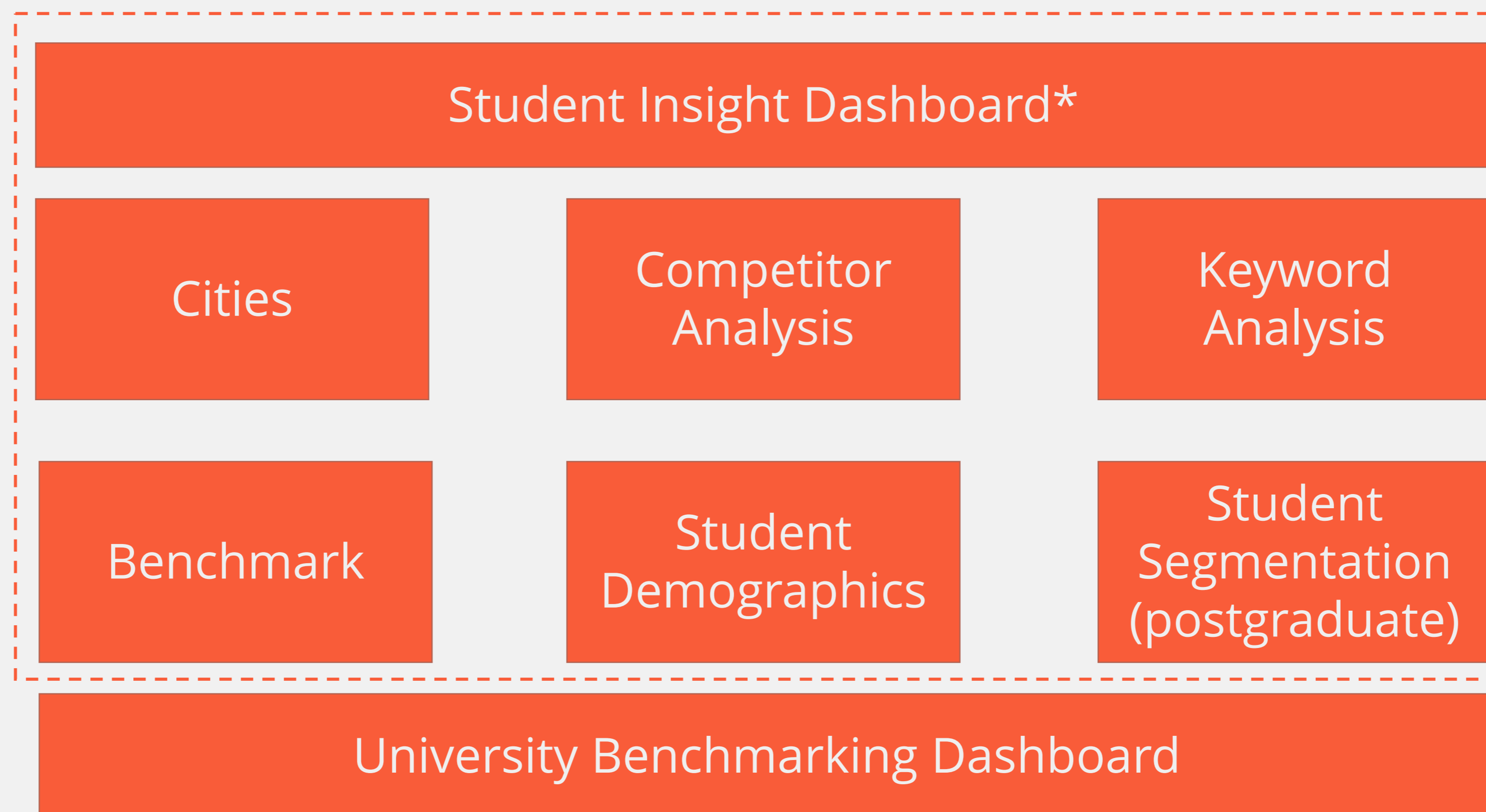


Recruitment Funnel Optimization

1.



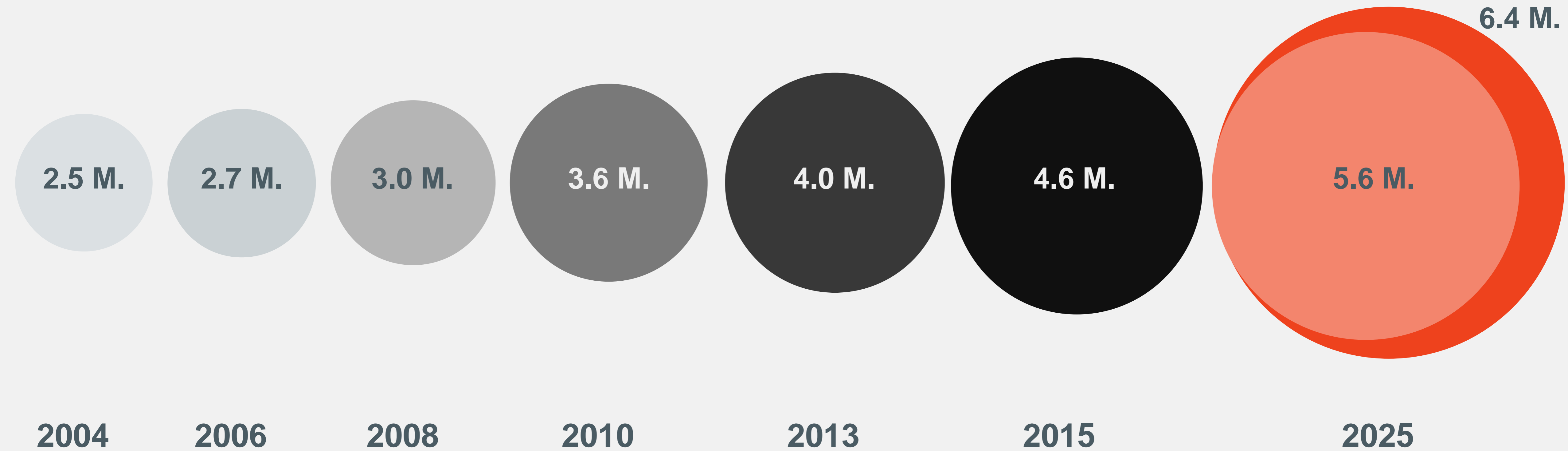
Analytics & Dashboards



*Allows for further customizations (retainer days)

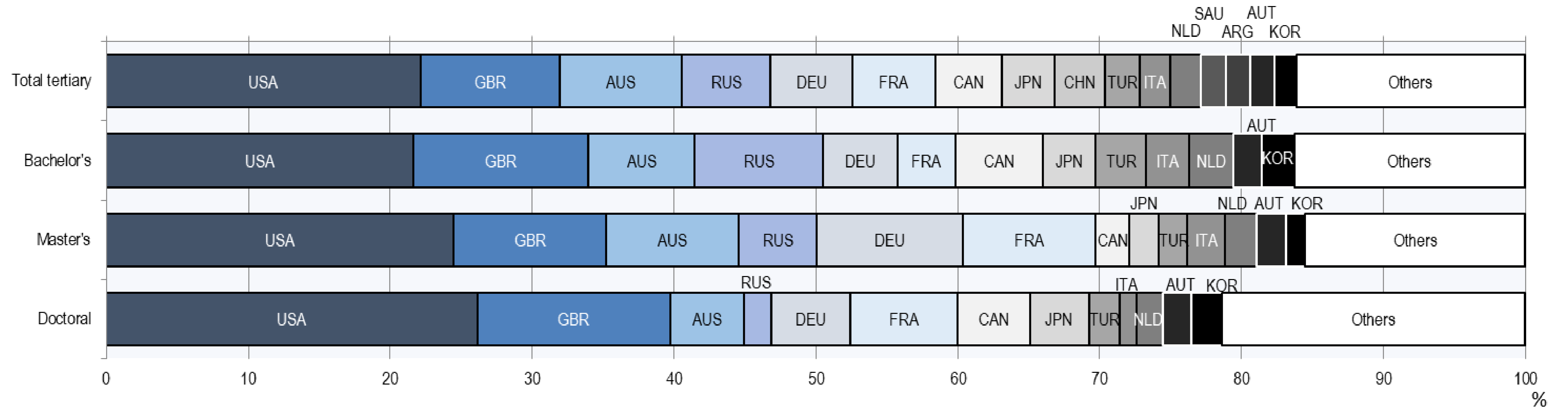
Some Trends & Developments

Number of international students worldwide



Source: UNESCO / OECD (2025)

2017 Market Share International Students by Level



Asian growth ambitions

Study In China launched in 2010 which aims to attract **500,000 students** by 2020; hosted 440,000 international students in 2016

China

Malaysia continues to build its international enrolment, and aims to host **250,000 foreign students** by 2025

Malaysia

Taiwan wants to increase international student numbers to **58,000** by 2019

Taiwan

Japan

Japan wants to **double** its number of international students by 2020; hosted 267,040 international students in 2017

South Korea

South Korea had a **growth of 18.8%** of international students in 2017 (123,850 international students) and wants 200,000 students by 2023

Canada already achieved its ambitious 2022 target to attract **450,000** international students ahead of time

Canada

USA

USA wants to send 600,000 students abroad by 2020, and has enrolled a record number of international students in 2017 despite drop in application numbers and first year students

European growth ambitions

The country officially reached its current target to host 350,000 international students by 2020 three years ahead of plan.

Germany

A new private venture is based around an ambitious target to host 100,000 foreign students by 2020.

Finland

Foreign enrolments in NL doubled over the past decade, reaching a record 112,000 students

Netherlands

France

France is now the sixth-ranked study destination, after the US, UK, China, Australia, and Canada, hosting 309,000 foreign students in 2015/6.

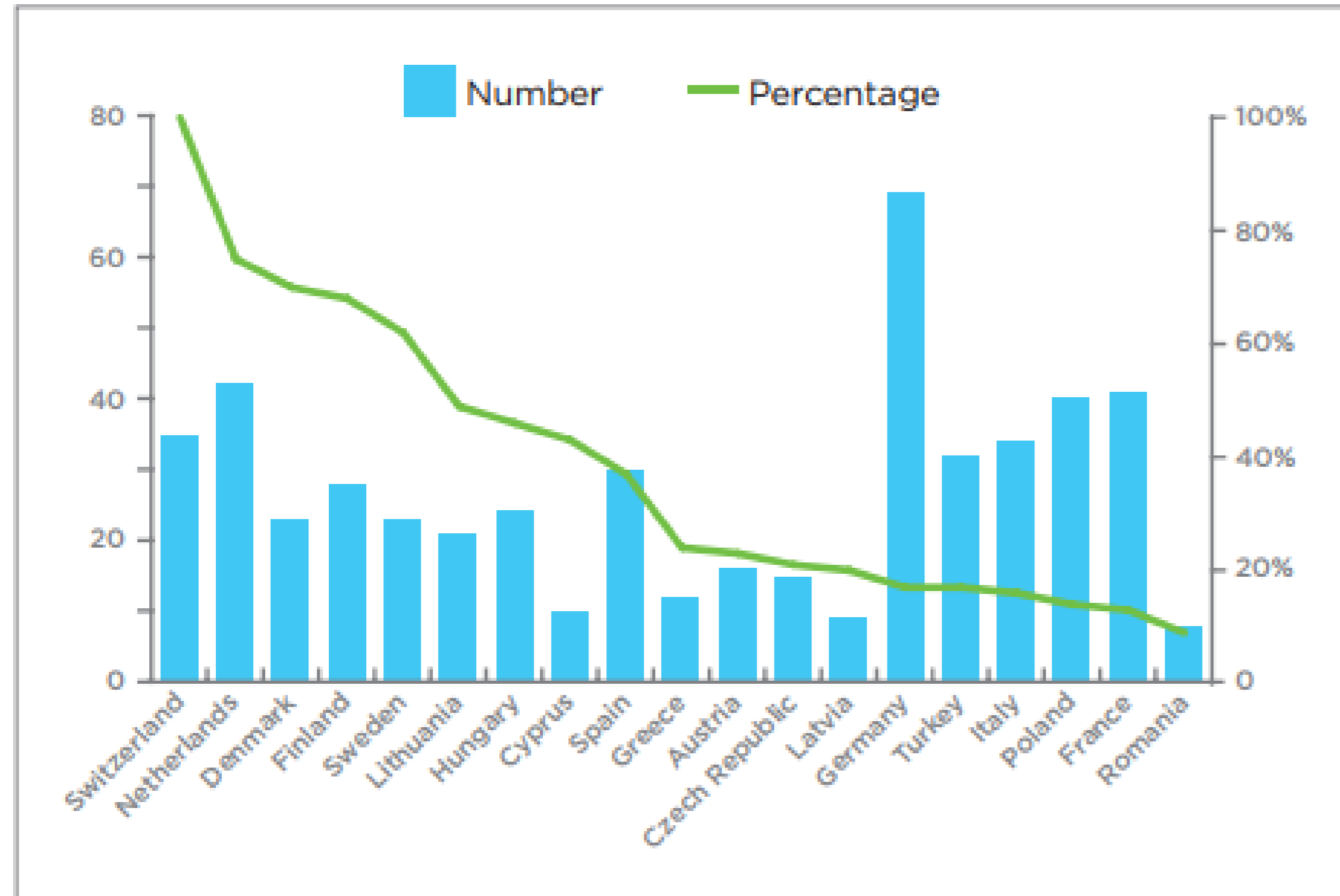
United Kingdom

For the first time in five years, there has been a substantial increase in non-EU students' applications to British undergraduate studies with 11% growth over 2017.

Sweden

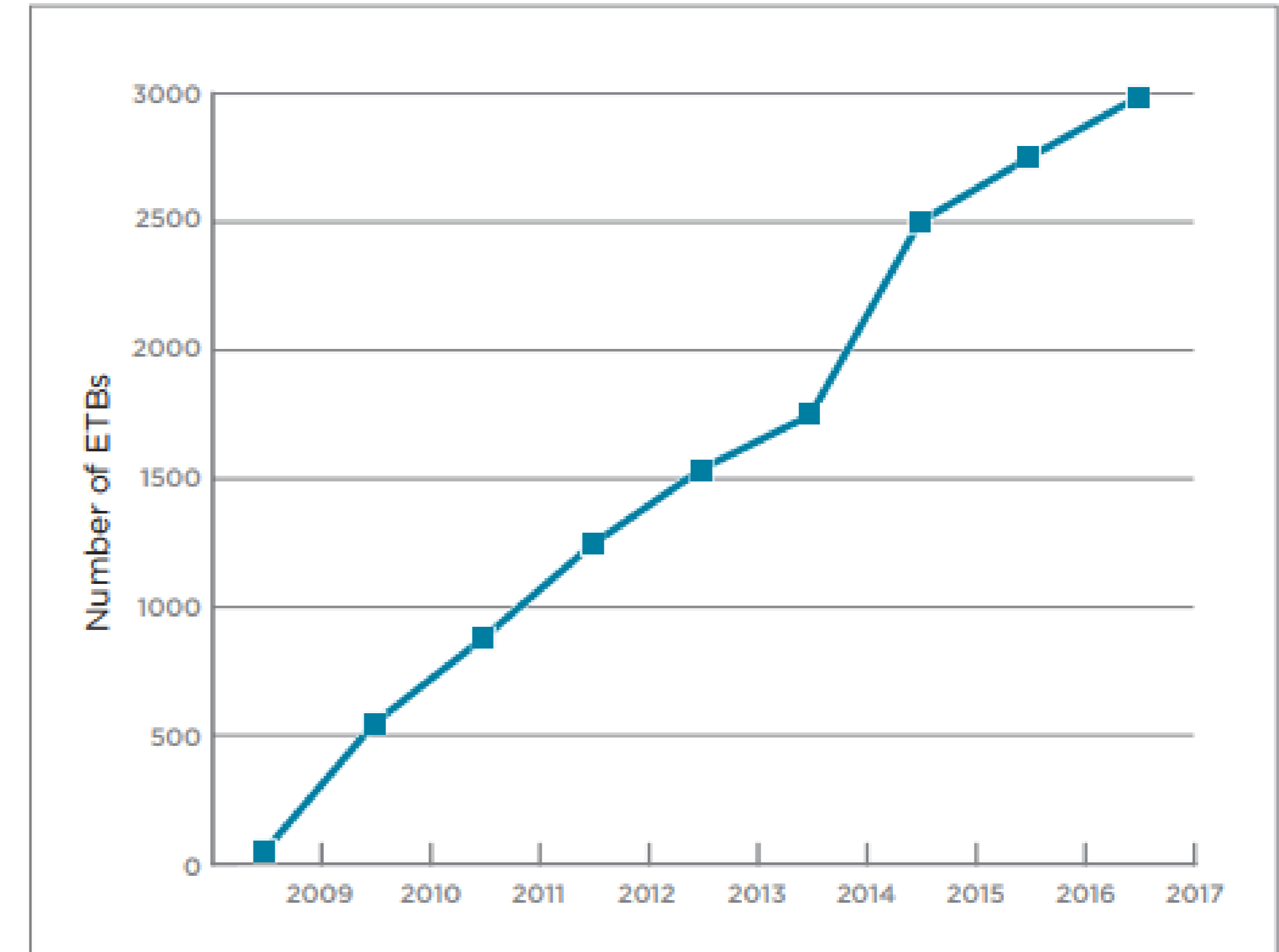
Sweden is currently developing a new internationalisation strategy to make Sweden one of the most attractive, international knowledge nations

