BAGUIO ENGLISH SCHOOLS ASSOCIATION

CALA

JOINT OFFICIAL ADVISORY

Baguio English Schools Association (BESA) & **Cebu Association of Language Academies (CALA)**

October 26, 2026

TO	All Valued Partner Agencies and Educational Consultants
SUBJECT	**NOTICE OF PEAK SEASON SURCHARGE ADJUSTMENT, EFFECTIVE 2027**

Dear Valued Partners,

Your trust and support have helped Baguio and Cebu grow as welcoming, trusted destinations for ESL students from around the world, and we are truly grateful for the part you play in that.

To keep providing the quality teaching, comfortable accommodations, and well-kept facilities our students deserve, BESA and CALA member academies have agreed to adjust the peak season surcharge. We wanted you to hear this from us directly and well ahead of time.

Beginning in 2027, the peak season surcharge will change as follows:

CURRENT PEAK SEASON SURCHARGE

$40 USD / week

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REVISED PEAK SEASON SURCHARGE

$60 USD / week

Peak Season Period	**June 27 – August 22 or July 4 – August 28** *Dates depend on the academy.*

The revised surcharge applies at the following member academies:

BESA Academies	**A & J · BECI · Monol · Pines · JIC · Wales**
CALA Academies	**Blue Ocean · BTES · CWA · CELLA · CG · EV · Philinter · QQ· Winning**

We know any increase takes planning on your side, and we truly appreciate your understanding. All details can be requested directly from each academy, and your academy partners are always happy to answer questions. We look forward to growing together in the years ahead.

With warm regards,

Hyungbo Shim
President
Baguio English Schools Association (BESA)

Injun Kim
President
Cebu Association of Language Academies (CALA)

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