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

Vik Singh
General Manager Asia Pacific, Hotcourses Group
### Lets Get Started

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

<table>
<thead>
<tr>
<th>Market</th>
<th>Site</th>
<th>Annual Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td><a href="http://www.hotcoursesabroad.com">www.hotcoursesabroad.com</a></td>
<td>10,290,000</td>
</tr>
<tr>
<td>Middle East</td>
<td><a href="http://www.hotcourses.ae">www.hotcourses.ae</a></td>
<td>5,255,000</td>
</tr>
<tr>
<td>Indonesia</td>
<td><a href="http://www.hotcourses.co.id">www.hotcourses.co.id</a></td>
<td>7,209,000</td>
</tr>
<tr>
<td>India</td>
<td><a href="http://www.hotcoursesabroad.com/india">www.hotcoursesabroad.com/india</a></td>
<td>6,557,000</td>
</tr>
<tr>
<td>Thailand</td>
<td><a href="http://www.hotcourses.in.th">www.hotcourses.in.th</a></td>
<td>4,488,000</td>
</tr>
<tr>
<td>Vietnam</td>
<td><a href="http://www.hotcourses.vn">www.hotcourses.vn</a></td>
<td>3,602,000</td>
</tr>
<tr>
<td>Brazil</td>
<td><a href="http://www.hotcourses.com.br">www.hotcourses.com.br</a></td>
<td>2,460,000</td>
</tr>
<tr>
<td>Latin America</td>
<td><a href="http://www.hotcourseslatinoamerica.com">www.hotcourseslatinoamerica.com</a></td>
<td>2,283,000</td>
</tr>
<tr>
<td>Russia</td>
<td><a href="http://www.hotcourses.ru">www.hotcourses.ru</a></td>
<td>1,734,000</td>
</tr>
<tr>
<td>Turkey</td>
<td><a href="http://www.hotcourses-turkey.com">www.hotcourses-turkey.com</a></td>
<td>2,191,000</td>
</tr>
<tr>
<td>Korea</td>
<td><a href="http://www.hotcourses.kr">www.hotcourses.kr</a></td>
<td>513,000</td>
</tr>
<tr>
<td>China</td>
<td><a href="http://www.hotcourses.cn">www.hotcourses.cn</a></td>
<td>490,000</td>
</tr>
</tbody>
</table>

**Total:** 47,072,000

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*July 1, 2017 – Jun 30, 2018*
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

How Does Search Data Support This?
South Korea sees record international student numbers in 2017

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.

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

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 142,206 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.
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

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

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
Search Preference – USA and UK

**All Institutions**
Oct 01, 2017-Sep 30, 2018

All Institutions | United Kingdom, United States | Saudi Arabia

### Typical student

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>54.6%</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>59.7%</td>
</tr>
<tr>
<td>Mobile use</td>
<td>55.9%</td>
</tr>
</tbody>
</table>

### Course Preferences

- Health and Medicine: 28%
- Business and Management: 11.3%
- Engineering: 10%
- Law: 7.8%
- Applied and Pure Sciences: 0.7%
- Architecture and Construction: 0.5%
- Humanities: 5.0%
- Computer Science and IT: 5.4%
- Social Studies and Media: 4.0%
- Other: 14.1%
Search Preference - Australia

**All Institutions**
Oct 01, 2017 - Sep 30, 2018

All Institutions | Australia X | Saudi Arabia X

**Typical student**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Male</td>
<td>53.1%</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>65.6%</td>
</tr>
<tr>
<td>Mobile use</td>
<td>57.9%</td>
</tr>
</tbody>
</table>

- **Health and Medicine**: 40.6%
- **Applied and Pure Sciences**: 11.4%
- **Engineering**: 9.6%
- **Creative Arts and Design**: 7.6%
- **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%
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

Six PMs in 10 years: How this leadership spill was different
India - Study Level Preference YoY

2016/2017
- Postgraduate: 80.5%
- Undergraduate: 15.1%
- Vocational: 4.4%

2017/2018
- Postgraduate: 70.0%
- Undergraduate: 16.5%
- Vocational: 3.5%
Where Are UG Students In India Looking To Study?

Study destinations

110,814 students

- Canada: 40%
- UK: 30%
- USA: 15%
- Australia: 10%
- Singapore: 5%
- New Zealand: 5%
- Ireland: 2%
- Malaysia: 2%
- Germany: 2%
- Netherlands: 1%
Where Is UG Demand In India?
Conversion
Leverage Data: Conversion Funnels

Because bad conversion affects good students

Meh. I'm going somewhere else

Do something good

Do something really good

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

- 30% Video
- 27% Images
- 23% Text
- 20% Infographic
What Is The Most Valuable Content When Researching?

- Academic programs offered: 18.6%
- Scholarships/funding: 16.8%
- Entry requirements: 14.3%
- Financial requirements: 14.1%
- Teaching quality: 12.6%
- University rankings: 6.8%
- Student experiences: 6.4%
- Student support services: 3.3%
- Pictures/videos of campus life: 2.4%
- Safety information: 2.0%
- Alumni success stories: 1.4%
- Contact information: 1.2%
- 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.”