Graph 4: Number and percentage of HEIs offering ETBs by country

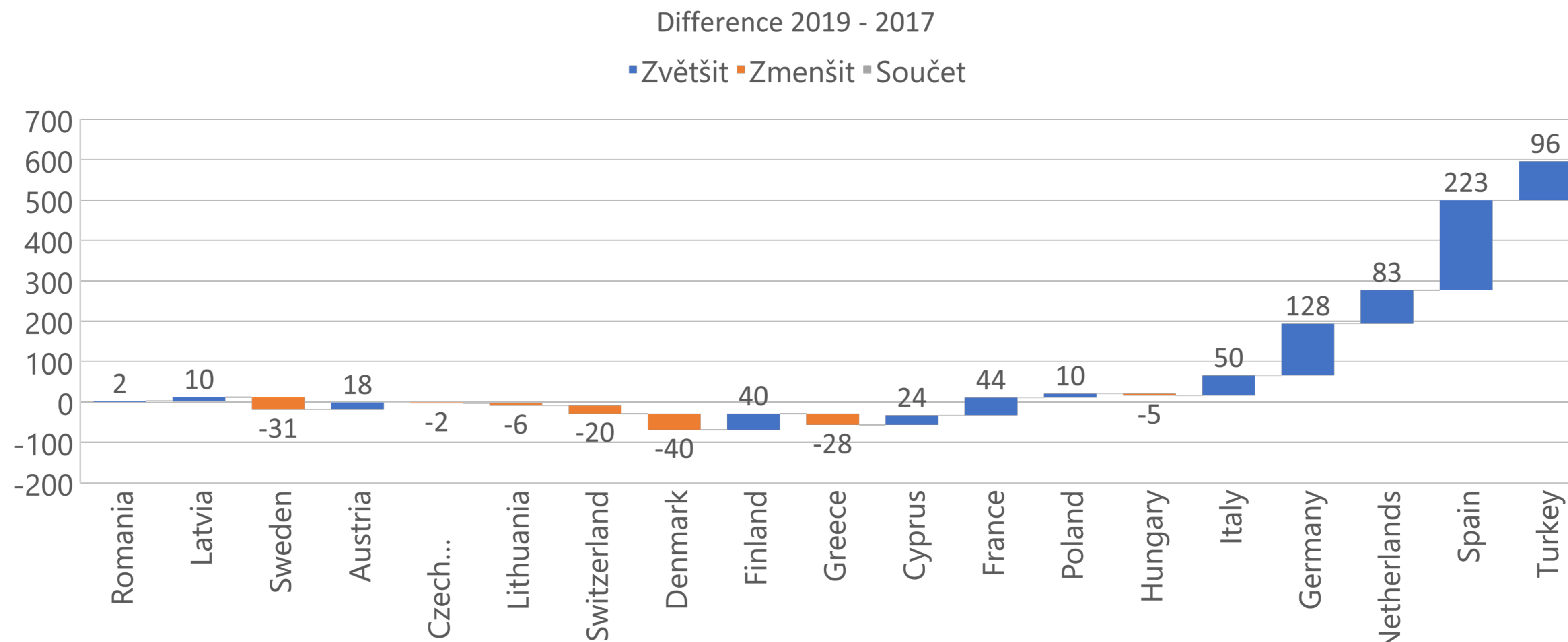


Sources: StudyPortals; ETER

Graph 1: Growth of ETBs in Europe 2009-2017



English taught Bachelor's

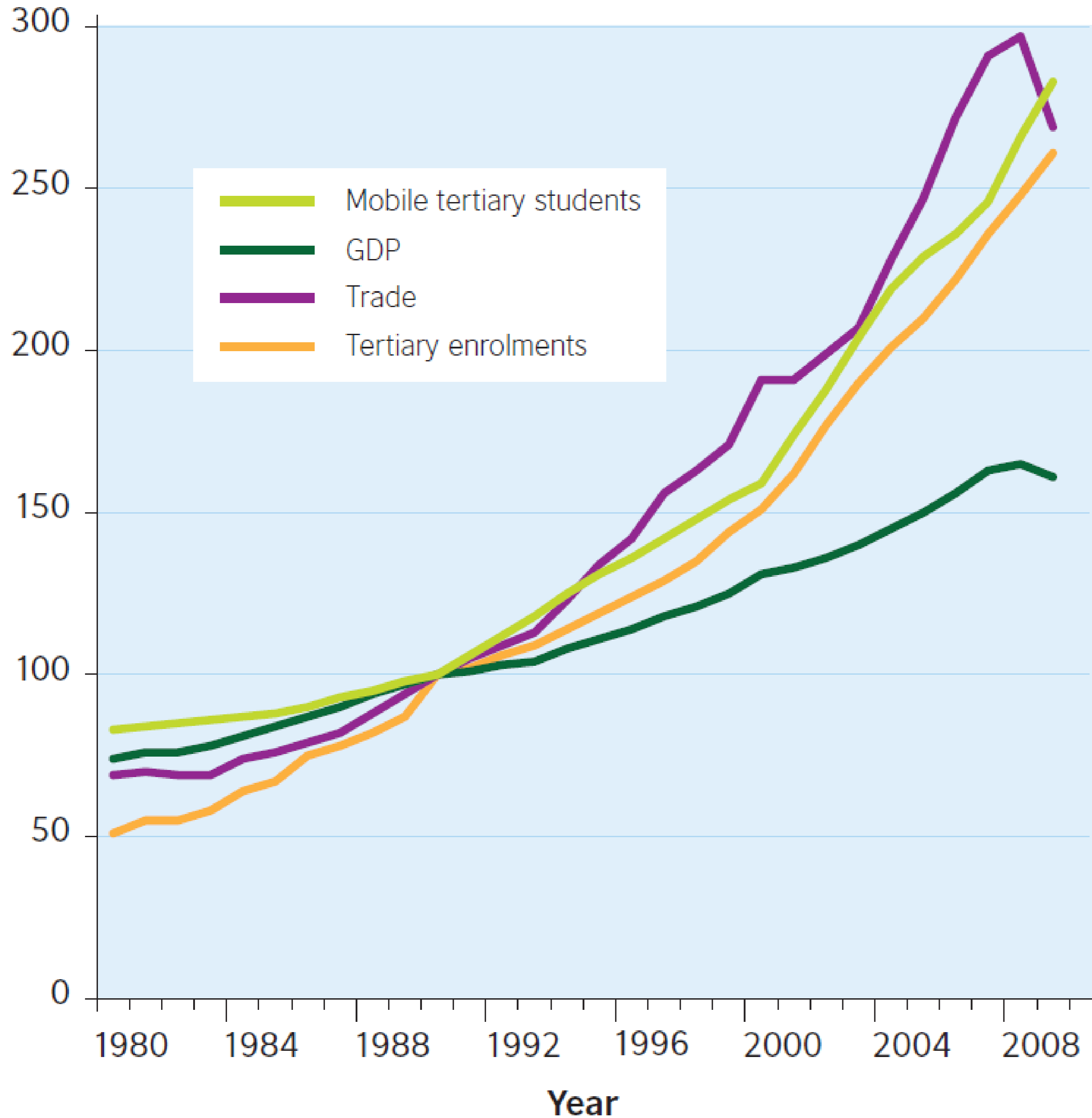


-
- ✓ Ambitious targets
 - ✓ New countries in play
 - ✓ Many university seats to fill

2 %

International degree mobility

1990=100



International degree mobility

International Degree Mobility

has been stable at
~2% of global students

for 30 years!

How to increase the number of (international) students?

OPTION 1

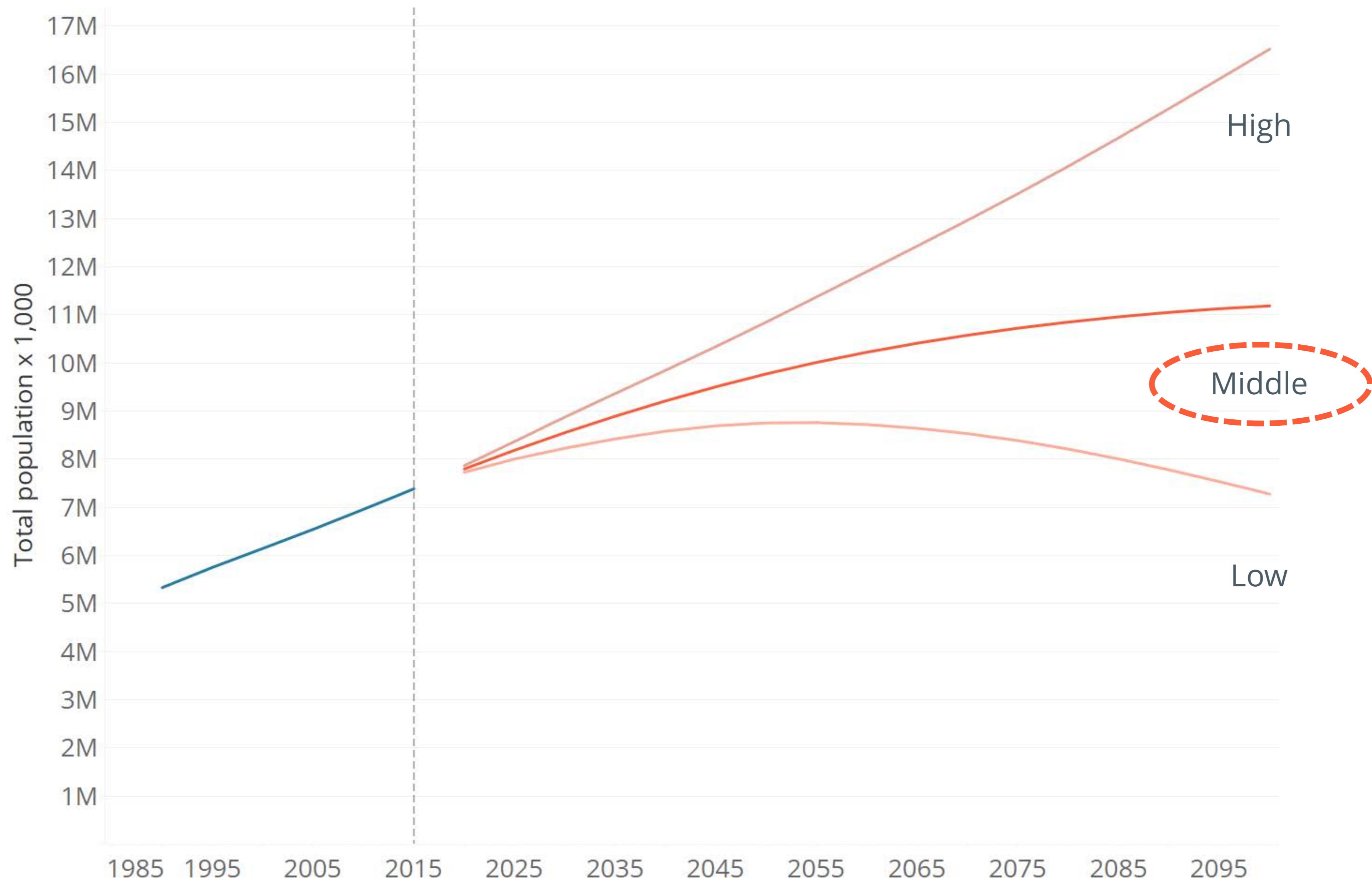
Increased relative number (%) of students studying abroad

OPTION 2

Increase the number of students

- A. More young people
- B. Higher ability to study (abroad)

