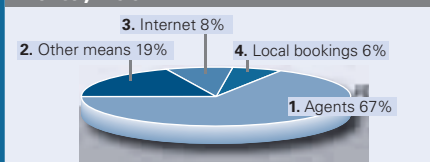


# Status: Malta 2004

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.

## Means of recruiting students in Malta, 2004



## Intensity of study (hours studied per week)

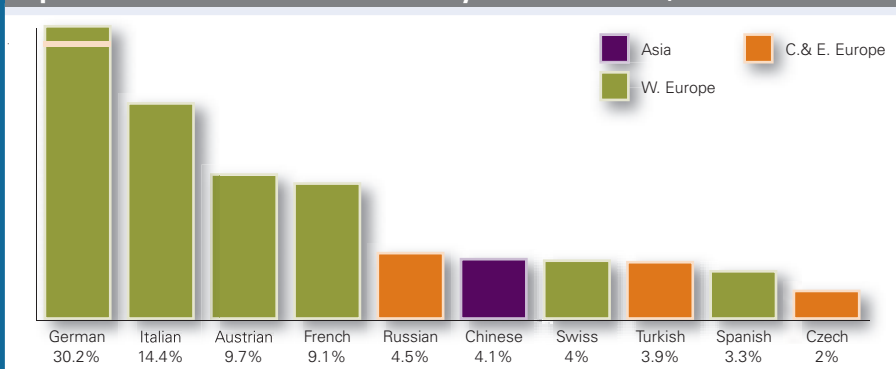


## Key points

- No. of participating organisations in the Malta survey: **12**
- Total no. of students at 11 of the 12 organisations in 2004: **29,972**
- Total no. of student weeks in 2004, estimated: **86,919**
- Overall average length of stay in weeks: **2.9**
- Average cost of a one-month course, excluding accommodation: **MTL250 (US\$697)**
- Average cost of residential accommodation per week: **MTL56 (US\$156)**
- Average cost of host family accommodation per week: **MTL62 (US\$173)**
- Average commission paid on a language course: **20 per cent** (from 15 to 25)
- **Ten** institutions paid commission on accommodation (average 10 per cent)

\*For currency conversion rate, see page 7.

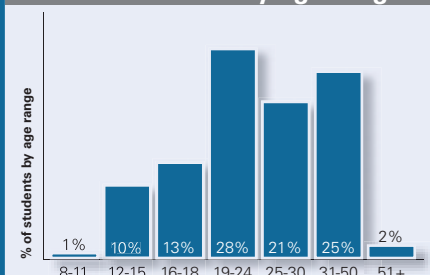
## Top student nationalities in Malta by student weeks, 2004



## Observations

- Compared with our last Status survey on Malta, there has been little change in the average length of stay, which was 2.8 weeks in the 2003 survey and 2.9 weeks in this 2004 survey.
- More schools took part in this survey but one school did not disclose total student numbers and the volume of students represented did not change too much year on year.
- Germans remained in number-one position but Russians and Chinese, second and third largest nationalities last year, are now in positions five and six in terms of importance. Italians and Austrians took their place in the top three. Students from Turkey and the Czech Republic were listed for the first time.
- More schools than ever paid commission on accommodation, up from six to 10 – almost all of those schools surveyed. All average prices were in fact slightly lower than in 2003.

## Student numbers by age range



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

AM Language Studio, Sliema; BELS, Gozo; Burlington Academy, St Julians; English Language Academy, Sliema; Inlingua School of Languages, Sliema; Institute of English Language Studies, Sliema; International House Malta, Gozo; Linguatime, Sliema; Magister Academy, St Julians; NSTS English Language Institute, Gzira; Sky-lark School of English, Msida; Sprachcaffe Languages Plus Malta, Pembroke.

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:  
South Africa**