

Only about 10 percent of Mexican ESL students travel abroad to pursue their training. The principal destinations are the United States, Canada and the United Kingdom. Market shares are difficult to estimate because of differences in visa requirements. Canada and the UK do not require visas for the short stays involved, while the US does. Demand fell by about 25 percent in 1995, but Canadian ESL schools say they expected a drop of up to 40 percent. Little reduction is expected in the UK share, because British ESL schools cater to a very affluent clientele.

On the other hand, Canadian French as a Second Language (FSL) schools are expecting a drop of only about 15 percent as a result of the devaluation. This is partly because there are fewer FSL schools in Mexico which can offer lower-cost alternatives. FSL studies in France remain a very expensive proposition, but this is not necessarily an obstacle for the affluent families involved. France's FSL enrollments are estimated to have fallen by 25 percent in 1995.

MAJOR MEXICAN LANGUAGE SCHOOLS

- Interlingua
- Angloamericano*
- Escuela de Interpretes y Traductores
- Quick Learning*
- Instituto Anglo-Mexicano de Cultura A.C.
- Glen International*
- Berlitz
- Coronel Hall
- Instituto Superior de Interpretes y Traductores
- Instituto Hammer Sharp
- Centro de Enseñanza de Lenguas Extranjeras de la UNAM

Note: *schools affiliated to the Union Nacional de Escuelas de Idiomas (UNEI), National Union of Language Schools.