Demographic

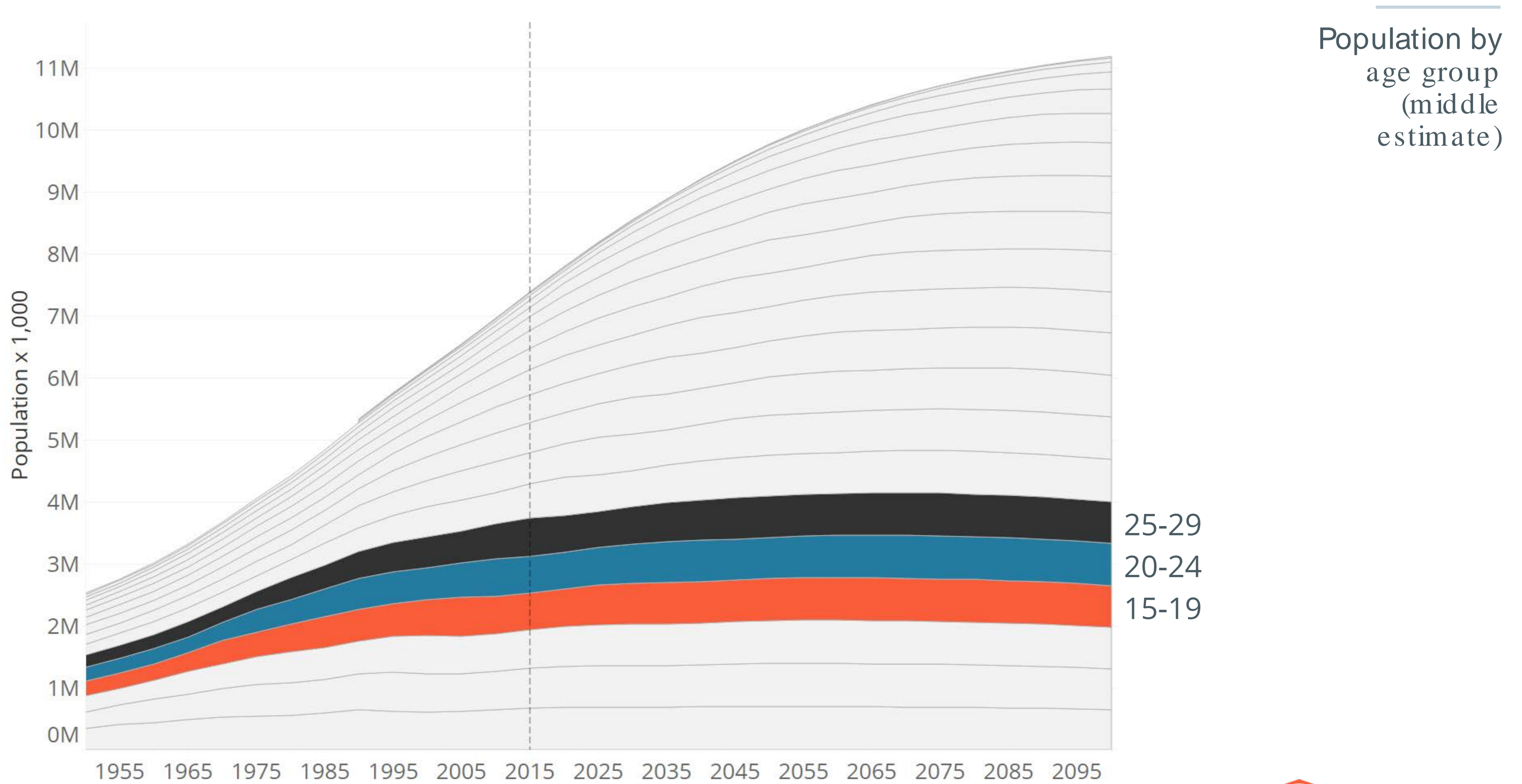


Global population

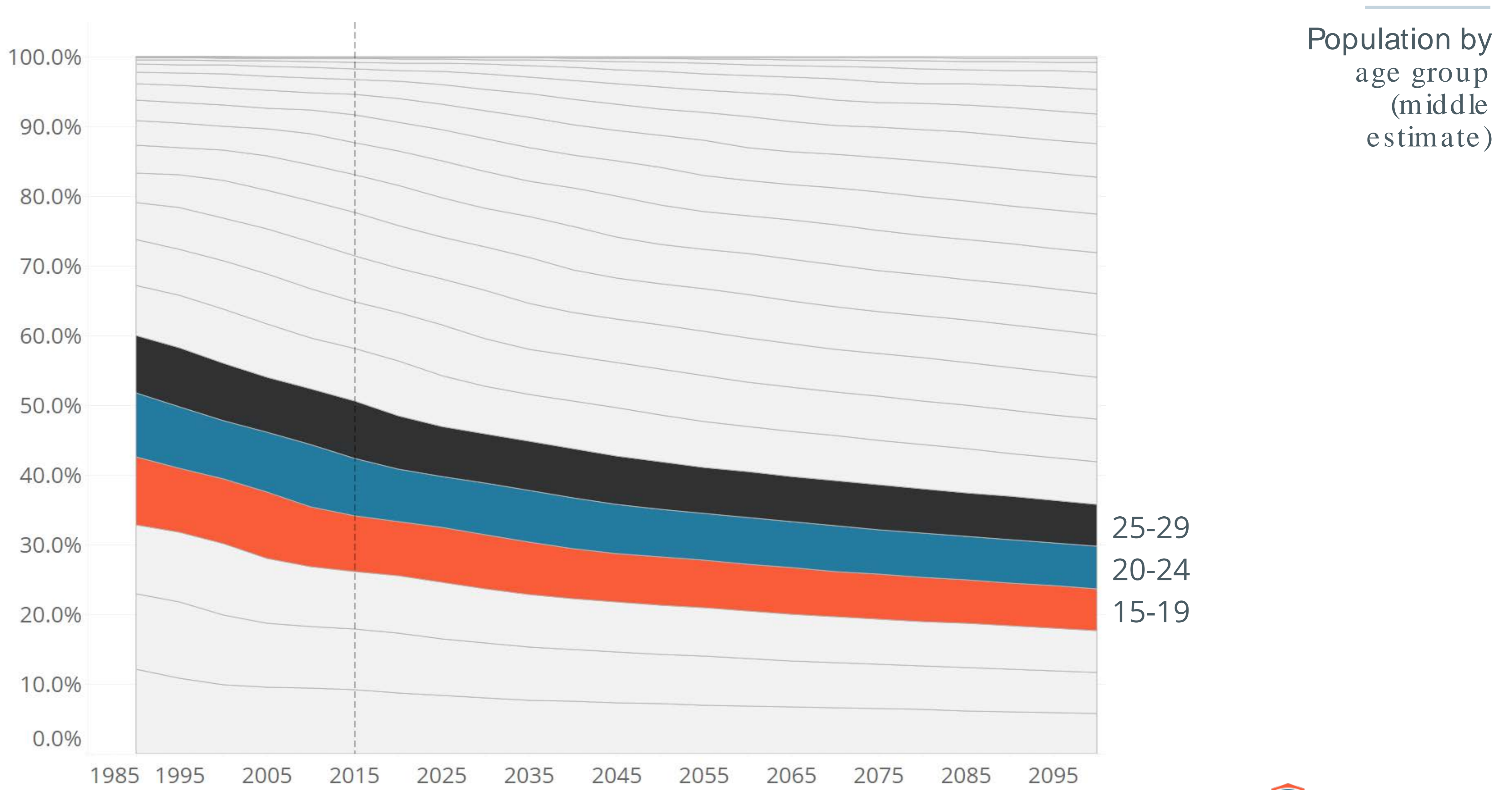
High

Middle

Low



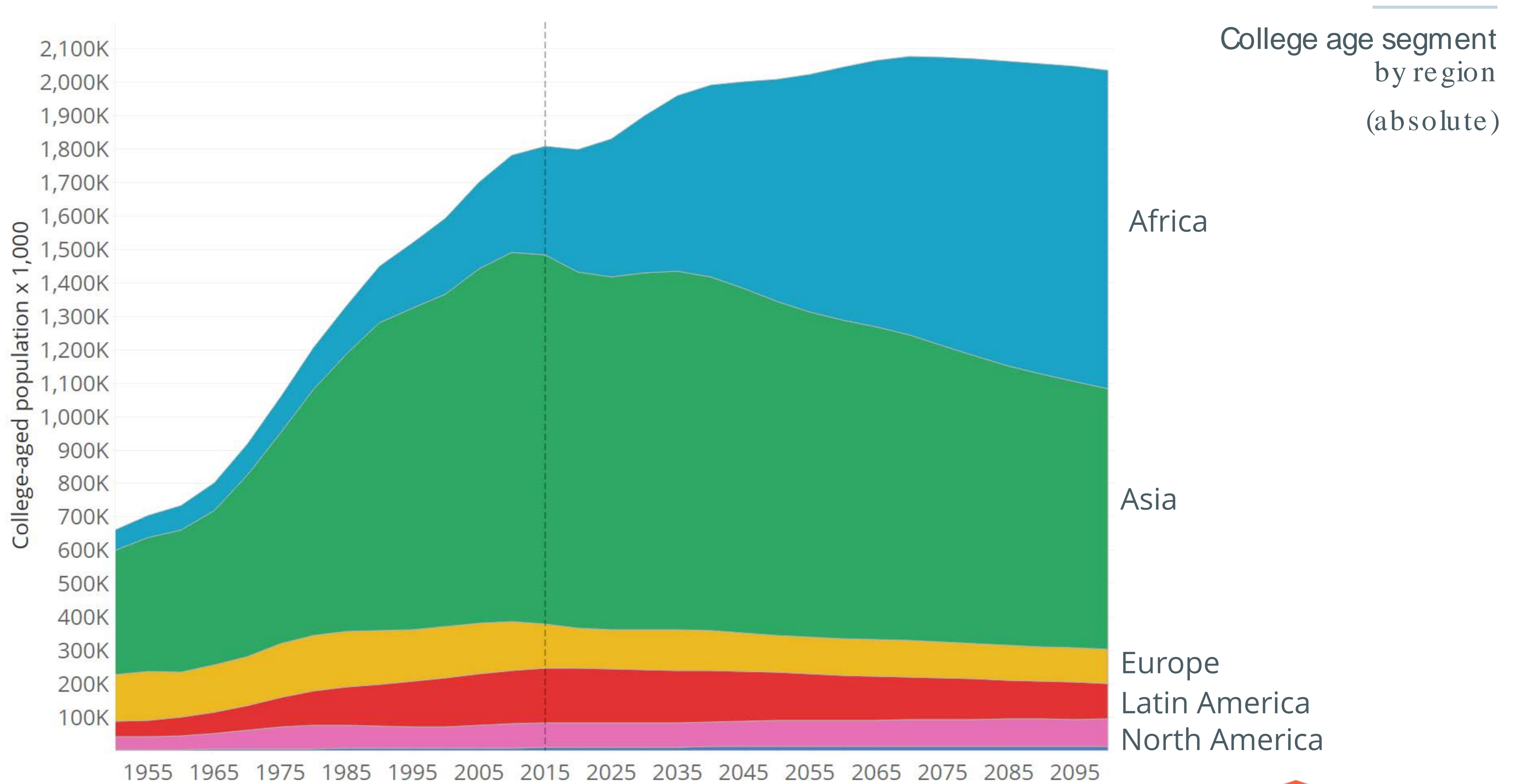
Source: UNESCO DESA Population Division



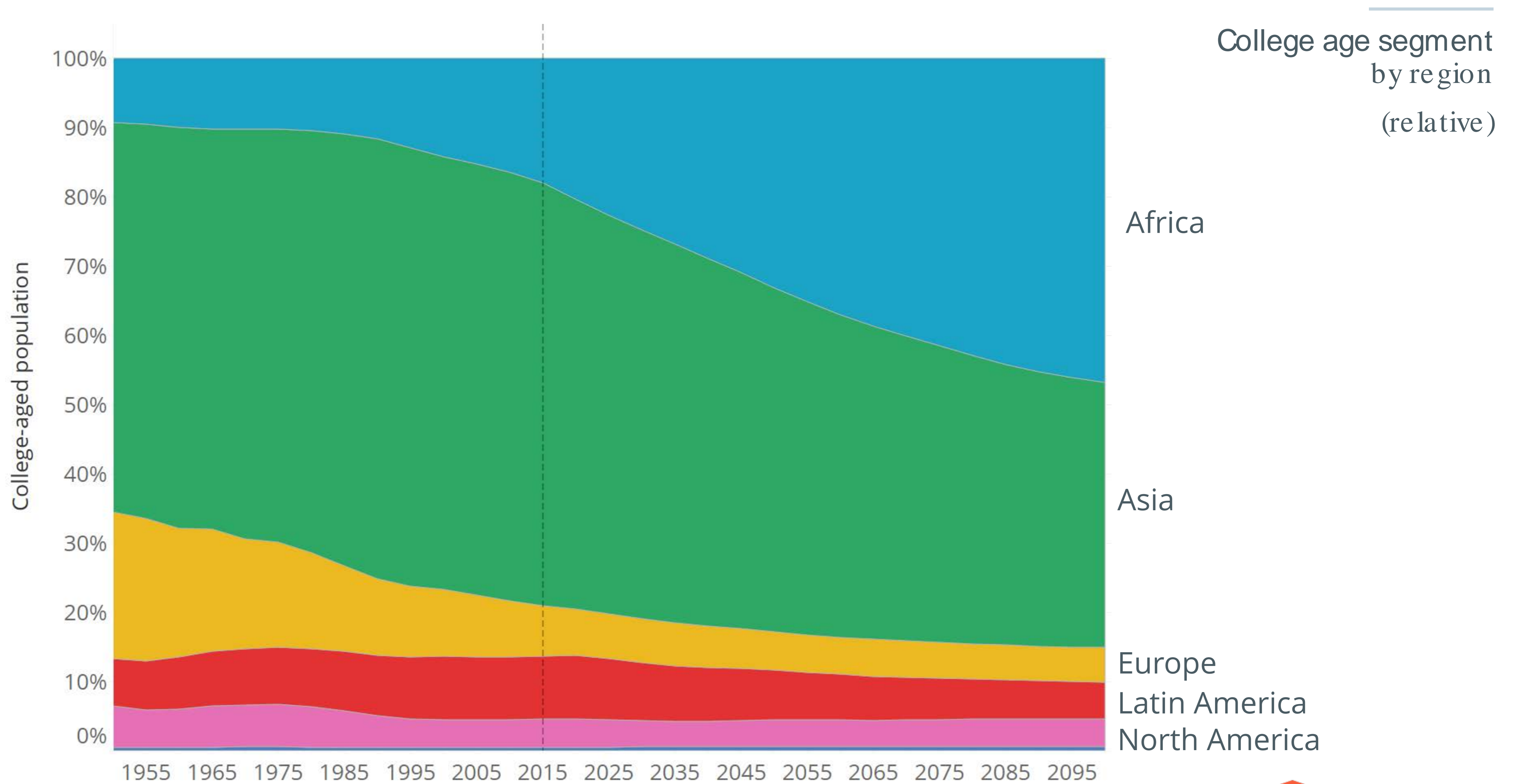
Source: UNESCO DESA Population Division

Yes, the population will continue growing

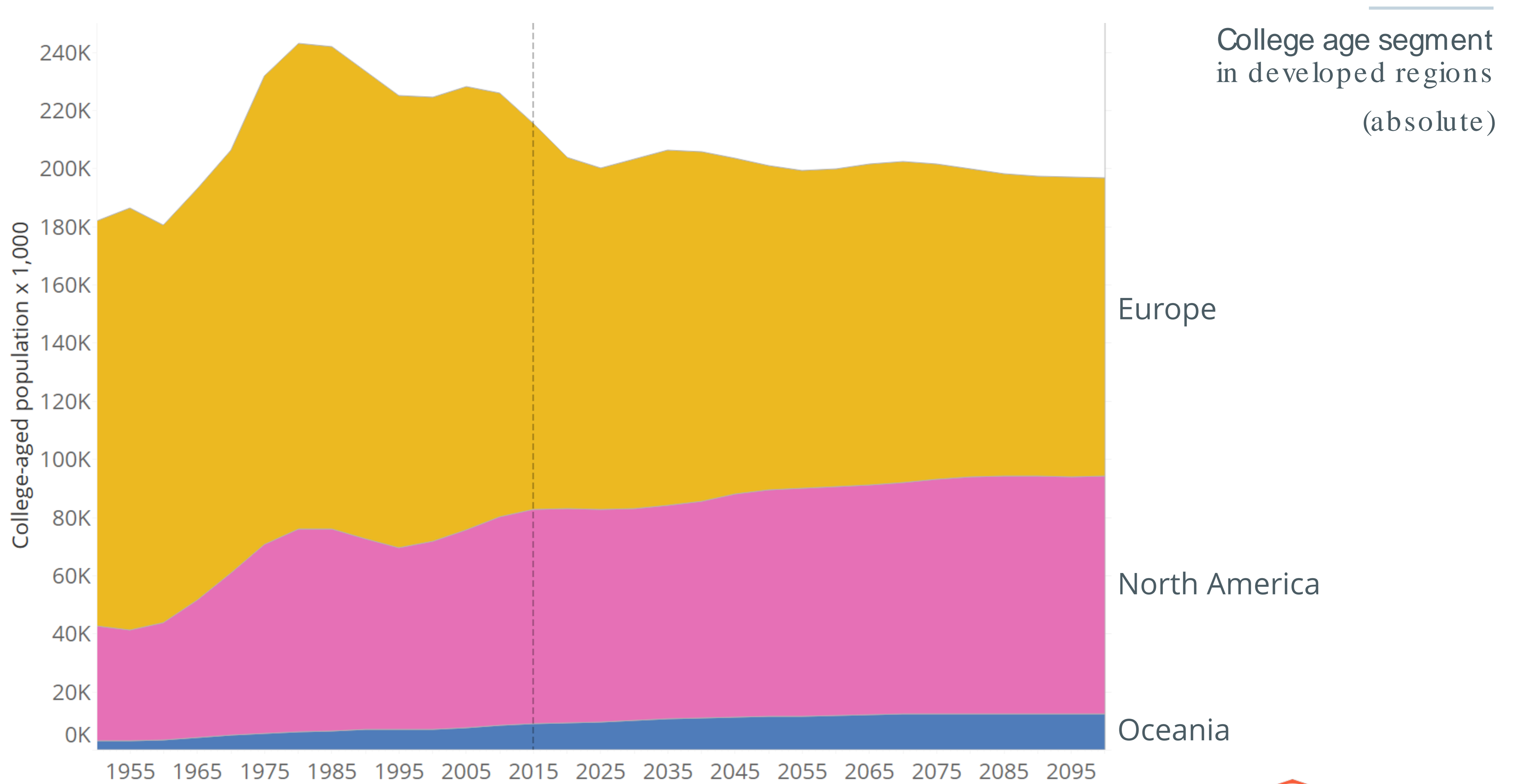
- Growth will level off by the end of the century
- Growth is driven by increasing life expectancy
- College aged segment is not growing
- After 2020 more under 30 than over!



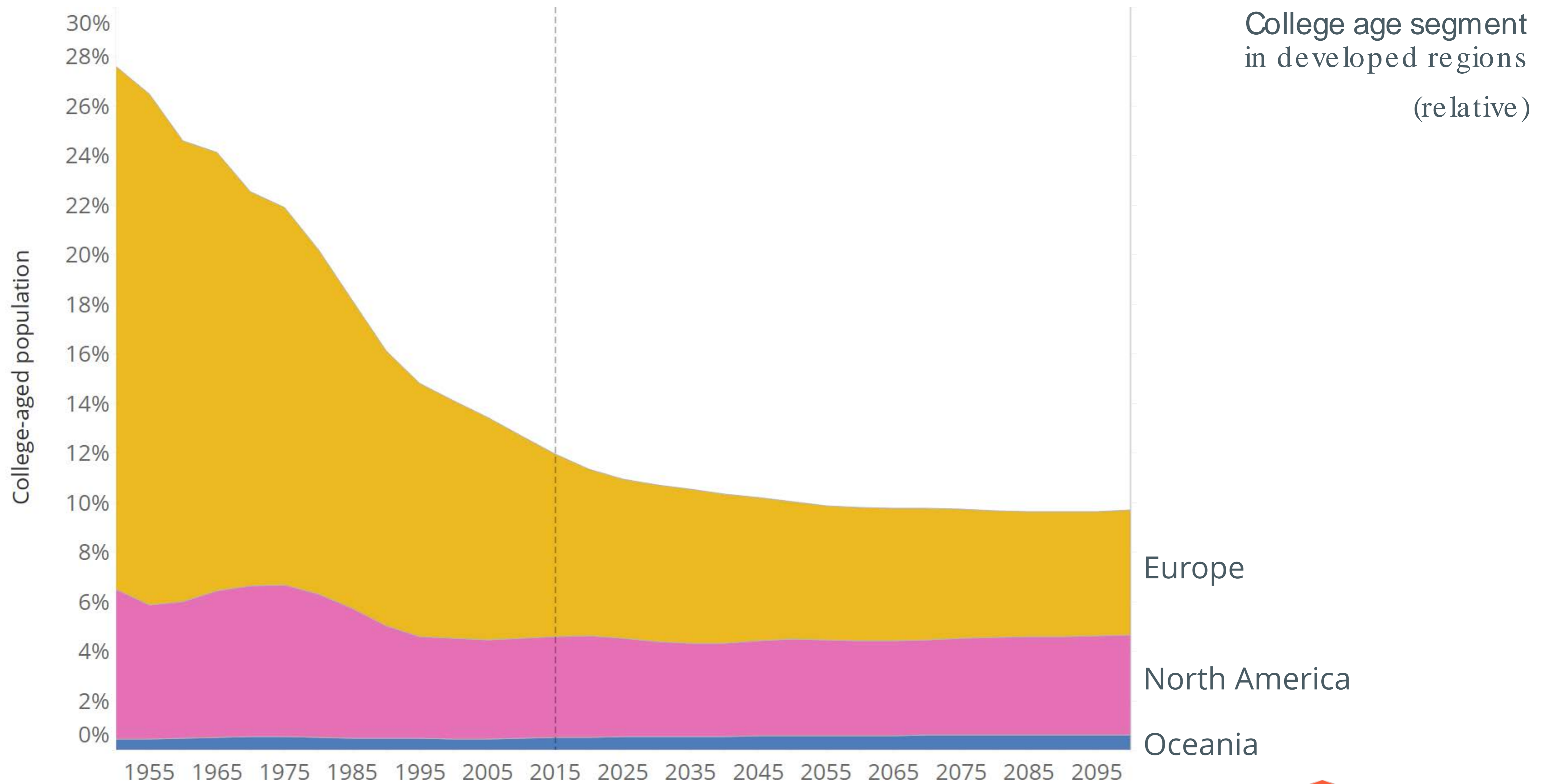
Source: UNESCO DESA Population Division



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Source: UNESCO DESA Population Division

College-aged segment is spread out

- **Decreasing**
 - Asia (strongly)
 - Latin America
 - Europe
- **Increasing**
 - African segment (strongly)
 - Oceania (slowly)
- **Stable**
 - North America
- You most likely cannot depend on some of your traditional markets anymore
 - 15-29
 - Europe or Asia

Targets for 2030, 2040 and 2070

Based on demographics

Rank	Country	People aged 15-29	Percentage qualified	Total qualified
1	India	735,011	56.8%	417,340
2	China	488,750	56.7%	277,268
3	United States of America	131,734	75.2%	99,052
4	Indonesia	140,742	56.1%	79,016
5	Nigeria	148,670	48.0%	71,365
6	Pakistan	128,717	42.5%	54,687
7	Brazil	91,865	55.2%	50,734
8	Philippines	63,911	75.5%	48,248
10	Egypt	60,628	73.5%	44,586

Rank	Country	People aged 15-29	Percentage qualified	Total qualified
1	India	706,974	65.3%	461,905
2	China	474,054	66.6%	315,697
3	Nigeria	187,588	56.2%	105,412
4	United States of America	134,287	75.7%	101,636
5	Indonesia	139,623	64.6%	90,251
6	Pakistan	144,904	51.3%	74,278
7	Egypt	70,456	81.5%	57,456
8	Philippines	68,602	80.7%	55,354
10	Brazil	84,693	61.7%	52,267

Rank	Country	People aged 15-29	Percentage qualified	Total qualified
1	India	598,260	84.5%	505,264
2	China	368,082	86.7%	319,099
3	Nigeria	299,666	69.9%	209,407
4	United States of America	143,683	79.9%	114,839
5	Pakistan	148,219	74.8%	110,889
6	Indonesia	122,567	79.0%	96,826
7	Egypt	76,473	88.4%	67,607
8	Philippines	70,348	88.7%	62,388
10	Democratic Republic of the Congo	144,795	38.4%	55,552

College-aged segment is spread out

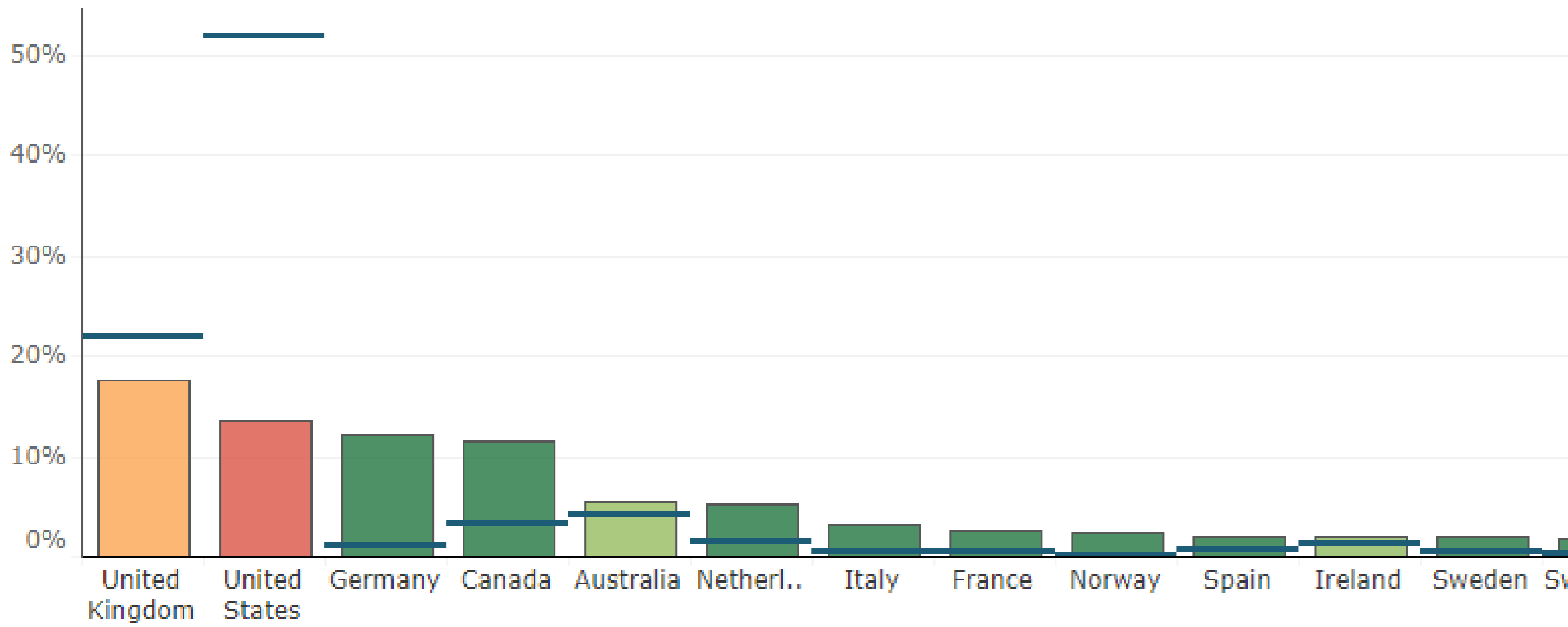
- **Shrinking**
 - Asia (strongly)
 - Latin America
 - Europe
- **Growing**
 - African segment (strongly)
 - Oceania (slowly)
- **Stable**
 - North America
- You most likely cannot depend on some of your traditional markets anymore
 - 15-29
 - Europe or Asia
- More focus on developing countries

Data Analytics and Marketing Study in Czech Republic

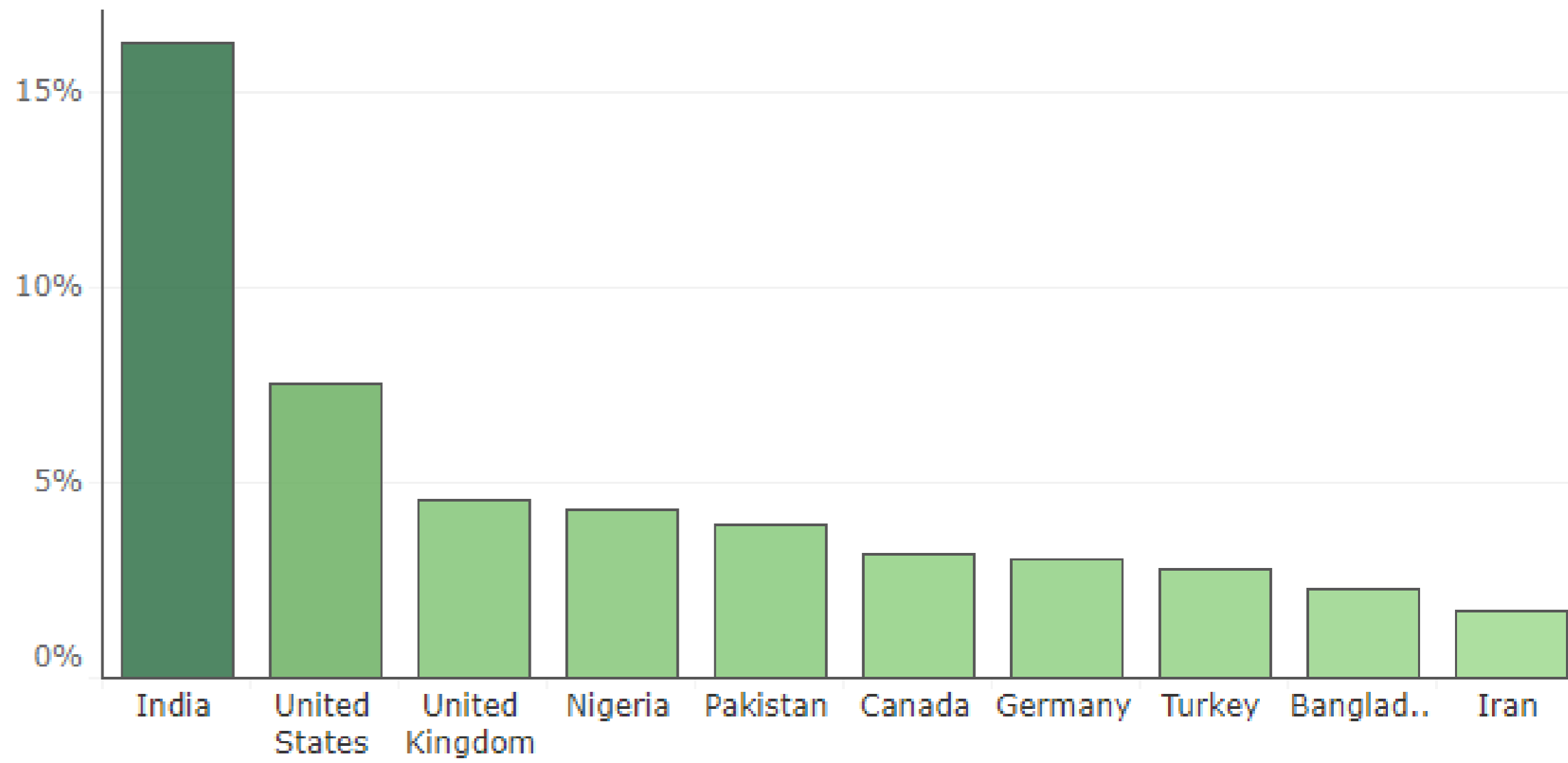


Market overview (bars)

