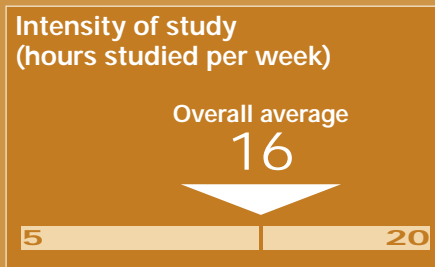
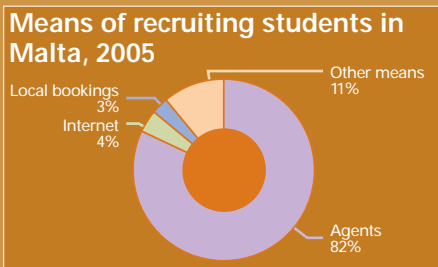
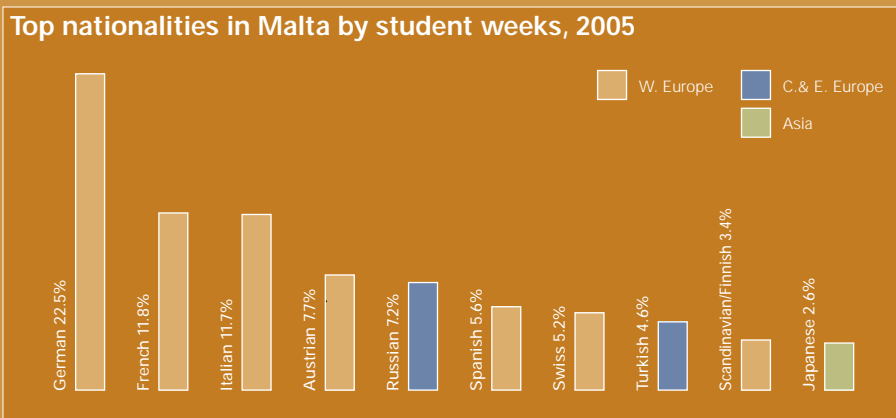
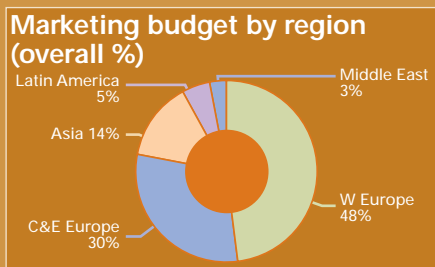
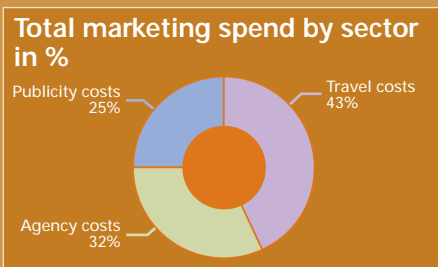


Status: Malta 2005

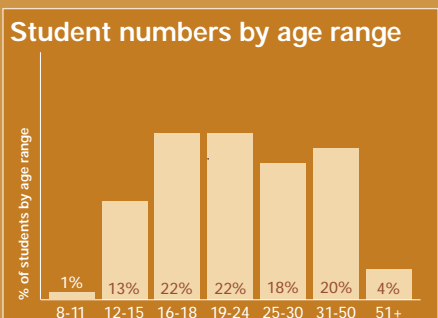
The Status survey gathers specific market data about all of the main language teaching markets in the world. Through this initiative, it is now possible to compare world market statistics, a summary of which is published in the March 2007 issue.



