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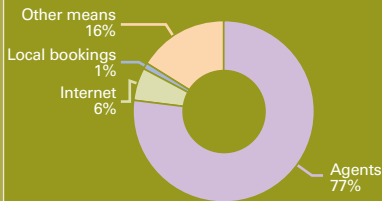
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Malta 2007

Means of recruiting students in Malta, 2007



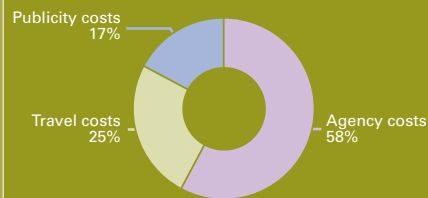
Intensity of study (hours studied per week)



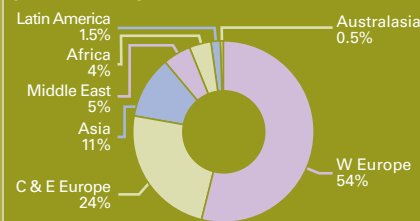
Marketing spend by category (from a selection of schools)



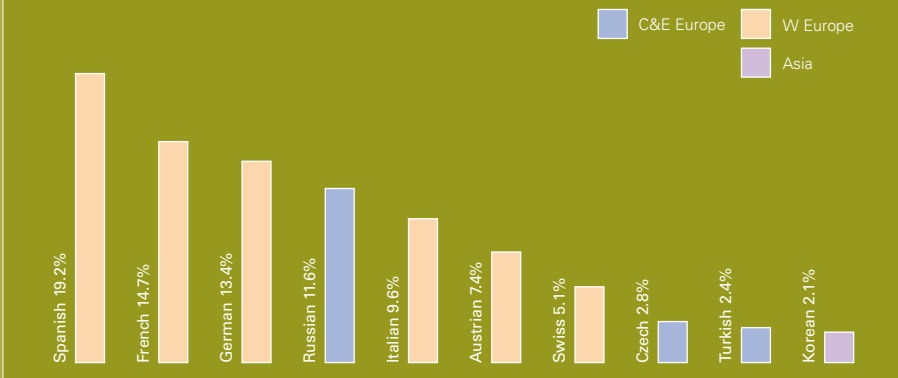
Total marketing spend by sector in %



Marketing budget by region (overall %)



Top nationalities in Malta by student weeks, 2007

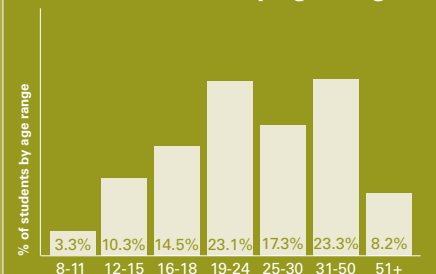


Key points

- Number of participating organisations in the Malta survey: **nine**
- Total number of students at the organisations in 2007: **14,263**
- Total number of student weeks in 2007, estimated: **38,938**
- Overall average length of stay in weeks: **2.7**
- Average cost of a one-month course, excluding accommodation: **€555 (US\$710)**
- Average cost of residential accommodation per week: **€188 (US\$240)**
- Average cost of host family accommodation per week: **€189 (US\$242)**
- Average commission paid on a language course: **21 per cent**
- **Seven** institutions paid commission on accommodation (average of 14 per cent)

*For currency conversion rate, see page 7.

Student numbers by age range



Observations

- Maltese language schools rely heavily on agents to recruit their students and this method was responsible for enrolling 77 per cent of the student body this year, compared with 76 per cent last year. Internet usage and local bookings were both slightly down this year compared with last year's figures.
- Students in Malta were older according to our Status Survey this year with 48.8 per cent of the study body aged 25 years or over, compared with 33 per cent last year.

- The top nationalities of students learning English in Malta stayed largely the same although the percentage of Russian students had increased slightly from 8.5 per cent to 11.6 per cent while German students showed a large decrease from 22.3 per cent to 13.4 per cent this year. A new entry to the top nationality table this year was Czech students, which pushed out Japanese.
- The average length of stay at 2.7 weeks was very similar to last year's result of 2.6 weeks.

Thank you to the following institutions for taking part in our Status survey: BELS, Gozo; Britannia College, Valletta; Clubclass Residential Language School, St Julian's; English Language Academy, Sliema; Gateway International School of English, St Julian's; Global Village English Centre, St Paul's Bay; Inlingua, Sliema; International School of Languages, Valletta; Linguatime School of English, Sliema.

If you would like to see the complete breakdown of data, please visit www.hothousemedia.com/statuszone/ltmstatus/latest.htm where this information is available. Thanks to all the schools that contribute valuable data – confidentially – to help us produce this market information.

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.

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