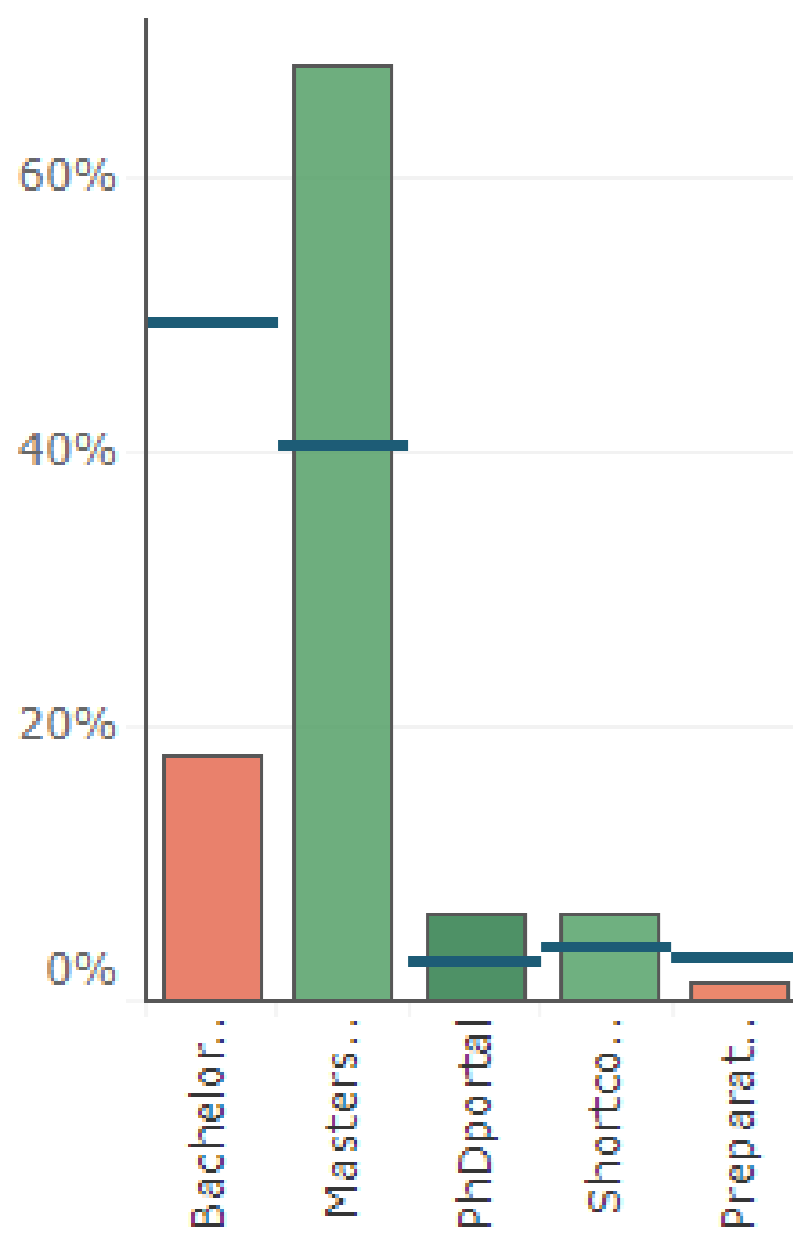
Destinations



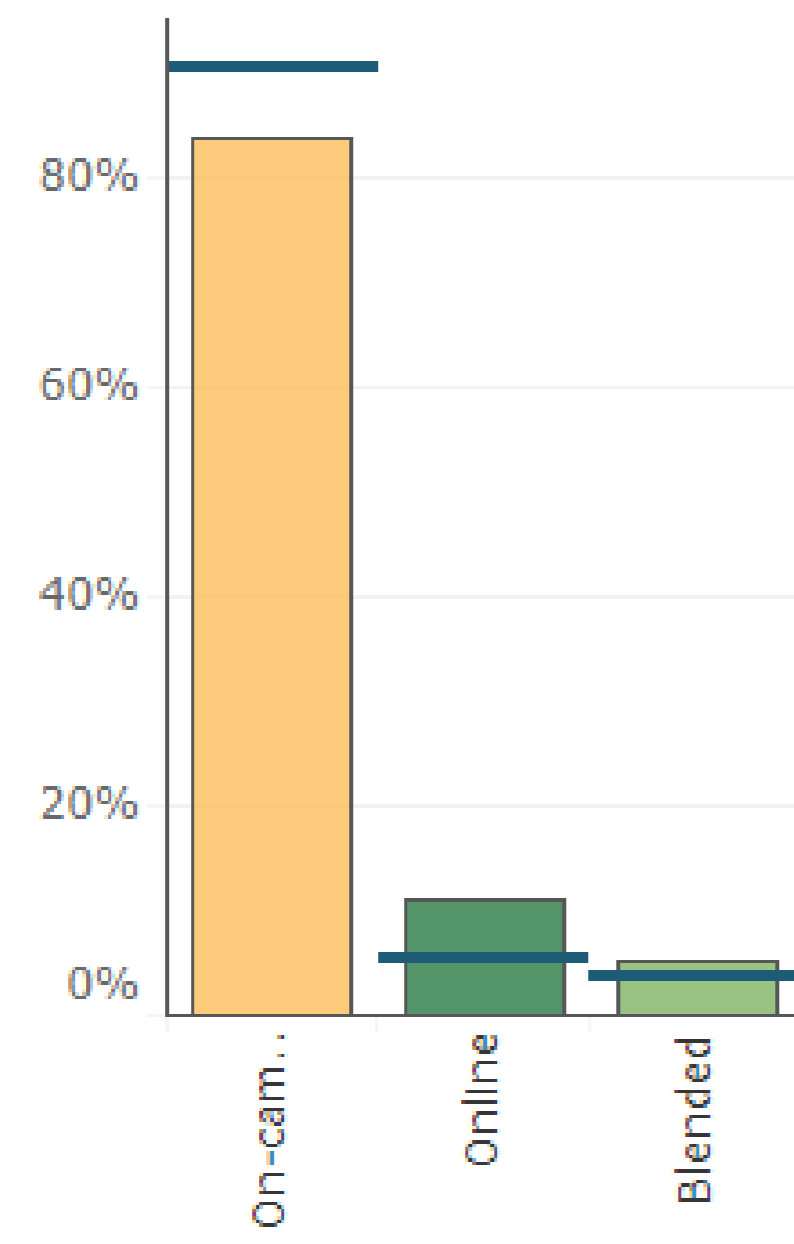
Origins



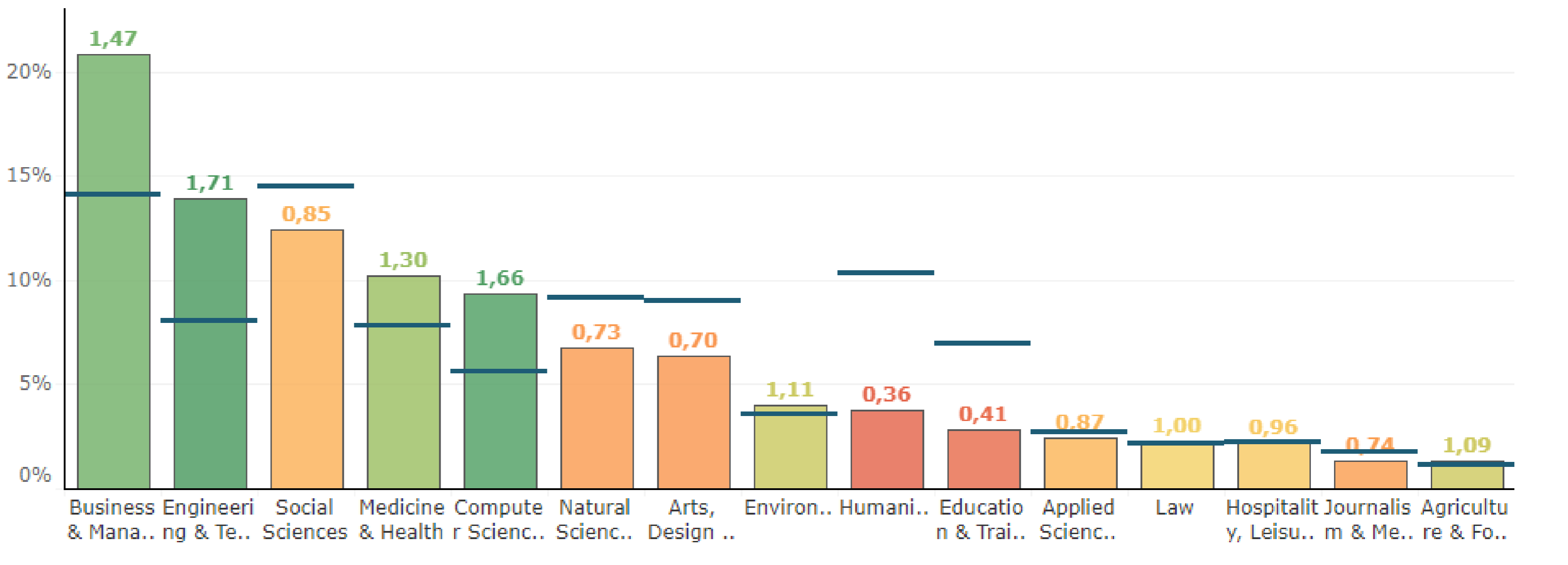
Levels



Methods

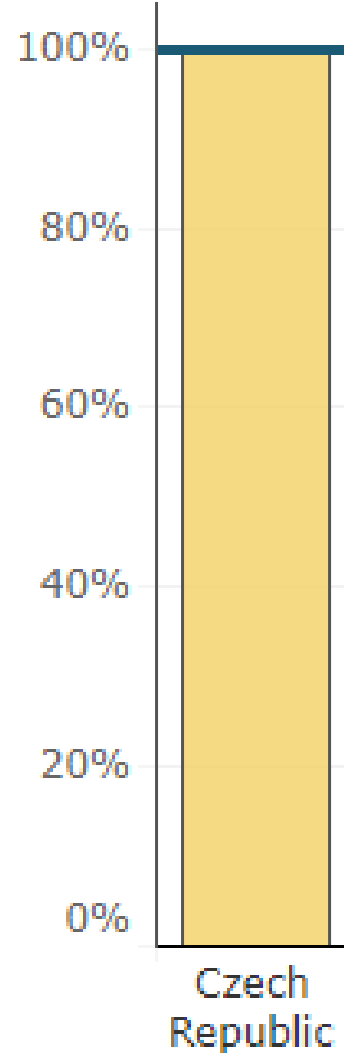


Disciplines

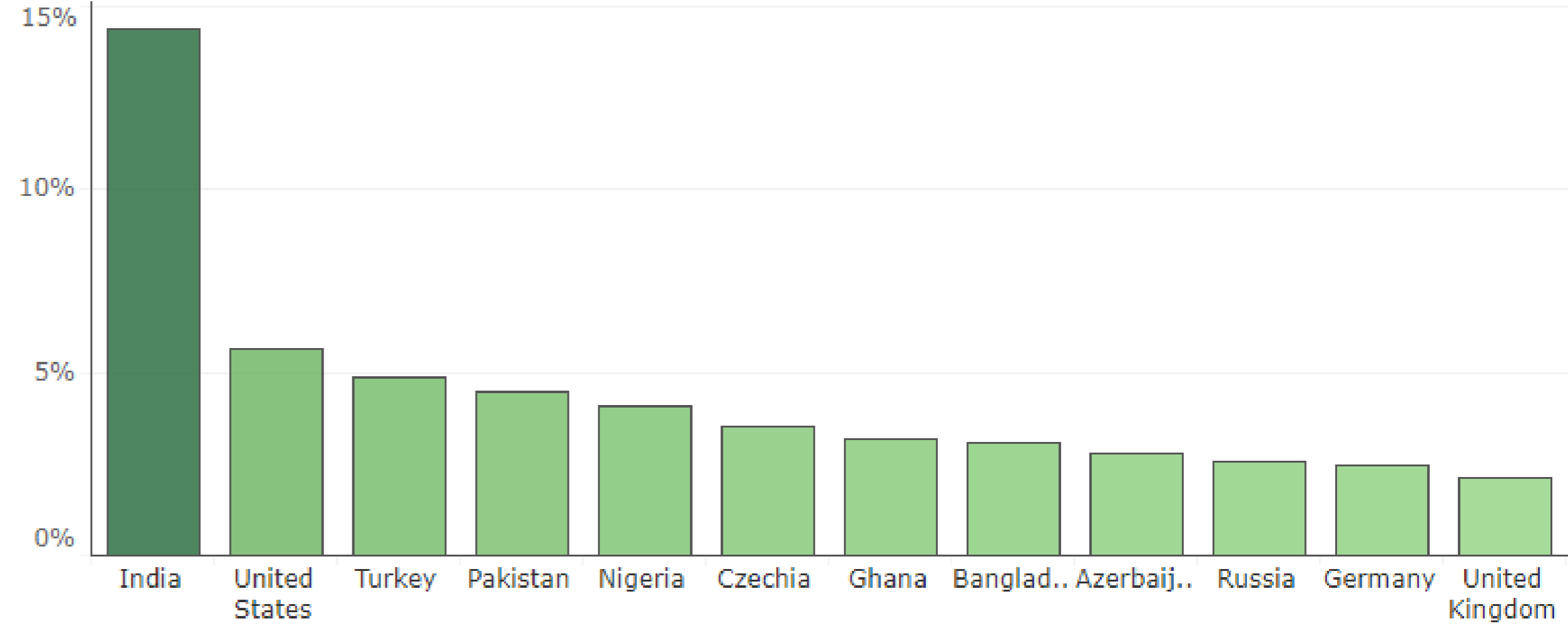


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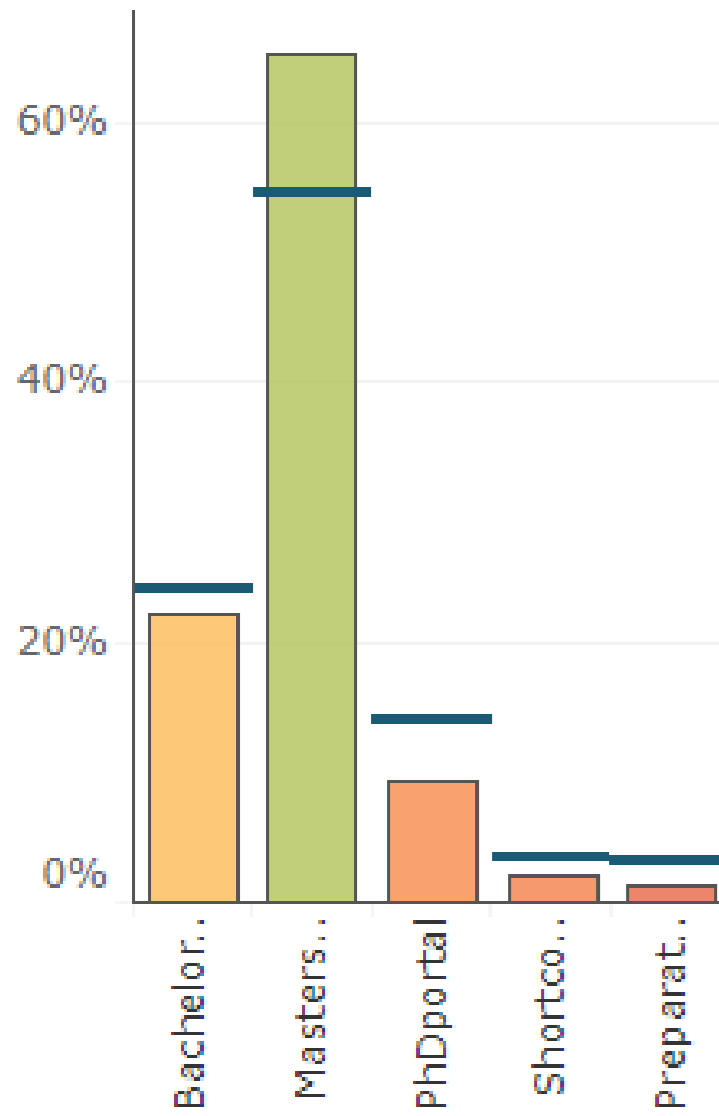
Destinations



