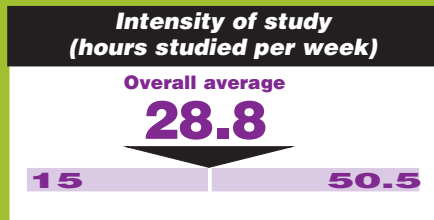
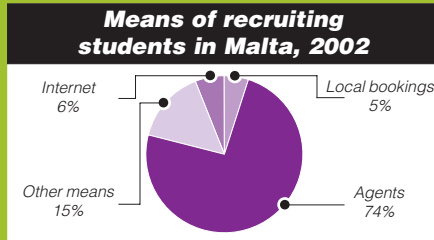


Status: Malta 2002

The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.

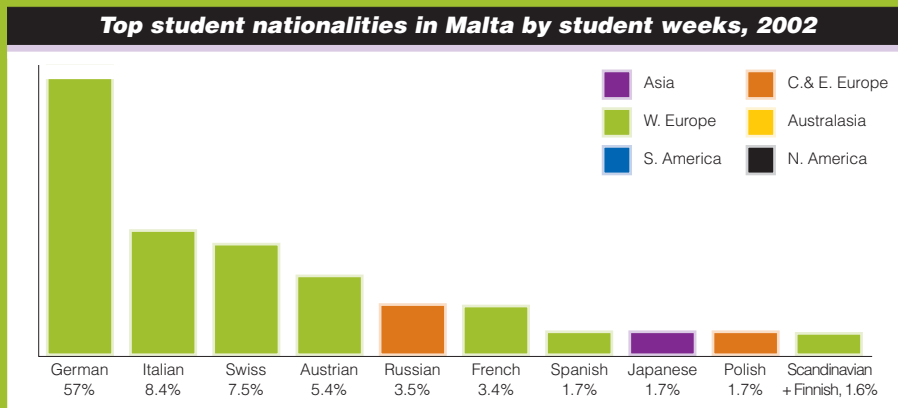
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading. We will then forward the web address to you.



Key points

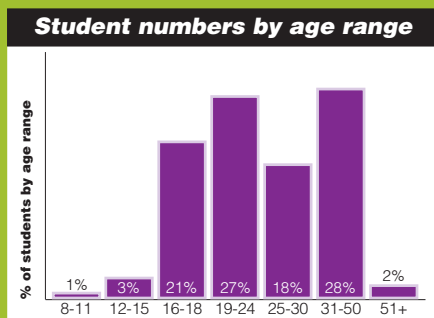
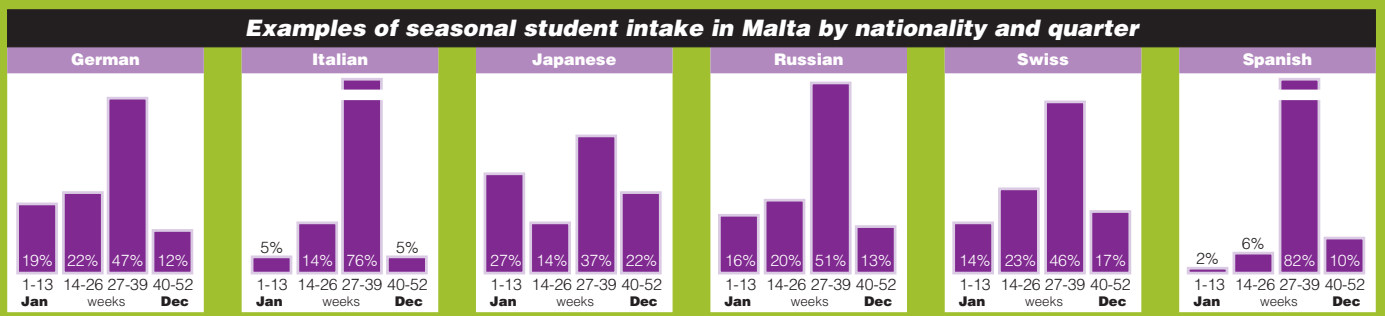
- No. of participating organisations in the Maltese survey: **6**
- Total no. of students at in 2002: **18,485 students**
- Total no. of student weeks in 2002, estimated: **38,634 weeks**
- Overall average length of stay: **2.09 weeks**
- Average cost of a one-month course, excluding accommodation: **ML242 (US\$593)**
- Average cost of residential accommodation per week: **ML95 (US\$233)**
- Average cost of host family accommodation per week: **ML83 (US\$203)**
- Average commission paid on a language course: **21 per cent** (from 15 to 25)
- **Three** institutions paid commission on accommodation (of 10 to 20 per cent)

*For currency conversion rate, see page 4.



Observations

- The proportion of German students studying English in Malta increased on last year, from 35% to 57%. Other trends in terms of student nationality remained similar, excepting Chinese students, who did not feature in the top 10 this year. Student numbers from Scandinavia and Finland also declined.
- The proportion of business generated via agencies was almost unchanged on last year, with agencies continuing to recruit almost three-quarters of students at Maltese schools.
- Average length of stay declined on last year, which could be due to having fewer Chinese students in our survey. The average dropped from 5.9 weeks to 2.09 weeks
- The number of older students, aged from 31 to 50 years old, increased in this survey.



Thank you to the following institutions for taking part in our Status survey:

English Language Academy, Sliema; Gateway International School of English, San Gwann; Global Village English Centre, St Paul's Bay; Inlingua, Sliema; Institute of English Language Studies, Sliema; International House, Gozo.

Status Survey statistics are based on figures supplied by a selection of individual schools. Not all survey respondents answered every question in the survey. Figures are, in some cases, rounded up or down to the nearest whole. All information is treated with the strictest confidence.

Next month: Global Comparison