- ### Key points
- Number of participating organisations in the Malta survey: **11**
 - Total number of students at the organisations in 2005: **34,561**
 - Total number of student weeks in 2005, estimated: **120,964**
 - Overall average length of stay in weeks: **3.5**
 - Average cost of a one-month course, excluding accommodation: **€583** (US\$744)
 - Average cost of residential accommodation per week: **€199** (US\$254)
 - Average cost of host family accommodation per week: **€213** (US\$272)
 - Average commission paid on a language course: **20 per cent** (from 10 to 25)
 - **Ten** institutions paid commission on accommodation (from 5 to 20 per cent)



- ### Observations
- One less school took part in this survey than in our last survey but the total students taught in 2005 by our respondents was up, as was the average length of stay, meaning total volume of the market seems to have increased year on year.
 - Agents accounted for more bookings in 2005 than in 2004, up from a good 67% to a very impressive 82%, with all other recruitment means declining slightly.
 - The nationality mix was similar, year on year, with the main change being French students now in second position after Germans, up from fourth place last year. Otherwise, the top five remained unchanged, while Spanish students moved up the grid and Japanese featured in tenth position.
 - Prices for tuition were up by around US\$50 and for accommodation, on average by US\$100.

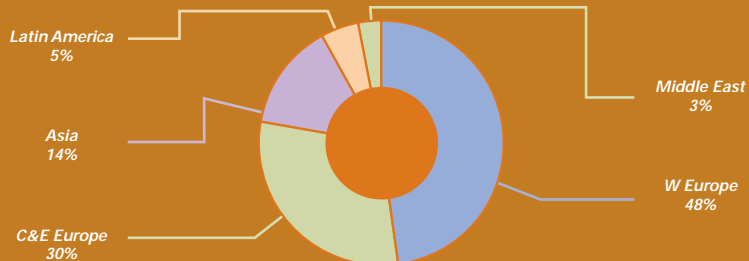


Thank you to the following institutions for taking part in our Status survey: AM Language Studio, Sliema; BELS, Kerzem, Gozo; EC Malta, Ta'Xbiex; English Language Academy, Sliema; Gateway International School of English, St Julians; Inlingua School of Languages, Sliema; LAL Institute of English Language Studies, Sliema; Gzira; and Ghajnslelem (Gozo); Linguatime School of English, Sliema; MSD International School of English, St Paul's Bay; Skylark School of English, Msida; Sprachcaffe Languages Plus, Halba.

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.

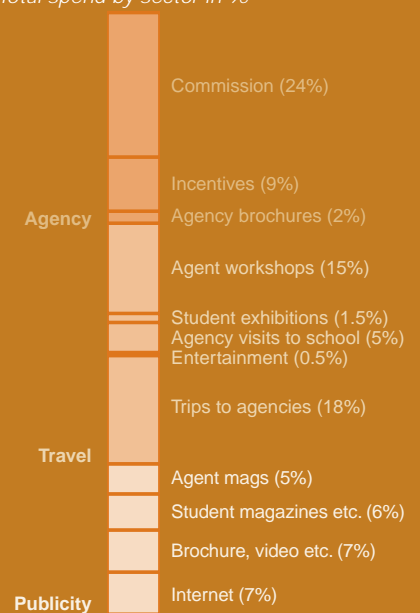
Currency conversion at 01/11/06.
1x US\$ = €0.784

Marketing budget by region

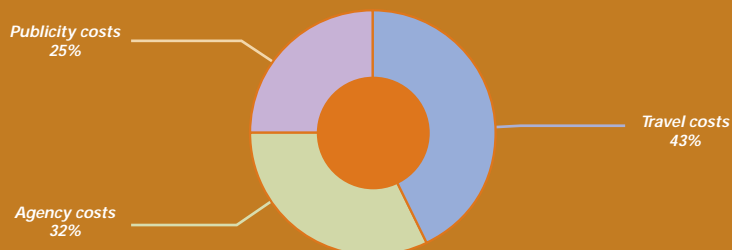


Marketing spend by category

based on sample of schools
Total spend by sector in %



Marketing budget by sector



Marketing spend as % of school's gross income

Overall average

14.3%

2% ————— 30%

Average cost of tuition

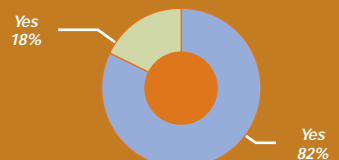
For 80 hours of tuition

Overall average
€583 (US\$744)

€380 (US\$485) ————— €1,430 (US\$1,824)

(Costs for one hour of tuition ranged from US\$6 to US\$22.8 per hour, averaging US\$9.3)

% of institutions offering/selling travel insurance



Annual student intake in Malta by world region of origin