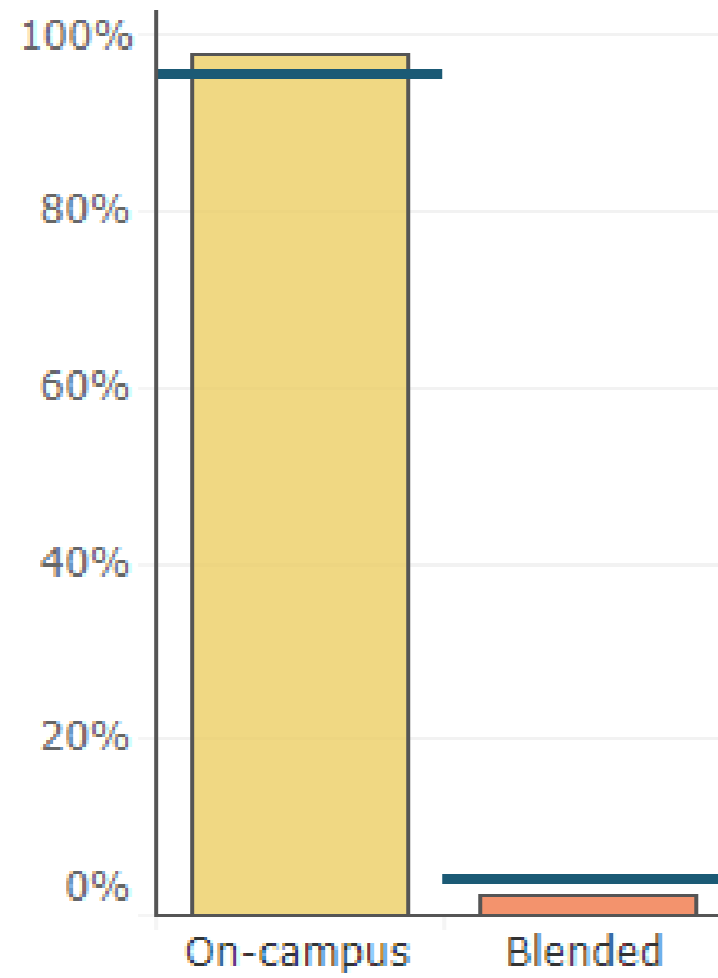
Origins



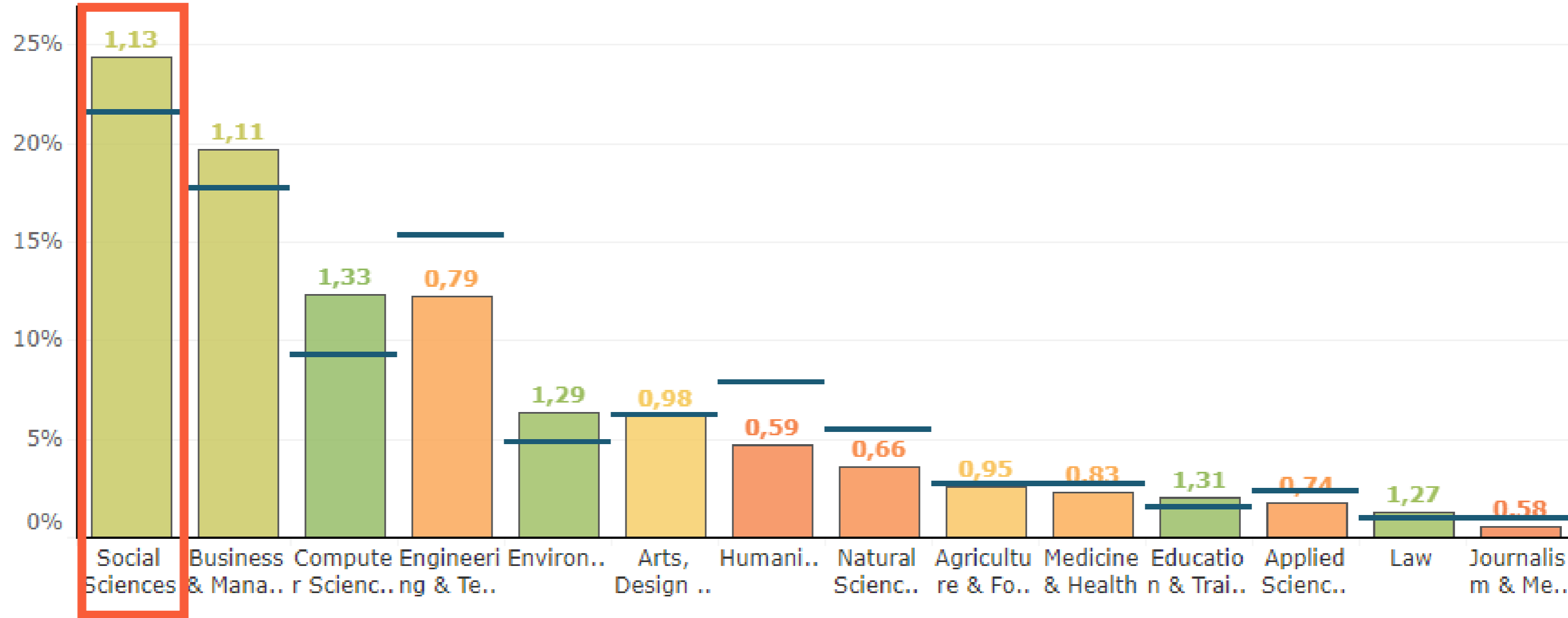
Levels



Methods

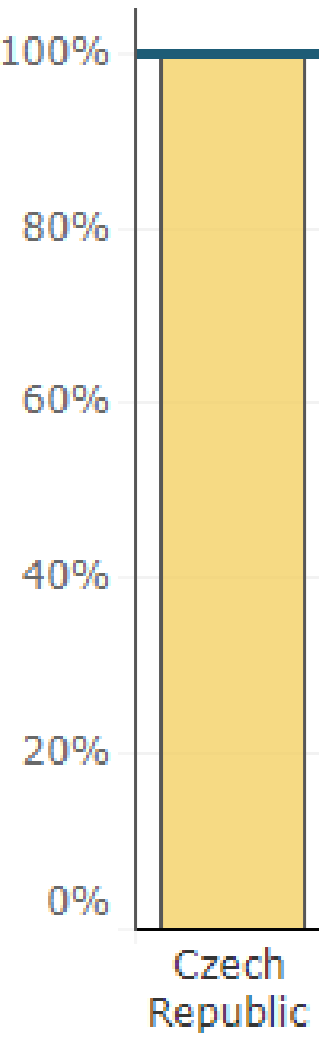


Disciplines

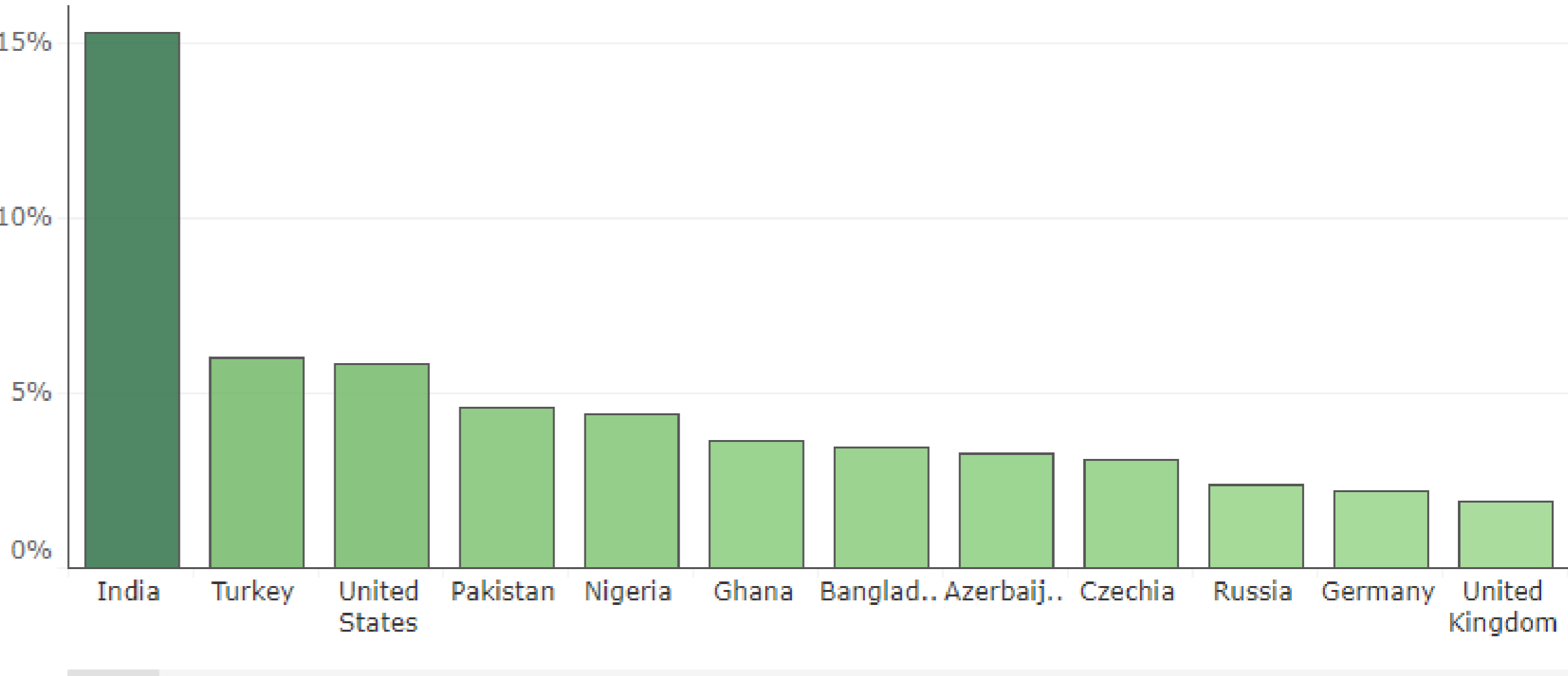


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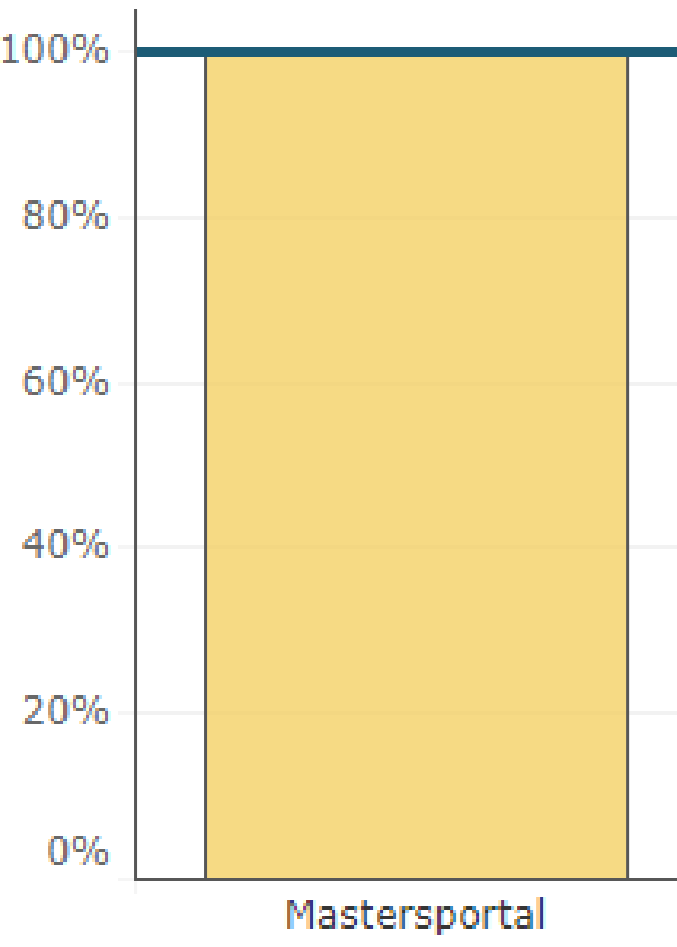
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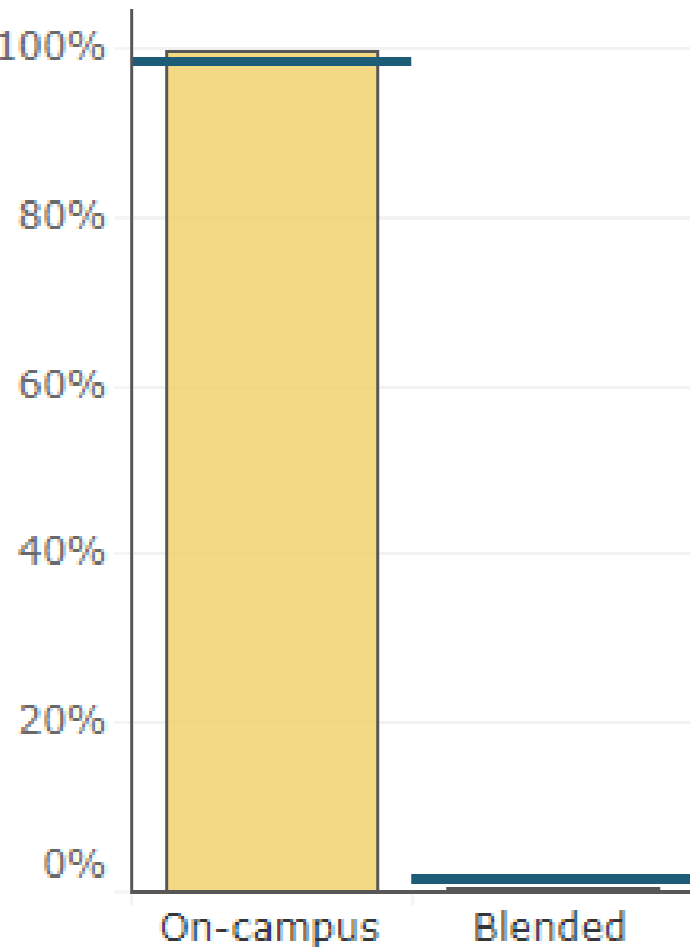
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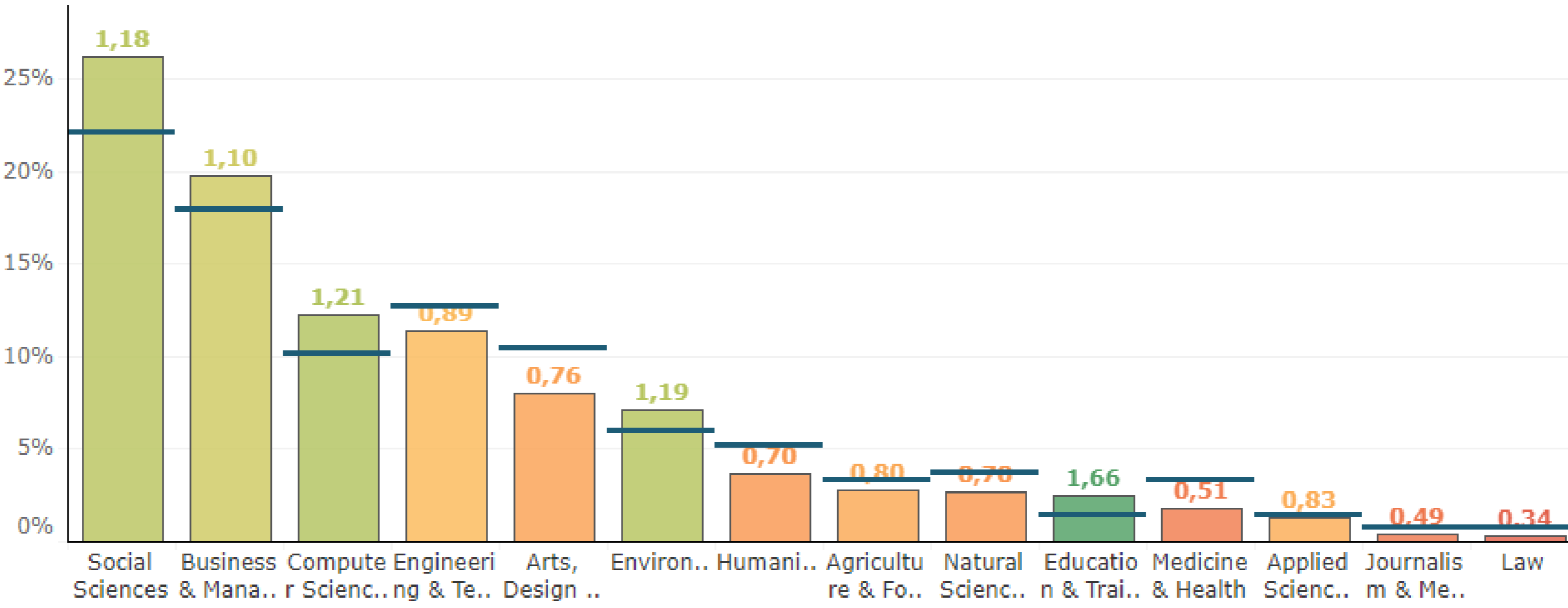
Levels



Methods

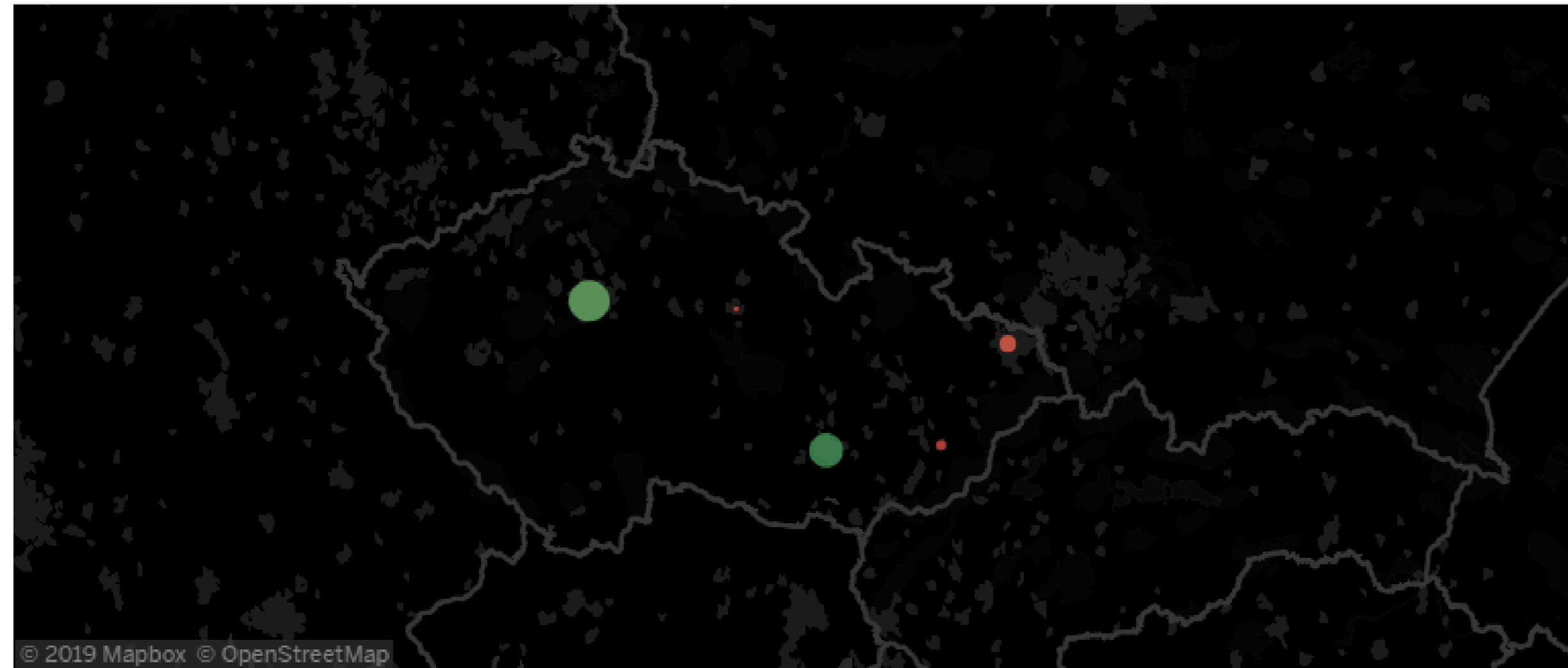


Disciplines

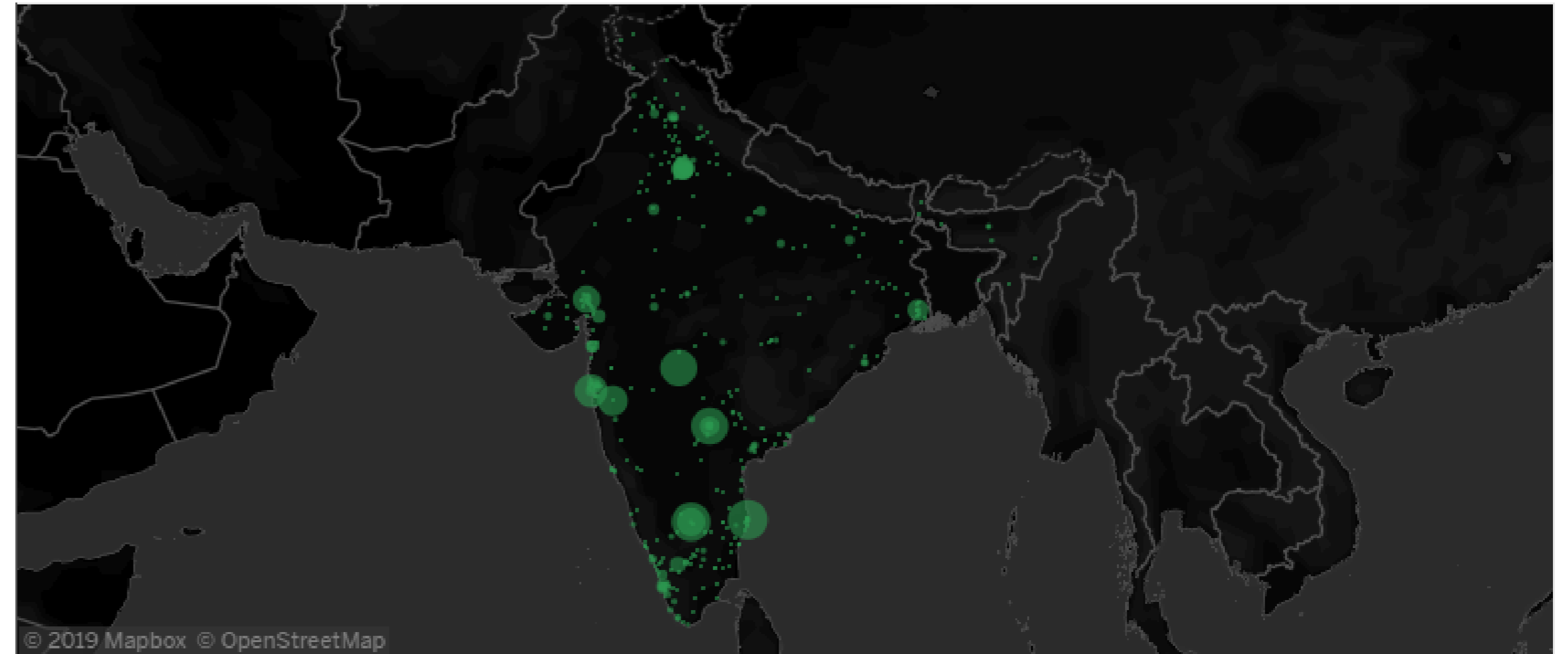


City overview (maps)

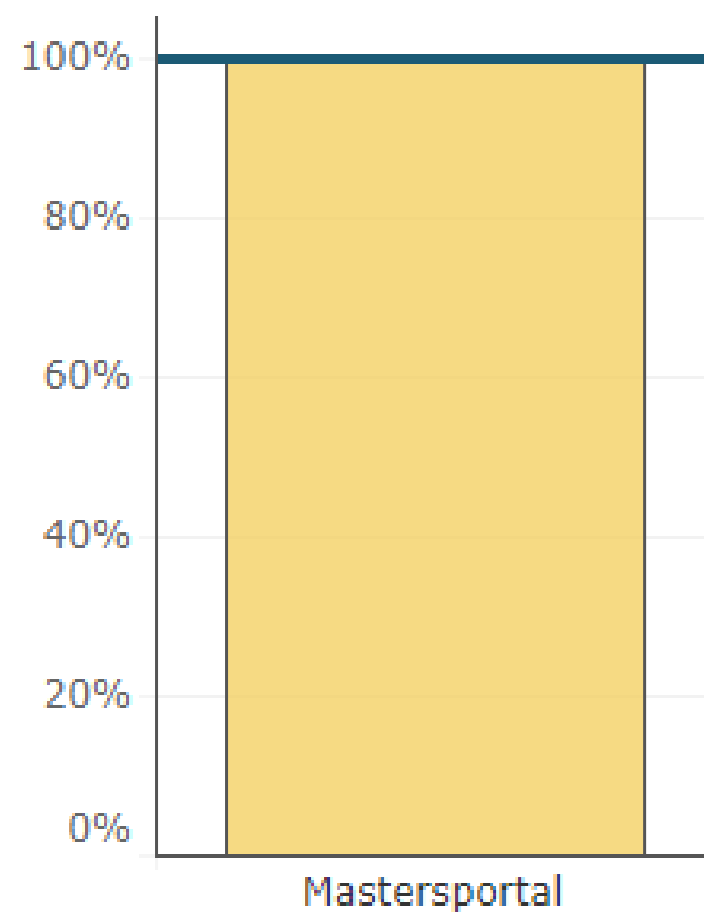
Destinations



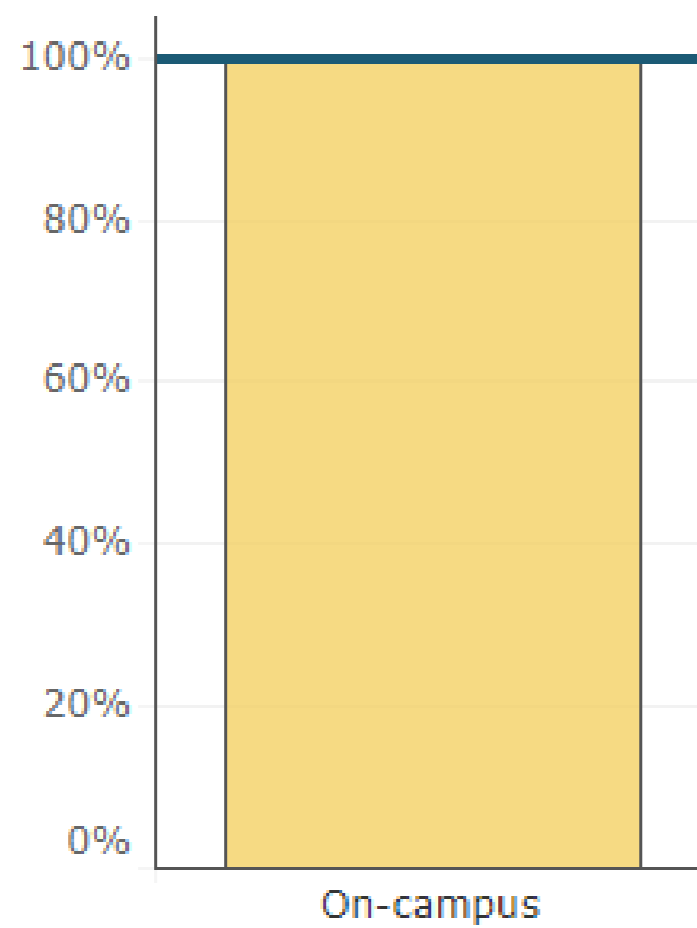
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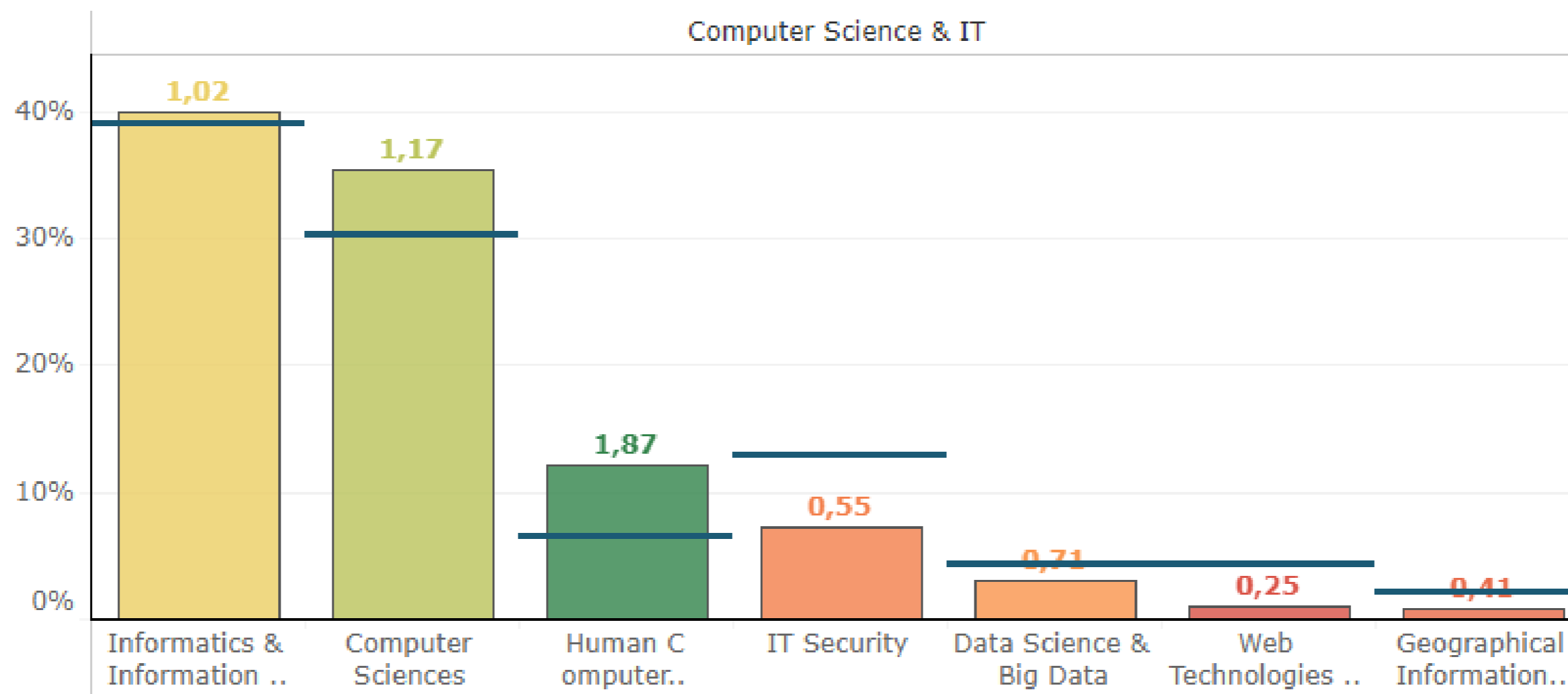
Levels



