



BAGUIO

ENGLISH SCHOOLS
ASSOCIATION

22. February. 2024

SUBJECT: PEAK SEASON SURCHARGE

Dear Valued Partners,

Greetings of Prosperity!

As we welcome 2024, it is with high hopes that this year shall witness faster recovery of the English language industry in the Philippines from the devastating toll of the pandemic that paralyzed business operations across the globe over the past three years.

Aligned with our common objective to ensure trust, beneficial dependency and continuing productive cooperation between and amongst us, it has been resolved and deemed vital by members of the association to introduce and set as an established practice to impose PEAK SEASON SURCHARGE on the prevailing education fees beginning this year.

A peak season surcharge amounting to 5,000 JPY / week shall be added in the months of or for the whole duration between July.1.2024 and August.25.2024 for eight (8) weeks. (inclusive of commission).

For 2025, the Peak Season Surcharge will apply from June.30 2025 to August.24.2025 for eight (8) weeks.

The Peak Season Surcharge will be applied at the start of registration on March 1, 2024, and specific guidelines will be provided by each academy thereafter.

As operational costs during peak season entails more staff and teachers to be employed and to be trained in addition to costs involved in facilities upgrade and other related expenses, income gained during peak season becomes more crucial in providing and ensuring quality English education, comfortable accommodation, and overall satisfaction of student customers.

List of members of BESA to join this peak season surcharge are as below:

A&J, API BECI, JIC, MONOL, and PINES.

Sincerely,

Bohyuk Im
BESA President