Methods



Disciplines

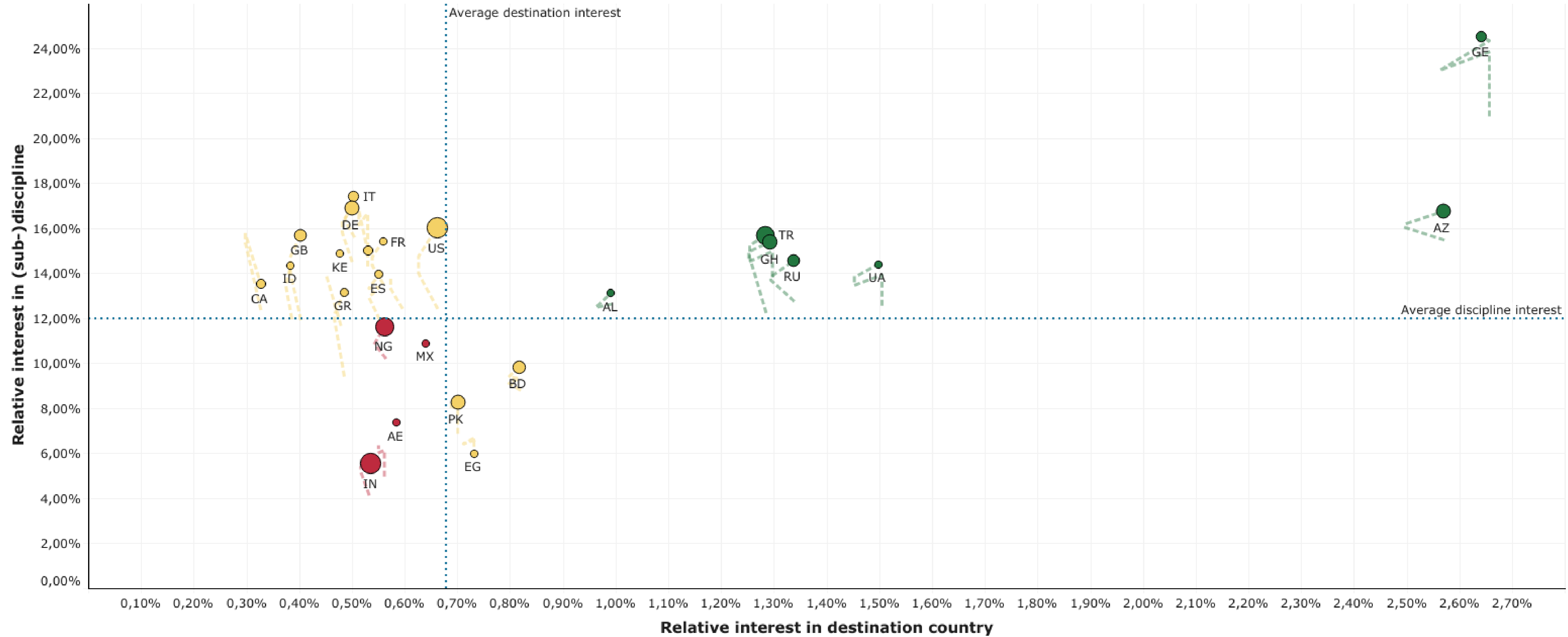


Chennai: 8.9%
 Bangalore: 8.4%
 Mumbai: 6.0%
 Delhi: 2.8%

Master's in Social Sciences

Programme-market explorer

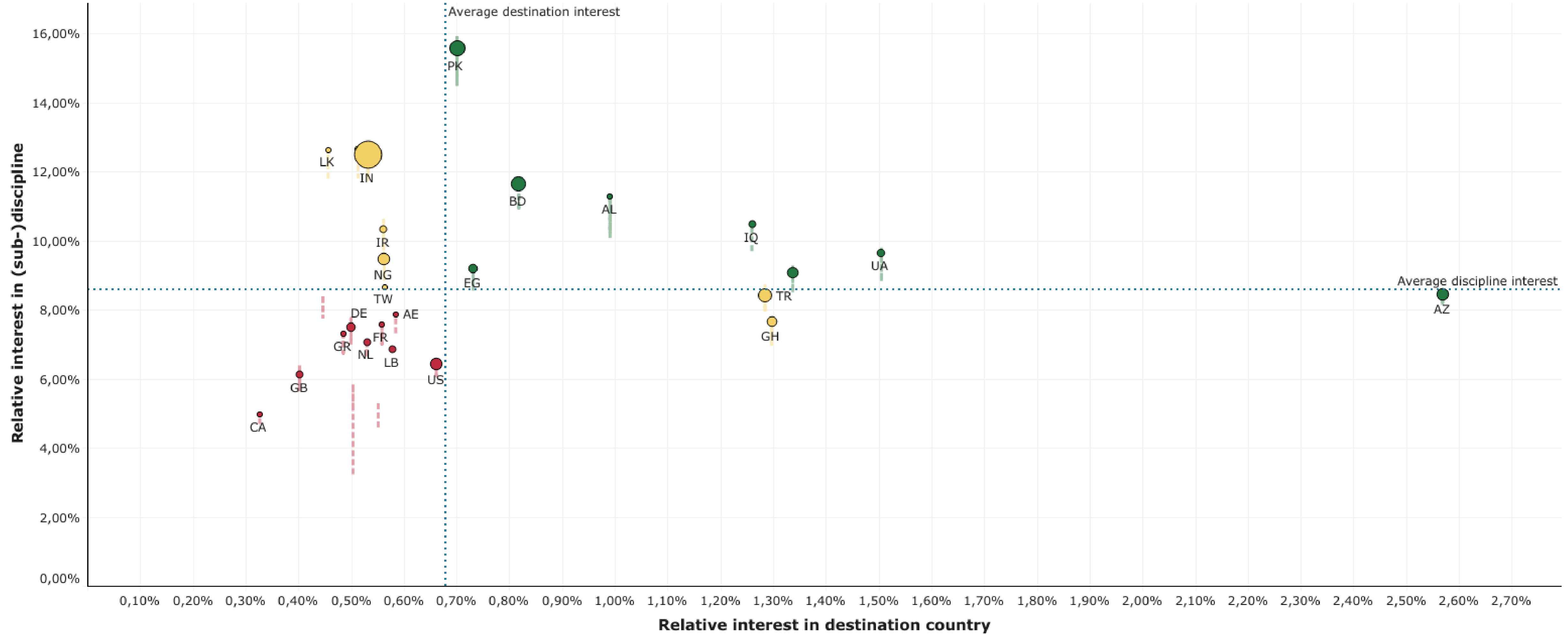
Quadrants - 2019



Master's in Computer Sciences & IT

Programme-market explorer

Quadrants - 2019

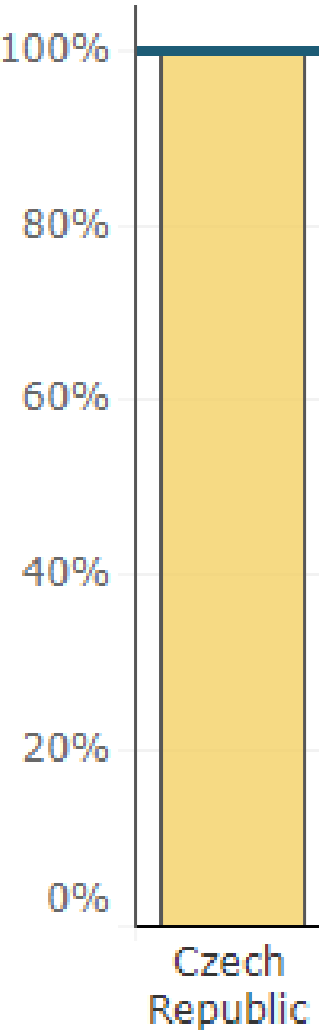


Data Analytics and Potential for New Degrees

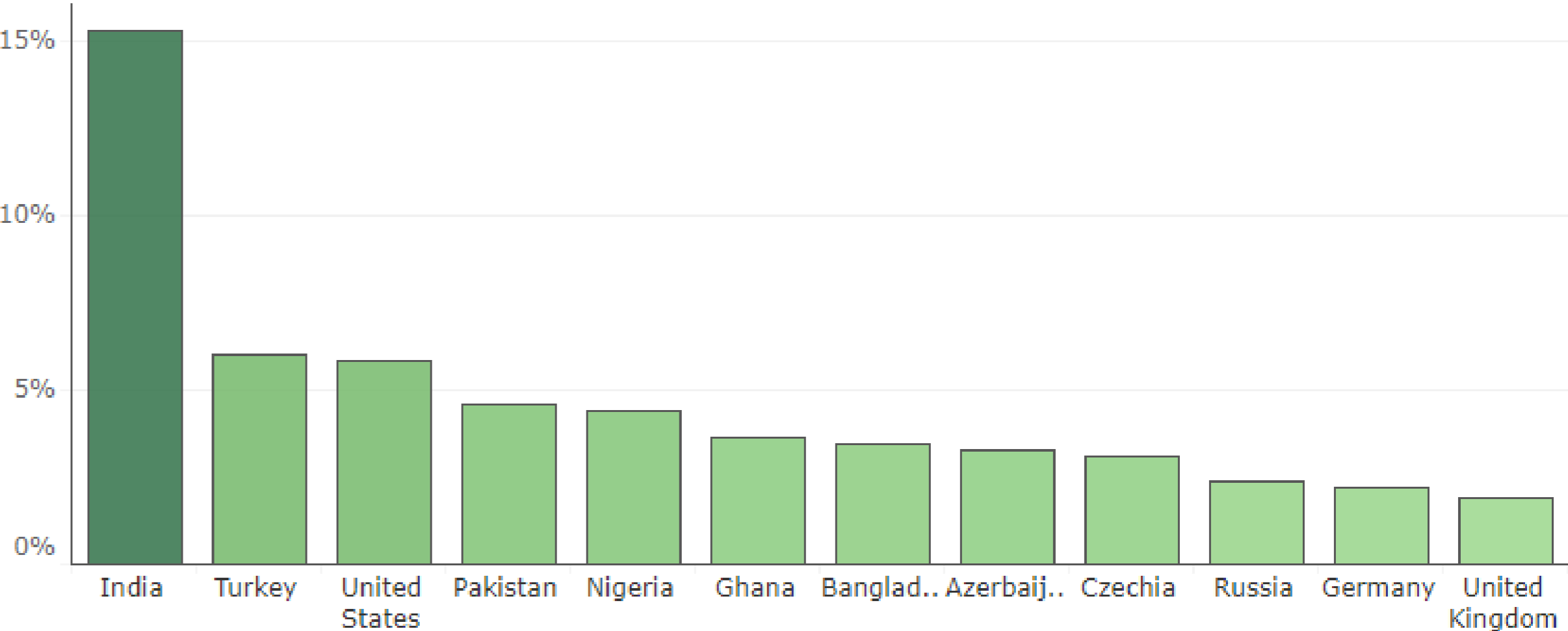


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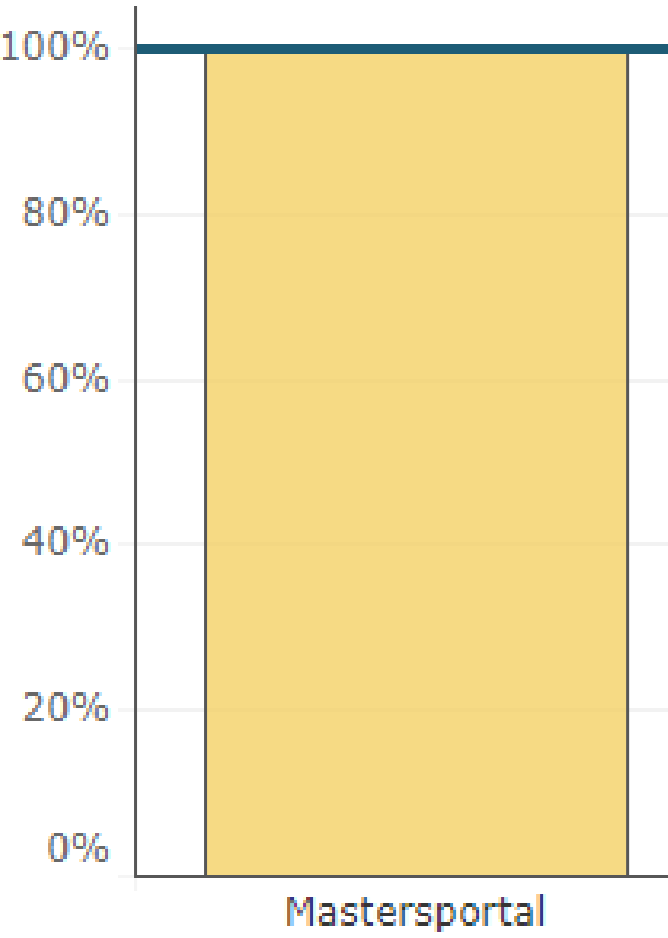
Destinations



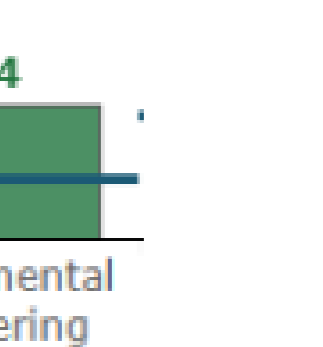
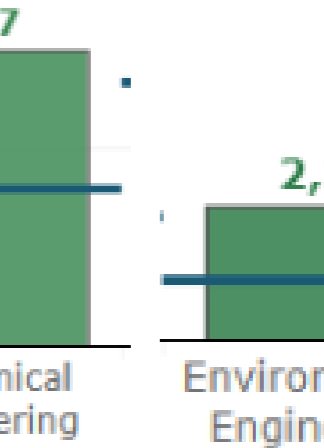
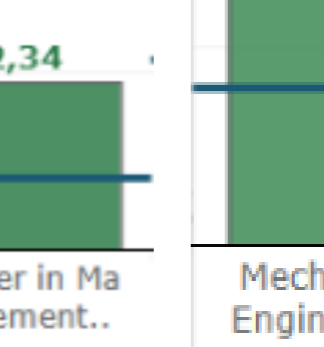
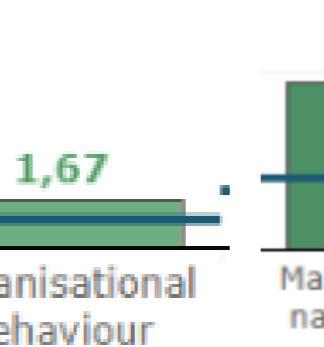
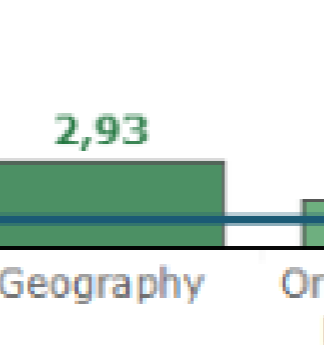
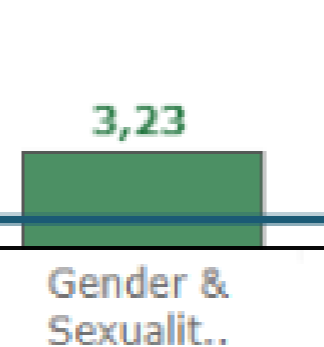
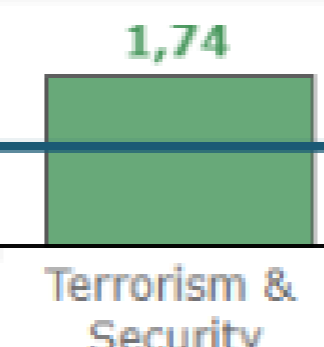
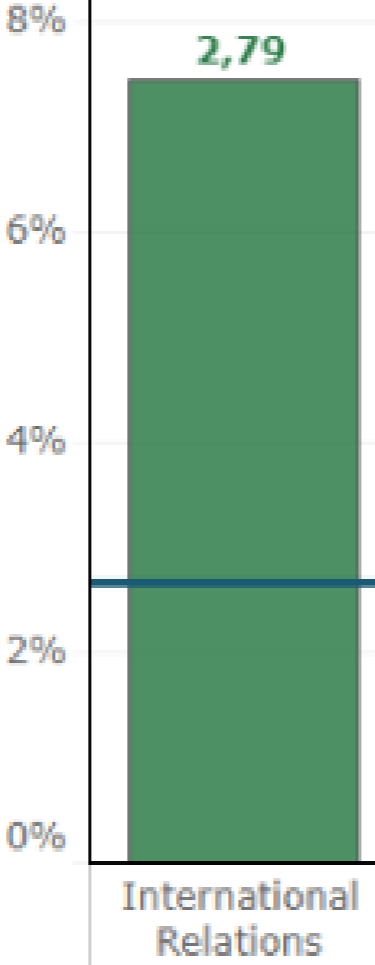
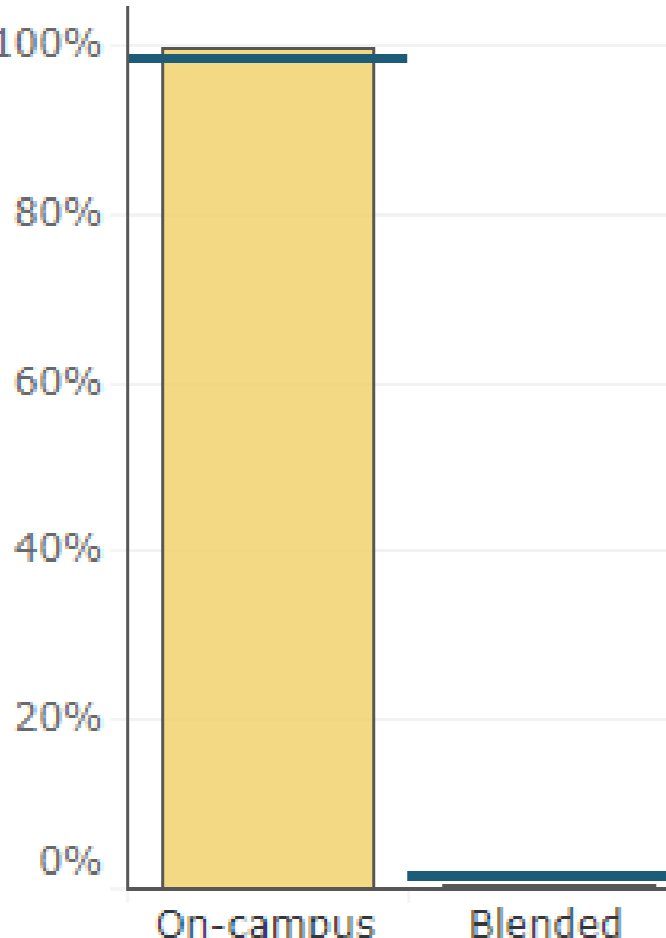
Origins



Levels

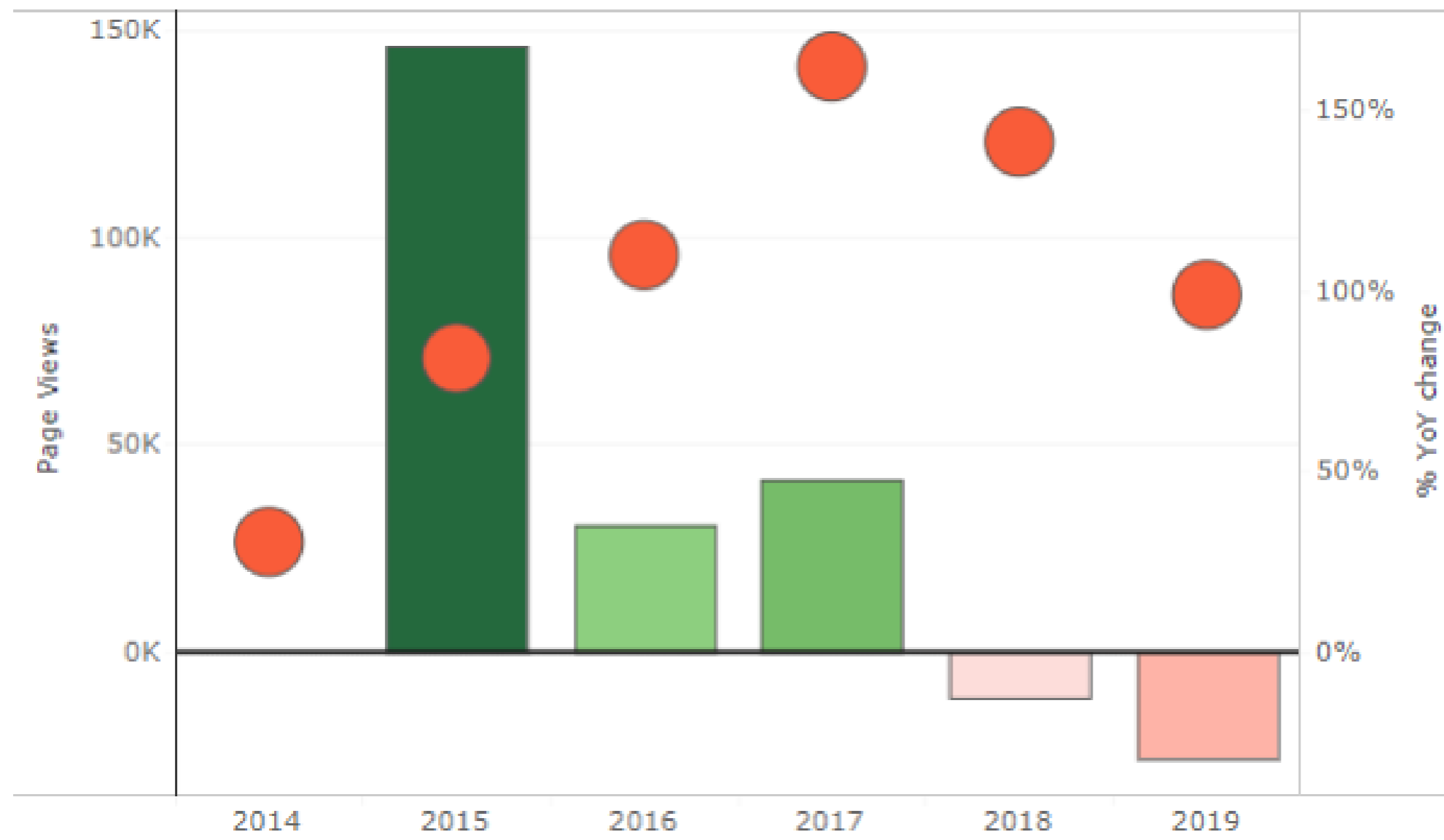


Methods

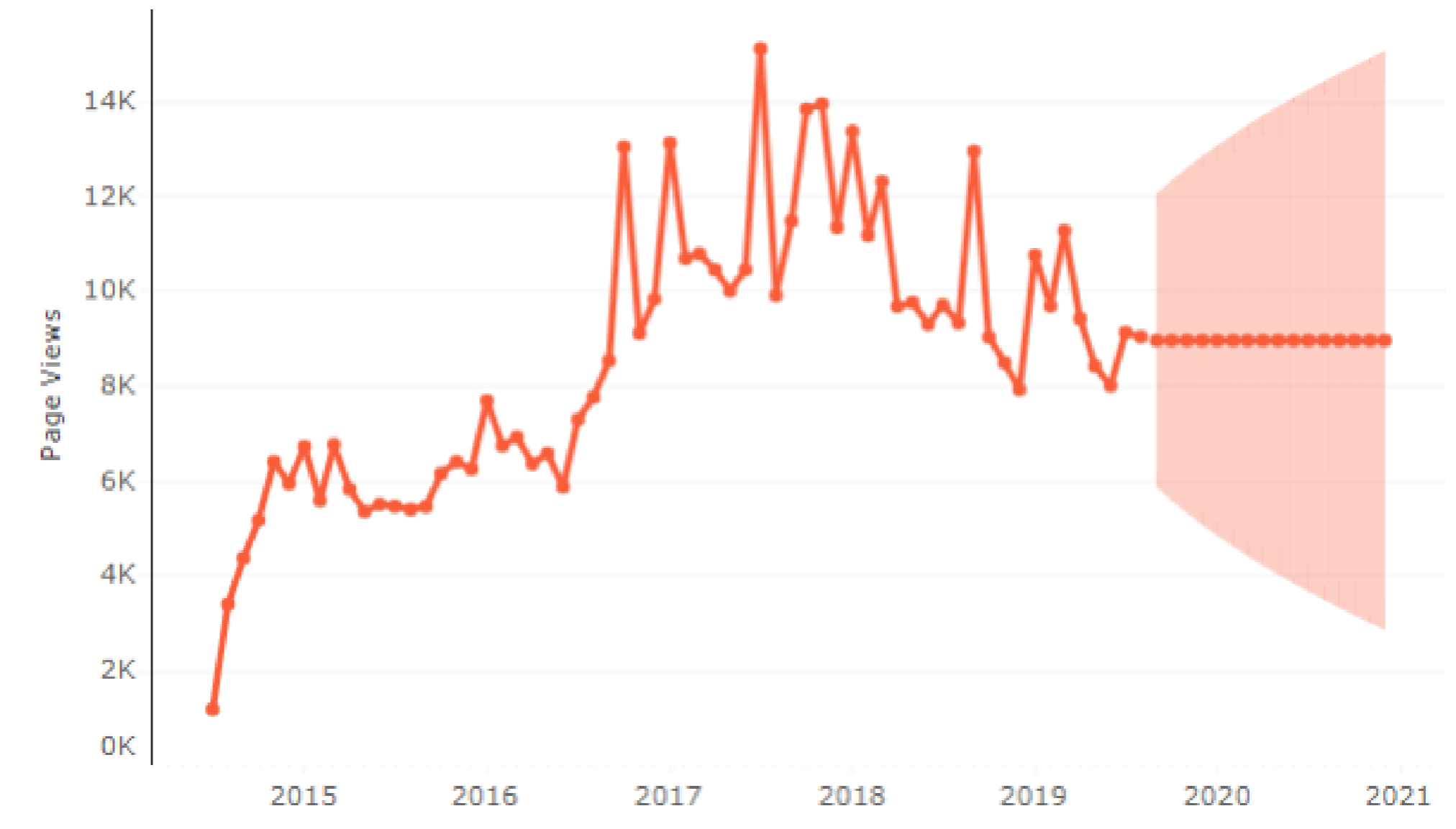


YoY changes and forecasts

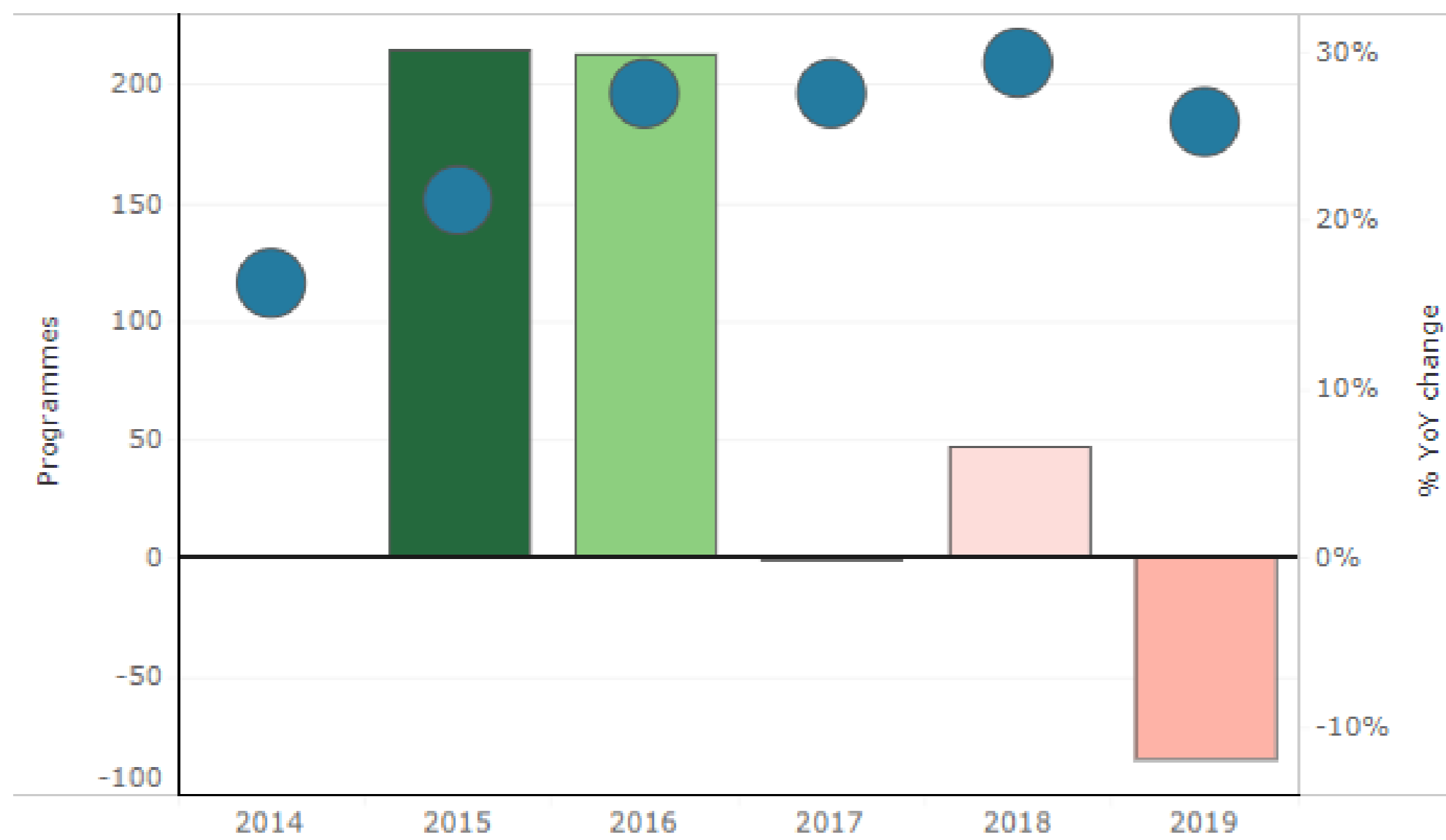
Page views historic



Page views forecast



Programmes historic



Programmes forecast

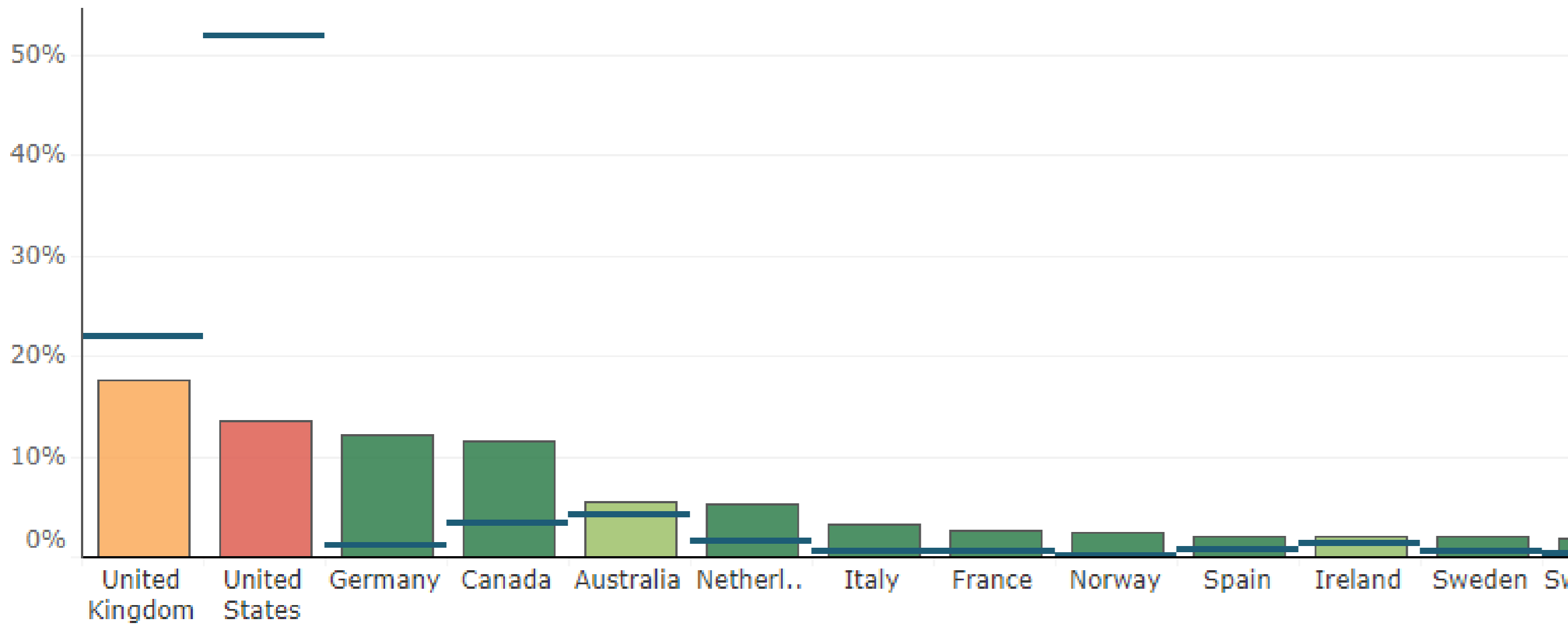


Where do your students want to go?

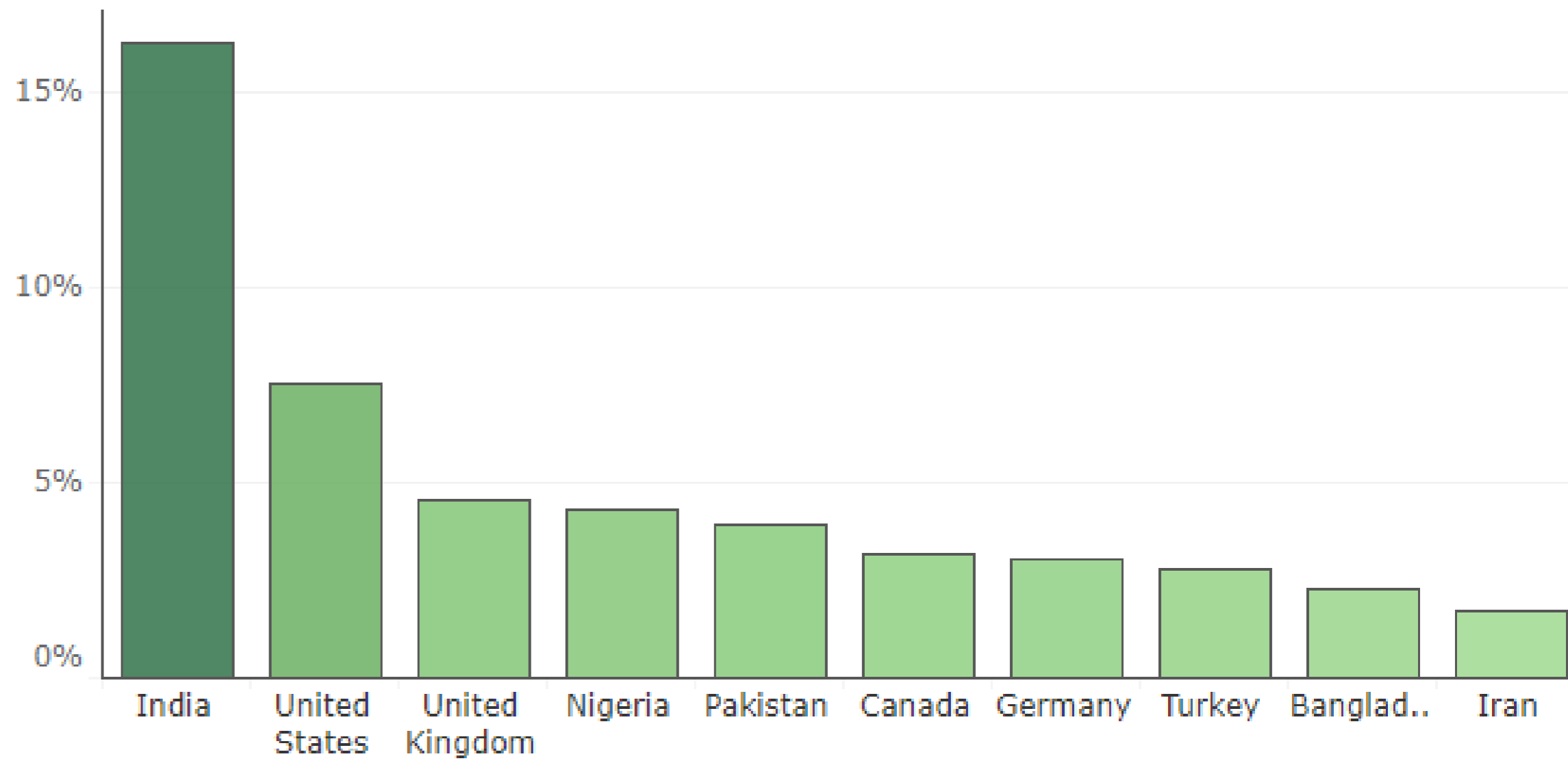


Market overview (bars)

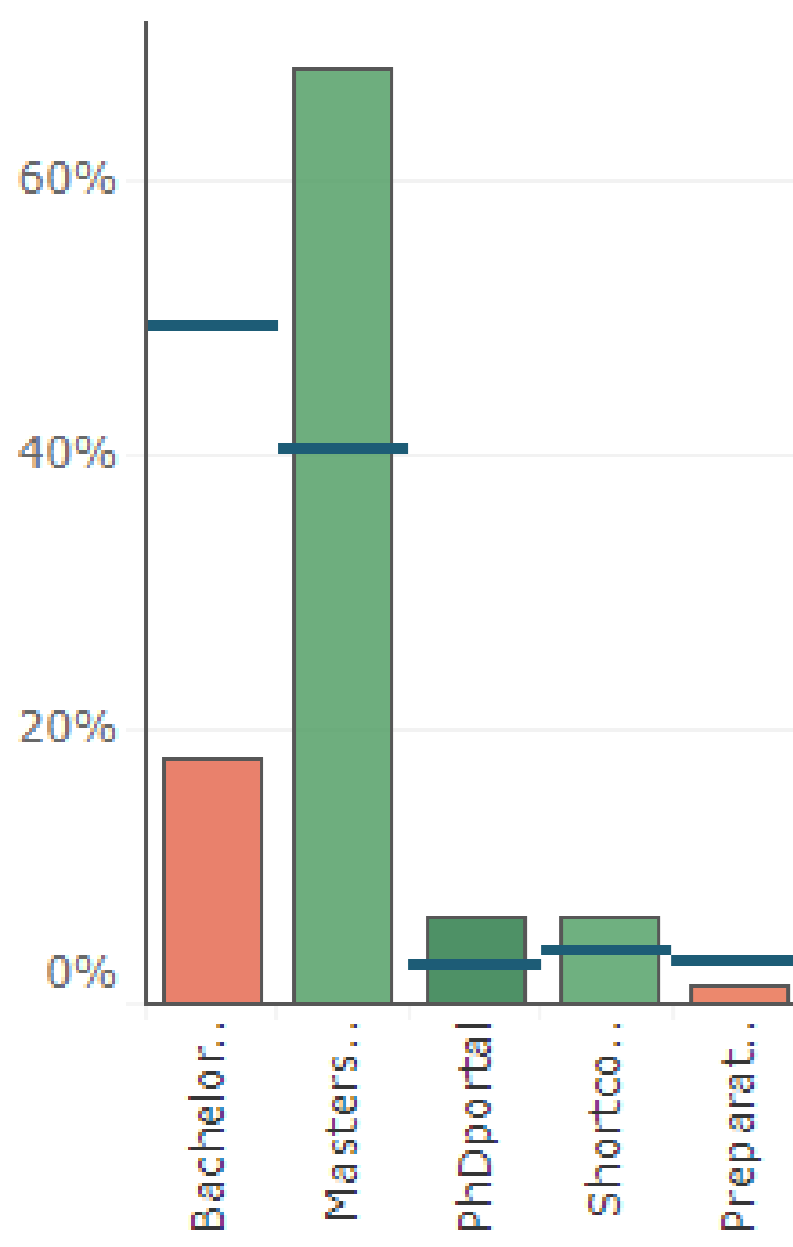
Destinations



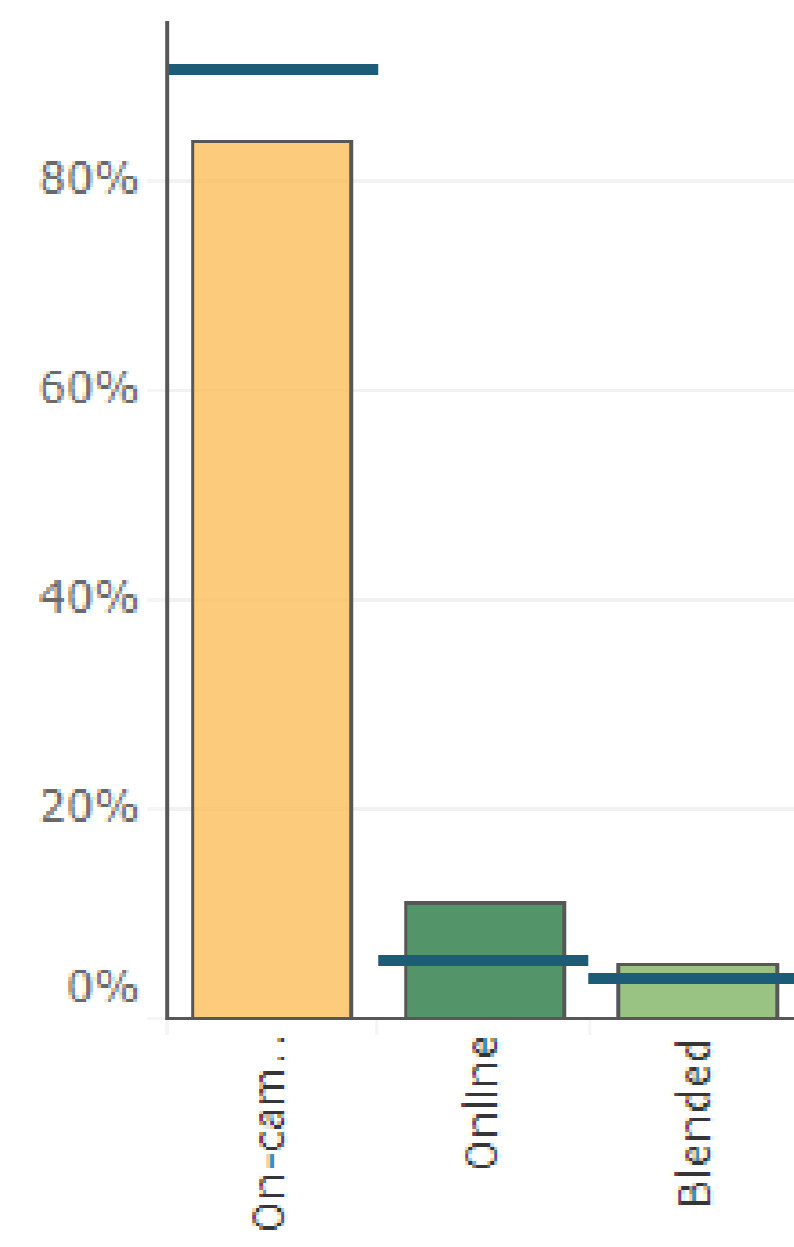
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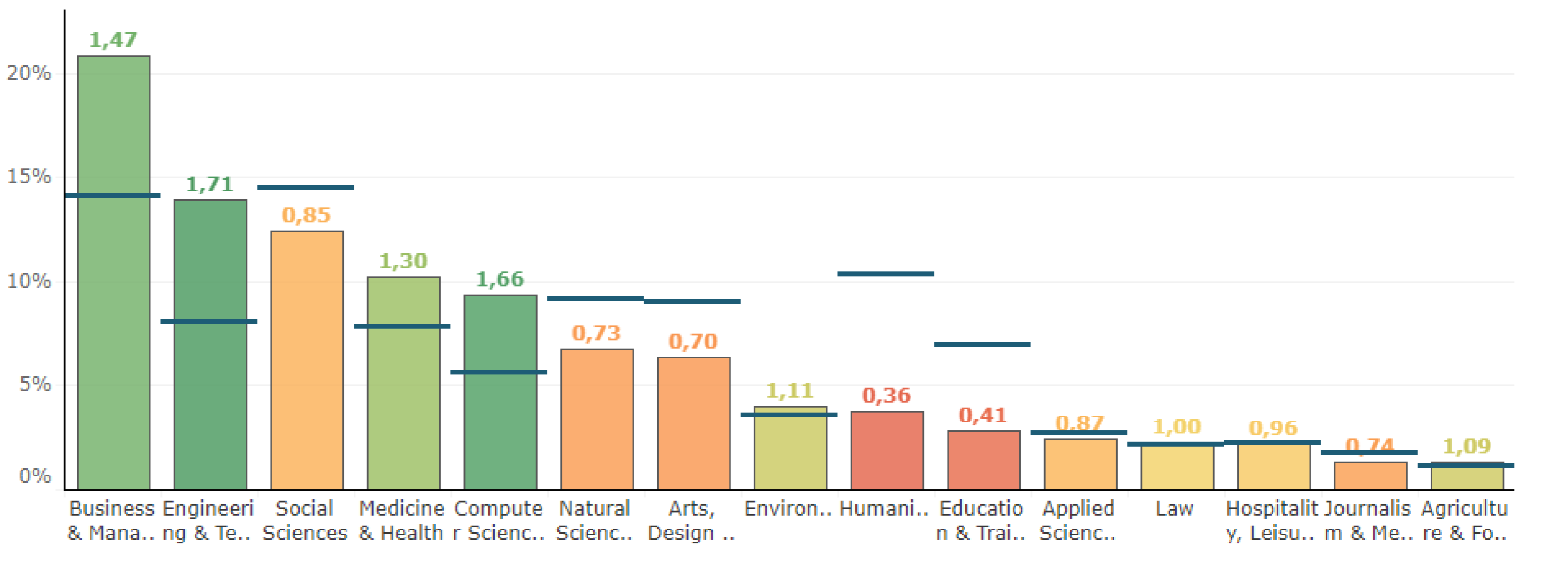
Levels



Methods

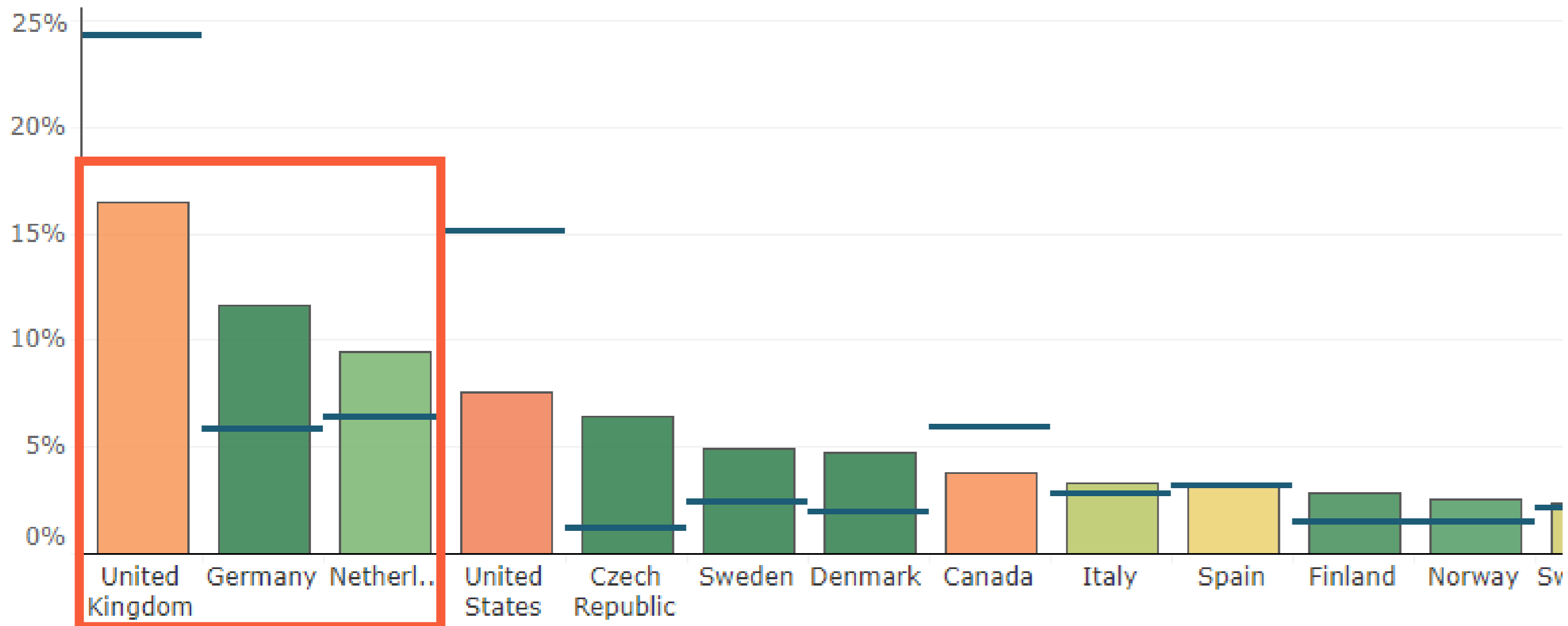


Disciplines

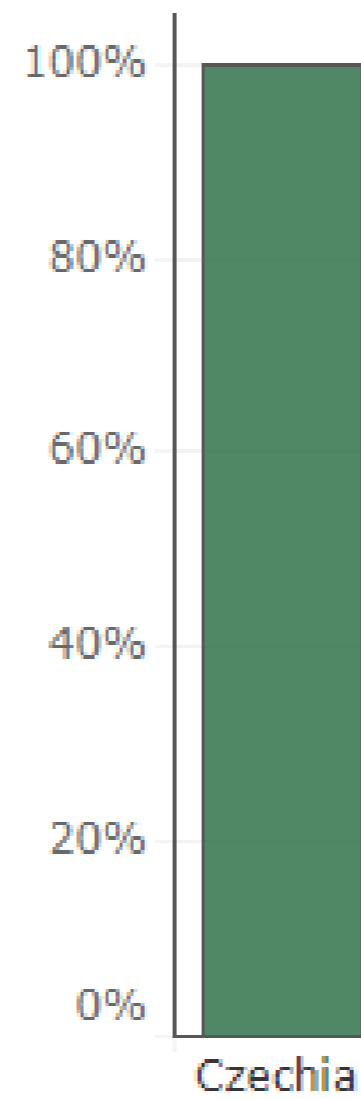


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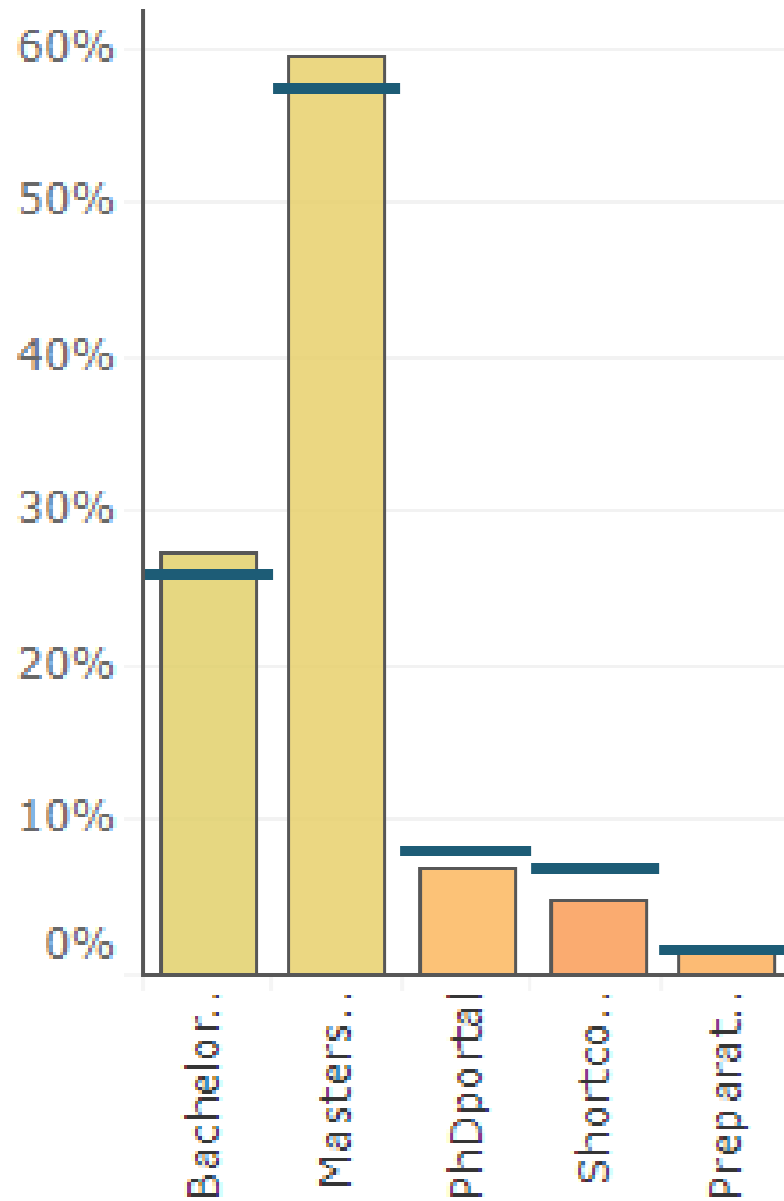
Destinations



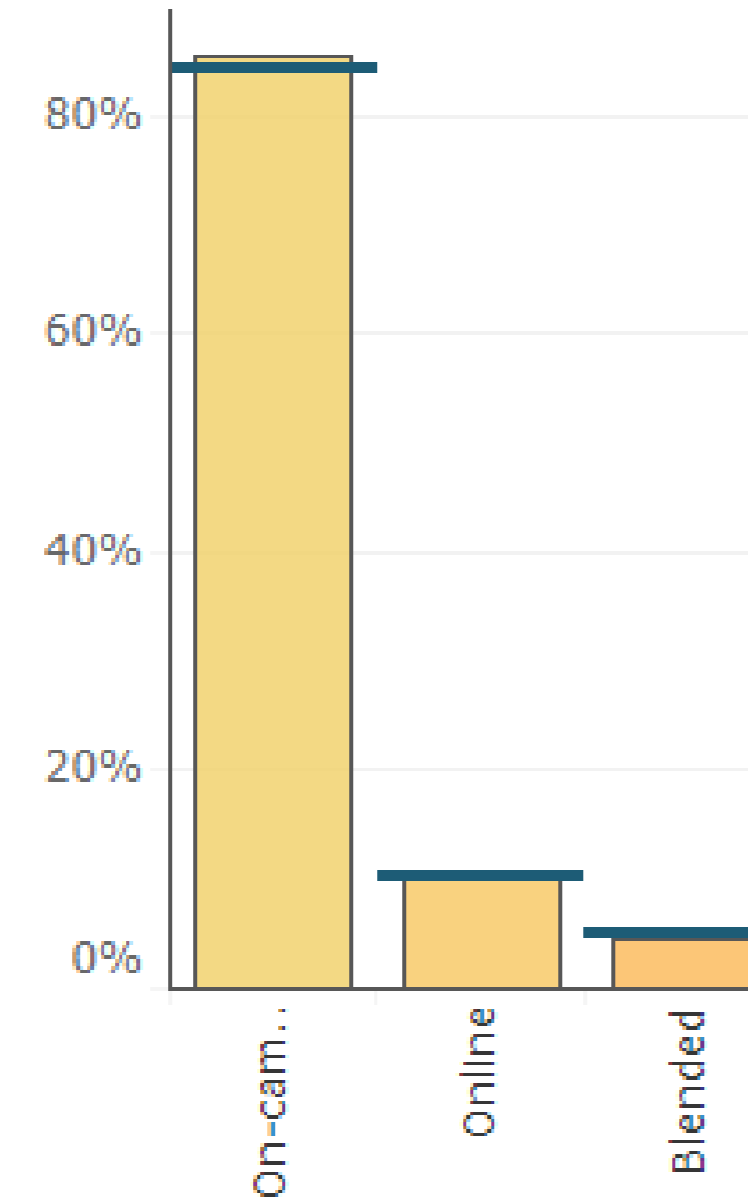
Origins



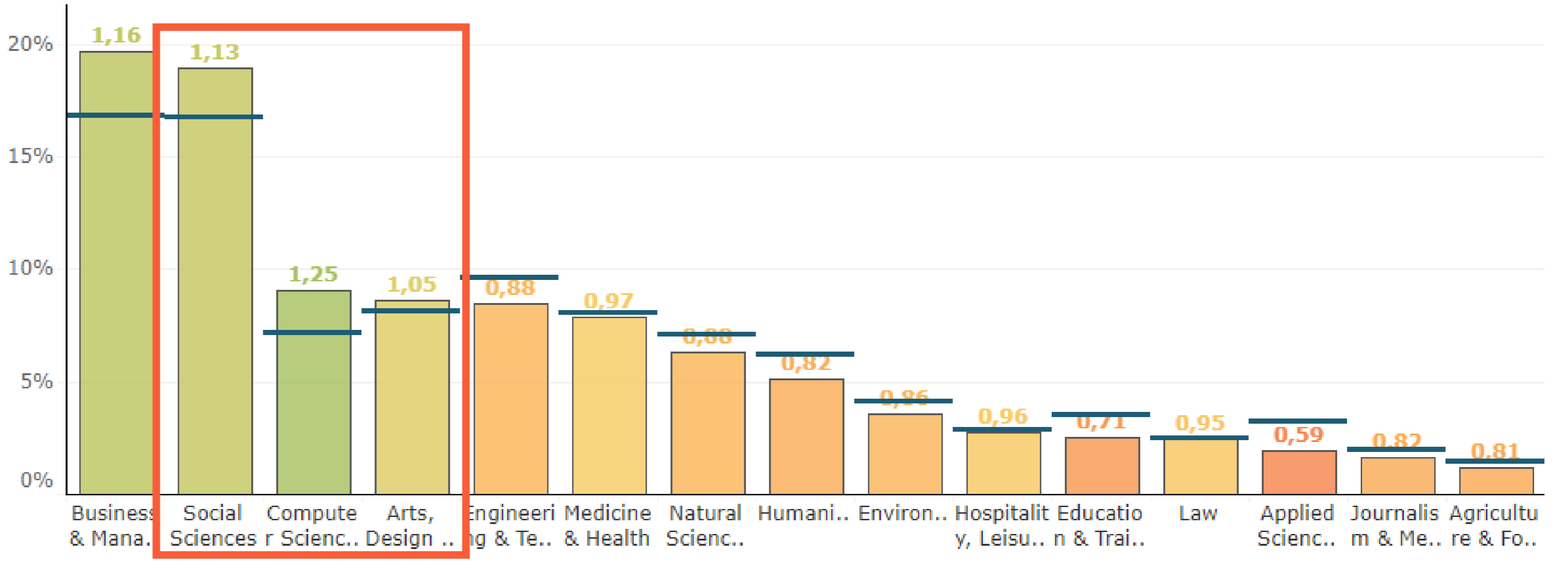
Levels



Methods



Disciplines





Conclusions

Takeaways

- Future growth of # international students is uncertain
- Increasing competition in English-taught education
- Increasing ambition for internationalisation
- Yet, student age segment is declining
- And, government funding is constantly decreasing
- Universities need to develop smart strategies to survive

Conclusions

- Developing countries, especially African, will be main source of 'traditional' international students (young adults)
 - Youngest & growing population
 - Improving educational achievements
 - Environmental push factors
- Non-traditional international students will also become a major source
 - Avoiding visa and travel issues
 - Increasing internet access and speed
 - Education to keep up with technological developments
 - Respecialisation after redundancy due to automatisisation




studyportals
Analytics and Consulting

#actingoninsights

Thank you!
Any questions?

vanvugt@studyportals.com



studyportals

ZÁVĚR A NETWORKINGOVÁ RECEPCE / CLOSING AND NETWORKING RECEPTION

→ **13:30–15:00**

CZEDU →
CON 2019

